

## COURSE OUTLINE

### (1) GENERAL

<b>SCHOOL</b>	SOCIAL SCIENCES		
<b>ACADEMIC UNIT</b>	CULTURAL TECHNOLOGY AND COMMUNICATION		
<b>LEVEL OF STUDIES</b>	UNDERGRADUATE		
<b>COURSE CODE</b>	EPI 317	<b>SEMESTER</b>	8 <sup>o</sup>
<b>COURSE TITLE</b>	AUDIOVISUAL INDUSTRIES: THEORY AND PRODUCTION		
<b>INDEPENDENT TEACHING ACTIVITIES</b> <i>if credits are awarded for separate components of the course, e.g. lectures, laboratory exercises, etc. If the credits are awarded for the whole of the course, give the weekly teaching hours and the total credits</i>		<b>WEEKLY TEACHING HOURS</b>	<b>CREDITS</b>
Lectures		3	3
<i>Add rows if necessary. The organisation of teaching and the teaching methods used are described in detail at (d).</i>		3	5
<b>COURSE TYPE</b> <i>general background, special background, specialised general knowledge, skills development</i>	Optional/General background		
<b>PREREQUISITE COURSES:</b>	N/A		
<b>LANGUAGE OF INSTRUCTION and EXAMINATIONS:</b>	Greek		
<b>IS THE COURSE OFFERED TO ERASMUS STUDENTS</b>	No		
<b>COURSE WEBSITE (URL)</b>	<a href="https://eclass.aegean.gr/courses/131160/">https://eclass.aegean.gr/courses/131160/</a>		

### (2) LEARNING OUTCOMES

<p><b>Learning outcomes</b></p> <p><i>The course learning outcomes, specific knowledge, skills and competences of an appropriate level, which the students will acquire with the successful completion of the course are described.</i></p> <p><i>Consult Appendix A</i></p> <ul style="list-style-type: none"> <li>• <i>Description of the level of learning outcomes for each qualifications cycle, according to the Qualifications Framework of the European Higher Education Area</i></li> <li>• <i>Descriptors for Levels 6, 7 &amp; 8 of the European Qualifications Framework for Lifelong Learning and Appendix B</i></li> <li>• <i>Guidelines for writing Learning Outcomes</i></li> </ul>
<p>Upon completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• the specific audio-visual industries</li> <li>• the needs of each audio-visual sector</li> <li>• the particular modes of production in each A/V Industry</li> <li>• the tools for a critical evaluation of an audiovisual project</li> <li>• how to produce televised stories and broadcasts films</li> </ul> <p>In such a way they will be able to join the market just after their graduation.</p>
<p><b>General Competences</b></p> <p><i>Taking into consideration the general competences that the degree-holder must acquire (as these appear in the Diploma Supplement and appear below), at which of the following does the course aim?</i></p> <p><i>Search for, analysis and synthesis of data and</i> <i>Project planning and management</i></p>

<i>information, with the use of the necessary technology</i> <i>Adapting to new situations</i> <i>Decision-making</i> <i>Working independently</i> <i>Team work</i> <i>Working in an international environment</i> <i>Working in an interdisciplinary environment</i> <i>Production of new research ideas</i>	<i>Respect for difference and multiculturalism</i> <i>Respect for the natural environment</i> <i>Showing social, professional and ethical responsibility and sensitivity to gender issues</i> <i>Criticism and self-criticism</i> <i>Production of free, creative and inductive thinking</i> ..... <i>Others...</i> .....
<ul style="list-style-type: none"> <li>• Search for, analysis and synthesis of data and information, with the use of the necessary technology</li> <li>• Production of new research ideas</li> <li>• Production of free, creative and inductive thinking</li> <li>• Criticism and self-criticism</li> <li>• Working in an interdisciplinary environment</li> <li>• Decision-making</li> <li>• Team work</li> <li>• Project planning and management</li> </ul>	

### (3) SYLLABUS

The course aims to introduce students to different kinds of audiovisual industries from their perspective as a business, presenting their special characteristics and how their particularities determine their production process. Consisting of a theoretical and applied part, the course wants to get to know the various stages of development of these industries and the audiovisual project they produce, the analysis of representative examples, indicative of the Greek industry, and ultimately the production of original audiovisual materials.

There are theoretical lectures as well as exercises about

- The cinema industry
- The documentary industry
- The TV commercial industry
- The video and new media industry
- The short and long term fiction film industry
- The TV entertainment industry

#### (4) TEACHING and LEARNING METHODS - EVALUATION

<b>DELIVERY</b> <i>Face-to-face, Distance learning, etc.</i>	Face to face lectures	
<b>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</b> <i>Use of ICT in teaching, laboratory education, communication with students</i>	Use of ICT technology and screening equipment	
<b>TEACHING METHODS</b> <i>The manner and methods of teaching are described in detail.</i> <i>Lectures, seminars, laboratory practice, fieldwork, study and analysis of bibliography, tutorials, placements, clinical practice, art workshop, interactive teaching, educational visits, project, essay writing, artistic creativity, etc.</i>  <i>The student's study hours for each learning activity are given as well as the hours of non-directed study according to the principles of the ECTS</i>	<b>Activity</b>	<b>Semester workload</b>
	Lectures	13 *3 h = 39 h
	Study of lectures	13*1 h = 13 h
	Homework, exercises in practice	55 h
	Completion of the essay and video	40 h
	<b>Course total</b>	<b>147 H</b>
<b>STUDENT PERFORMANCE EVALUATION</b> <i>Description of the evaluation procedure</i>  <i>Language of evaluation, methods of evaluation, summative or conclusive, multiple choice questionnaires, short-answer questions, open-ended questions, problem solving, written work, essay/report, oral examination, public presentation, laboratory work, clinical examination of patient, art interpretation, other</i>  <i>Specifically-defined evaluation criteria are given, and if and where they are accessible to students.</i>	<p>The course is taught in the form of lectures. Attending is strongly recommended, due to the lack of specialized Greek bibliography, the visual nature of the material and the need for discussion and debate.</p> <p>A written work and two exercises during the lectures of the semester are expected to be completed and evaluated at the end of the semester.</p>	

#### (5) ATTACHED BIBLIOGRAPHY

- Suggested bibliography:

- Monaco James, ΠΩΣ ΔΙΑΒΑΖΟΥΜΕ ΜΙΑ ΤΑΙΝΙΑ; Δαρδανός, 2019
- Σκοπετέας, Ιωάννης ΚΑΜΕΡΑ, ΦΩΣ ΚΑΙ ΕΙΚΟΝΑ ΣΤΗΝ ΨΗΦΙΑΚΗ ΟΠΤΙΚΟΑΚΟΥΣΤΙΚΗ ΚΑΤΑΓΡΑΦΗ , Ίων, 2016
- Σκούρας, Θάνος, Η ΟΙΚΟΝΟΜΙΚΗ ΔΙΑΣΤΑΣΗ ΤΩΝ ΜΕΣΩΝ ΜΑΖΙΚΗΣ ΕΠΙΚΟΙΝΩΝΙΑΣ, Παπαζήσης, 2003
- David Bordwell - Kristin Thompson ΕΙΣΑΓΩΓΗ ΣΤΗΝ ΤΕΧΝΗ ΤΟΥ ΚΙΝΗΜΑΤΟΓΡΑΦΟΥ, Μορφωτικό Ίδρυμα Εθνικής Τραπέζης, 2011
- Pinel, Vincent. ΣΧΟΛΕΣ, ΚΙΝΗΜΑΤΑ ΚΑΙ ΕΙΔΗ, Μεταίχμιο, 2004
- Zettl, Herbert ΤΗΛΕΟΠΤΙΚΗ ΠΑΡΑΓΩΓΗ (ειδική ελληνική έκδοση), Έλλην, 2002
- Butler, Jeremy, ΤΗΛΕΟΡΑΣΗ ΤΕΧΝΗ ΚΑΙ ΤΕΧΝΙΚΗ, Έλλην, 1999
- Hilliard Robert ΓΡΑΦΟΝΤΑΣ ΓΙΑ ΤΟ ΡΑΔΙΟ ΚΑΙ ΤΗΝ ΤΗΛΕΟΡΑΣΗ, Έλλην, 2002
- Θεοδωράκη, Στέλλα ΚΙΝΗΜΑΤΟΓΡΑΦΙΚΕΣ ΠΡΩΤΟΠΟΡΙΕΣ, Νεφέλη, 1990
- Marlow Eugene ΗΛΕΚΤΡΟΝΙΚΕΣ ΔΗΜΟΣΙΕΣ ΣΧΕΣΕΙΣ, Έλλην, 1996
- Καβάγιας, Γιώργος Ο ΚΙΝΗΜΑΤΟΓΡΑΦΟΣ ΧΩΡΙΣ ΜΥΣΤΙΚΑ, Καστανιώτης, 1990
- Κουλέσωφ Λεβ Η ΤΕΧΝΗ ΤΟΥ ΚΙΝΗΜΑΤΟΓΡΑΦΟΥ, Αιγόκερως, 1996
- Rush, Michael NEW MEDIA IN LATE 20<sup>TH</sup>-CENTURY ART, Thames & Hudson, 1999