

# Course syllabus

## 1. Core data

<b>Course code</b> 7PE20NGKL2B	<b>Credits</b> 6	<b>Semester</b> Fall 2024
<b>Course title in English</b> Press Photography, Documentary and Campaign Film-Making		
<b>Course title in Hungarian</b> Sajtófotó, Dokumentum, Kampány-film		
<b>Course title in other language</b>		
<b>Course leader.</b> Dr. Lajos Kovács	<b>Institute</b> Marketing and Communication	
<b>Course type</b> elective	<b>Type of final assessment</b>	
<b>Language of instruction</b> English	<b>Class schedule</b> 14 week	
<b>Number of theoretical classes per week (full-time programmes)</b> 2	<b>Number of practical classes per week (full-time programmes)</b> 2	
<b>Term when the course is announced/started</b> September 2024		

## 2. Main features

**Course objectives:** This course takes on a hands-on, practical approach to help students to better understand visual language, to be able to distinguish between quality photographs from random shots. In a world full of visual images that surround us and communicate with it is not only useful but also necessary to understand their nature.

**Brief description of the course:** This course will introduce students to the anatomy of photo- and video camera. Helps to develop a story and how to tell it visually. Finally, to experience the magic and creative force of editing.

## 3. Learning outcomes

<b>Skills</b>	<b>Knowledge</b>	<b>Attitudes</b>	<b>Autonomy and responsibility</b>
Photography videography Editing Lighting Instructing	storytelling and how to write 'dismantle' the photo and video camera develop own ideas	Team work cooperation with others creative engagement	Decision making taking responsibility
	Adobe Premier Pro video editing		

## 4. Assessment system of the course

Method of assessment (tárgyfelelős tölti)		
Study activity	Minimum requirement for the course completion (if any)	Weighting of student activity in the final assessment (%)
Mostly participating in class team works	Final motion picture project	30% class attendance 20% written exam 50% - final project

## 5. Compulsory readings

Compulsory reading	URL
Rabiger, M., Hurbis-Cherrier M., <i>Directing, Film Techniques and Aesthetics</i> , Focal Press, 2013	

## 6. Recommended readings

Recommended reading	URL
Monaco, J., <i>How to read a Film, The Art, Technology, Language, History, and Theory of Film and Media</i> , Oxford University Press, 1981	

## 7. Thematic weekly schedule

Week no.	Brief description of topic
1	What is storytelling? From orality to literacy to visuals
2	Script, screenplay and storyboards
3	Photo camera vs Video or Film camera: their characteristics
4	Technical: lenses, depth of field, shutter speed, exposition, ISO
5	2D vs 3D – camera movement
6	Lightning
7	Sound
8	1. Shooting
9	2. Shooting
10	3. Shooting
11	1. Editing
12	2. Editing
13	3. Editing
14	Presentation of the final product: short fictional or documentary film
15	

## 8. Class data

Course code	Course type	Lecturer(s)	Time and venue
7PE20NGKL2B	elective	Dr. Lajos Kovács	September 2024

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## 9. Prerequisites and further information

### Description of prerequisites and further information

NO prerequisites

## 10. Class participation

Not to be confused with attendance, class participation is the practice of engaging your professor and fellow students during presentations and discussions with thoughtful and timely contributions. If you miss classes it will have an impact on your participation points!

Opinions vary, civility is constant. You should feel free to question or disagree with other students; however, such disagreement must be based on the idea and not the person. Respect for your peers and professor is the sine qua non of great discussions and great learning experiences.

DO NOTE THAT EVERY POINT IS EARNED, NOT NEGOTIATED!

## 11. Plagiarism

Any and all statements contained in any assignment or paper that are based upon ideas or words of another must be properly credited to the original author or source. Paraphrasing the ideas or words of another is acceptable so long as the original author or source is cited. DO NOT quote words or expressions from existing works verbatim without designating the passage as a quote and crediting the source. Any student who plagiarizes the work of any other person (author, professor, student, parent, friend, etc.) is committing academic dishonesty and misconduct. Any student caught committing plagiarism will automatically fail the course.

## 12. Grade Conversion Table for Courses taught in English

Percentage achieved	Hungarian Grade	ECTS Grade	International Grade	Explanation
97-100	5	A	A+	Excellent
94-96	5	A	A	Excellent
90-93	5	A	A-	Excellent
87-89	5	B	B+	Excellent/Very good
84-86	4	C	B	Good
80-83	4	C	B-	Good
77-79	4	C	C+	Good
74-76	3	D	C	Satisfactory
70-73	3	D	C-	Satisfactory
67-69	3	D	D+	Satisfactory
64-66	2	D	D	Low pass/Sufficient
[51/61]-63	2	E	D-	Low pass/Sufficient
0-[50/60]	1	FX/F	F	Fail, 0 credit
	N		N	No grade received, 0 credit