

# 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 Campus

### Host Institution Faculty

He CHANG

### Host Institution Degree

### Host Institution Department

School of Journalism

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