

COURSE DETAIL

INTERNET SHORT VIDEO: THEORY AND PRACTICE

Country

China

Host Institution

Fudan University

Program(s)

Fudan University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

147

UCEAP Course Suffix**UCEAP Official Title**

INTERNET SHORT VIDEO: THEORY AND PRACTICE

UCEAP Transcript Title

INTERNET SHORT VIDE

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

The teaching purpose of this course is to let students understand the current mobile Internet ecology, train new ways of thinking, use comprehensive audio-visual media technology and communication methods, and let students master new ideas and new skills from different communication levels, adapt to Internet content quickly Iterative development needs.

The teaching arrangement of this course is a combination of theory and practice, technology and creativity, relying on finding and solving problems. In terms of teaching form, it is divided into four parts: course teaching, research and review, skill practice, and communication and discussion. The main content includes the development of Internet content under technological iteration, the technology and application of new media development, and the production of short video.

Language(s) of Instruction

Chinese

Host Institution Course Number

JOUR130247

Host Institution Course Title

INTERNET SHORT VIDEO: THEORY AND PRACTICE

Host Institution Course Details

Host Institution Campus

Host Institution Faculty

He CHANG

Host Institution Degree

Host Institution Department

School of Journalism

Course Last Reviewed

2022-2023

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