

Course: Media Tools

credits: 5

Course code	ICVB20TLS1	Modes of delivery	Assignment
Name	Media Tools		Practical / Training
Study year	2022-2023	Assessments	Media Tools - Other assessment
ECTS credits	5		
Language	English		
Coordinator	M.L. Borgijink		

Learning outcomes

Competences

Programme learning outcomes Junior professionals:

1. Context & strategy

1. Monitor developments in the professional field as well as in the national and international media landscape, and are able to translate these insights into communication strategy.

1. Target group & behaviour

1. Investigate the needs and wishes of the target group, and understand the contextual/cultural factors that affect the behaviour of the target group.

1. Account for communication

Programme learning outcomes Junior professionals:

1. Identify relevant developments for the organisation, monitor international and intercultural developments, and translate the implications into communication policy.

Monitor recent developments in the national and international professional field as well in as the media landscape, and use these insights for the organisation's communication strategy.

1. Conduct applied research in a methodological way and use suitable research methods.

Evaluate the needs, wishes and (inter)cultural factors of **all relevant** stakeholders, and translate them into a professional product.

Assess insights from knowledge and theory

Level 3 (final project phase)

Analyse

relevant developments for the organisation, monitor international and intercultural developments, and translate the implications for the organisation's communication policy.

N/A

Conduct research in a methodological way, use suitable research methods and **evaluate** the research.

N/A

N/A

Content

The modern communication professional is also a content creator. Messages are increasingly being spread through videos and animation.

In this course students will learn the basic principles and advanced techniques behind filmmaking; from making technically good shots with the right perspectives, angle and composition to editing the video material in Premiere Pro. An introduction to Adobe After Effects is included as well for making animations. Preferably this course is attended in combination with the Visual Language course so the student can combine the best of both worlds to make his or her final assignment.

Keywords: film, video, animation, camera training, Adobe Premiere Pro, Adobe After Effects

N/A

N/A

N/A

N/A

	interventions based on knowledge, theory and research insights.	in order to support effective communication interventions.	
1. Concept & creation	1. Elaborate a creative concept tailored to the wishes of the national or international target group and/or the organisation's goals.	Develop a creative concept using creative methods and techniques, and account for the extent to which the concept is suitable for the target group as well as the organisation's goals.	Media Tools
1. Choose appropriate channels and (digital) tools in order to deliver communication suitable for the target group.	Account for the application of channels and (digital) tools in order to deliver communication suitable for the target group.	Media Tools	
1. Create relevant content tailored to the concept and the organisation's goals.	Create relevant content and/or a prototype of a professional product , and substantiate the way that it is/they are tailored to the organisation's goals.	Media Tools	
1. Planning & organisation	1. Design the plan for and organise the implementation of professional products, taking into account target groups, goals and budgets.	Design the communication plan for and organise the implementation of a complex professional product , taking into account target groups, goals and budgets.	N/A
1. Persuasion & commitment	1. Advise on the organisation's communication as an internal and/or external adviser/consultant, taking into account the organisation's communication strategy.	Advise on the organisation's communication, taking into account the organisation's goals and communication strategy in a complex context .	N/A
1. Communicate[1] orally and in writing in a correct, target group-oriented, business-like and concise manner, and consequently create commitment.	Communicate orally and in writing in a correct, target group-oriented, business-like and convincing manner , and are able to explain their points of view in both internal and external communication.	N/A	
1. Connection & facilitation	1. Organise interaction and collaboration, arrange networking or	Organise interaction and collaboration, arrange networking or	N/A

other meetings, expand their national and international network, and draw on this specific knowledge network for or information.

other meetings, expand their national and international network, and draw on this specific knowledge or information requirement.

1. Recognise opportunities, develop initiatives and dare to experiment.
- Are able to think **out of the** box, experiment and create or co-create novel solutions.
- N/A**

Included in programme(s)

International Communication

School(s)

School of Communication, Media & IT

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