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Development and Implementation of MDTV Curricula (DIMTV)

WP2.5 - Activity 2.5.3 Report

Guest Lecturing with MDTV experts

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Lead Organization: *UAMD*

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1. Introduction

Within the DiMTV project, various events were organized with guest lecturers for students. Most of the open lectures were the result of the Memorandums of Understanding with the industry and within the consortium partners. This series of lectures, named the Online Multimedia Seminar Series, were organized online due to the COVID-19 pandemic. The seminars were organized as a series of online offered by guest lecturers to a wide audience, not only students interested in learning about the latest multimedia technologies. Online seminars were organized to ensure interaction between all the participants, questions and answers, discussions, and evaluations.

The main purpose of webinars or "online seminars" is to provide students with knowledge in certain subjects and practical training. The advantages of online seminars organized to be considered are:

1. There is no location restriction as it can be accessed anywhere through internet access.
2. The discussion of each topic can be realized at a suitable time for the participants and can be accessed after they are registered (can be accessed on YouTube Channel).
3. Evaluation and feedback on the benefits of the student from the seminars
4. Wide access to experts in the field of multimedia
5. Relevant topics discussed

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2. Open lecture with PM students with Endri Miliku (RTSH)

The students of the Professional Master study program at MTVD were part of an open lecture organized by Endri Miliku. He is an audio specialist at RTSH 1 Albania. Students were trained not only on the software used for editing and mixing but also on radio broadcasting. Endri Miliku is a broadcasting technician and shared his personal experience at work and some professional tricks in audio techniques.

Figure 1. *Open lecture with Endri Miliku (RTSH)*

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3. Open lecture with Ph.D. Arban Uka (Epoka)

At the premises of UAMD was organized the open lecture with Ph.D. Arban Uka from Epoka University. The main topic of the lecture was image processing and the application of Matlab software in this field. MDTV students were part of the lecture and they learned MATLAB function files or script files to perform the basic operations in image processing. This helped MDTV students to learn another powerful software apart from Adobe Photoshop.
Digital image processing, in Matlab, is the use of computer algorithms to create, process, communicate, and display digital images. Through Image Processing Toolbox, students learned how to perform image segmentation, image enhancement, noise reduction, geometric transformations, and traditional image processing techniques.

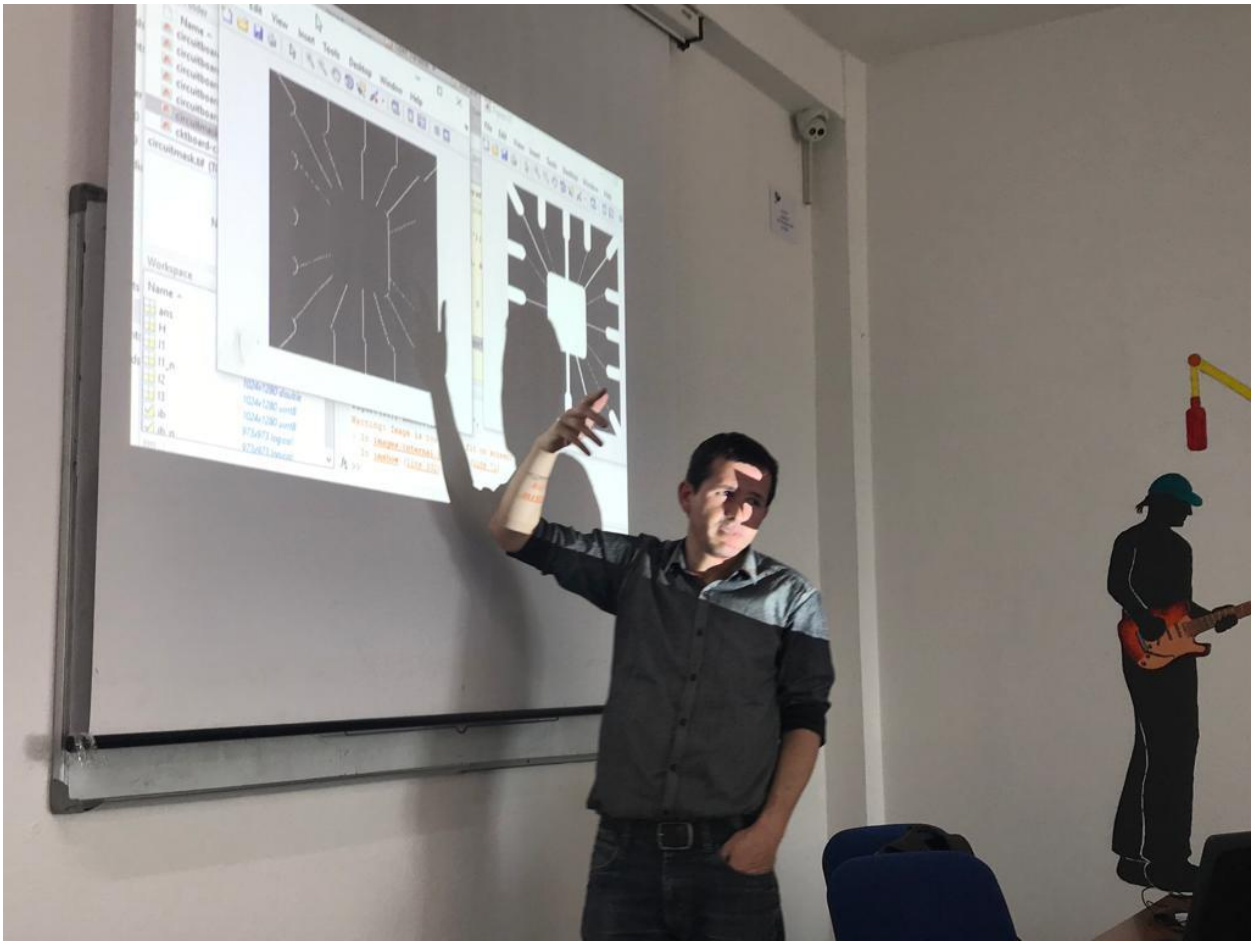

Figure 2. *Open lecture with Ph.D. Arban Uka (Epoka)*

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4. Open lecture with the industry expert at the University of Prishtina (UP)

The industry expert from the company "Pulla", has shared personal knowledge and experiences related to 3D Animation with Master students of Telecommunications, at the Faculty of Electrical and Computer Engineering. Stamps is an advertising agency specializing in visual effects and animation and collaborates with Marketing Agencies in the advertising industry.

The open lecture was held in the laboratory funded by the DIMTV project at the University of Prishtina. Inspired by the achievements of technology, the experts exchanged experiences with students on Visual Effects and the world of 3D animation.

Figure 3. *Open lecture with the expert of the industry at UP*

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5. Open lecture with PM students with Jeton Lakna (UBT)

The open lecture by the guest lecturer Jeton Lakna from the University of Business and Technology took place in the framework of training conducted with the students of the Professional Master in MTVD at UAMD. In this lecture, students were introduced to 3D animation techniques, visual effects, and the lecturer's personal experience. He explained to the students how he had done graphic designs, animations, and VR. The open lecture was quite interesting for the students as it was followed by training and virtual reality experiences.

Figure 4. *Open lecture with Jeton Lakna (UBT)*

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6. Open lecture with Klemen Pecnik (UL) at UAMD

This open lecture was organized by the guest lecturer Klemen Pecnik from the University of Ljubljana. The lecture was organized within the series of training that would follow with the academic staff and students. Part of this open lecture were MTVD students, academic staff, and students of the Faculty of Information Technology. The main topics covered were the latest trending multimedia and future broadcasting technologies.

Figure 5. *Open lecture with Klemen Pecnik at UAMD*

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7. Open lecture with Klemen Pecnik (UL) at Epoka

The open lecture was organized by Klemen Pecnik from the University of Ljubljana and aimed to introduce the latest and future technologies in broadcasting. Part of this lecture were students and academic staff of the Department of Computer Science at Epoka University.

Figure 6. *Open lecture with Klemen Pecnik at Epoka*

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8. Online Multimedia Seminar Series

The Online Multimedia Seminar Series was organized in the period from January 2021 to June 2021.

Table 1. *The list of the Online Multimedia Seminar Series*

No.	Date	Guest lecturer	The topic presented
1	15 January 2021	Andia Tafa - RTSH	How to increase audience by using social media
2	26 February 2021	Prof. Dr. Luan Ahma - UP	Multimedia systems with multiple processors
3	10 March 2021	Egils Avots - UT	Visual Storytelling: the basic process of creating a digital story
4	12 March 2021	Egils Avots - UT	Video Editing: Scene transitions and cut techniques
5	19 March 2021	Rain Eric Haamer -UT	Virtual Reality and User Experience
6	09 April 2021	Prof. Dr. Miroslav Voznak – VSB-TUO	Cyber Security in Multimedia
7	23 April 2021	Prof. Dr. Luan Ahma - UP	Electromagnetic field interaction with the human body
8	30 April 2021	Endri Miliku - RTSH	Post-production techniques and standards of audio broadcasting of the European Union of Transmitters
9	14 May 2021	Premysl Mer – VSB-TUO	Multimedia and Broadcasting

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7.1 Online Multimedia Seminar Series I - How to increase audience by using social media

For social media marketing to work, you need an audience. However, growing the audience is also one of the most difficult tasks for brands: you are competing against everything from other brands that follow your potential customers and fans to posts from family and friends to their sources.
Use the strategies in these Sprout resources to help you refine your strategy to expand your reach and successfully engage your social media audience. Start with planning and strategy. Otherwise, you will fall into the trap of publishing content unintentionally. Know who you want to reach and you can be successful in planning how you want to reach them. Expert Andia Tafa explained ways businesses can increase their audience through social media.

For more information you can watch the video on the Youtube Multimedia TV channel Leksion i hapur- Andia Tafa.

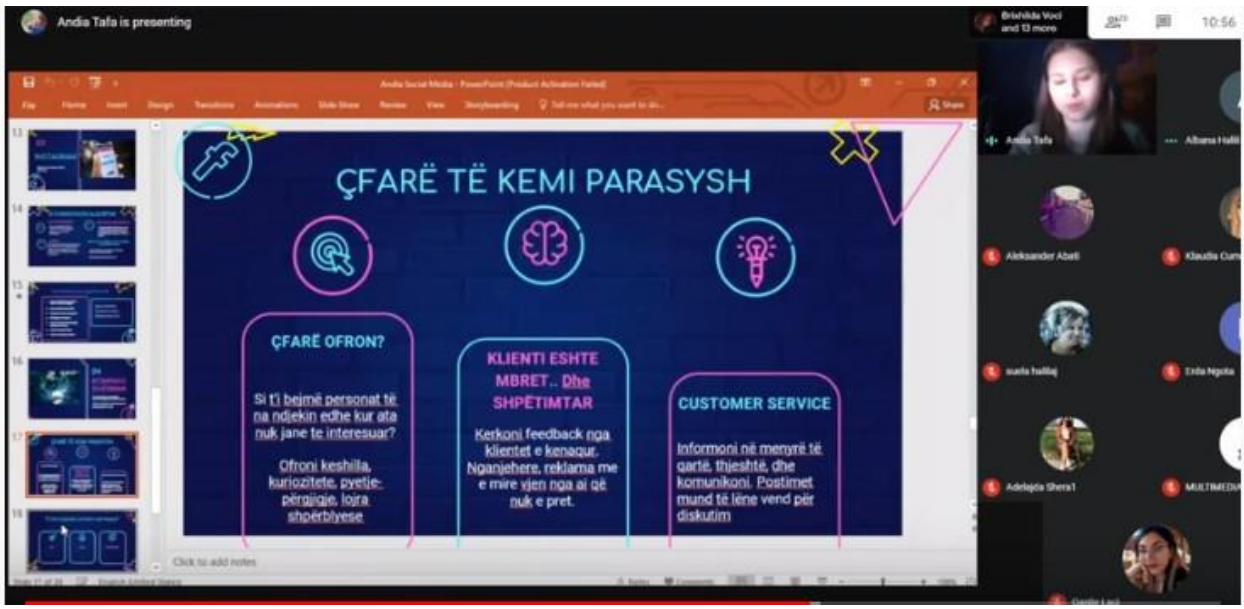

Figure 7. *First seminar organized with Andia Tafa (RTSH)*

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7.2 Online Multimedia Seminar Series II - Multimedia systems with multiple processors

Through this seminar, participants were introduced to the trends in multimedia systems with multiple processors and the challenges of their design. Several factors influence the growing complexity of modern multimedia systems. These multimedia systems must support a certain number of applications, which simultaneously execute different resource and performance requirements. Designers face the challenge of designing such systems at a low cost and in a short time.

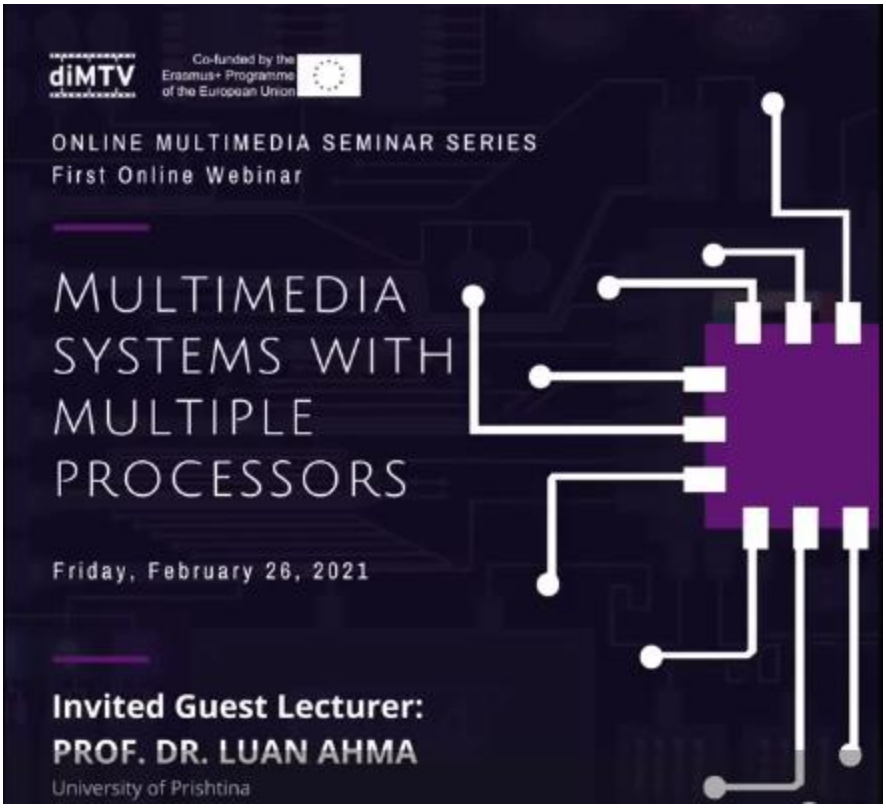

Figure 8. *Second seminar organized with Prof. Dr. Luan Ahma (UP)*

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7.3 Online Multimedia Seminar Series III - Visual Storytelling: the basic process of creating a digital story

Visual narration, also known as storytelling, is a story told primarily through the use of visual media. Photos, illustrations, or videos can be used to accomplish this and can be enhanced with graphics, music, and animation. Storytelling is a very important topic for students in the field of multimedia. Through this seminar, students were introduced in practice to some of the successful techniques that can be used to realize visual narration. They were also introduced to the importance of this way to realize various multimedia productions.

For more information, you can watch the video on the Youtube Multimedia TV channel DIMTV ONLINE SEMINAR- Storytelling 10.03.2021.

Figure 9. *Third seminar organized with Eglis Avots (UT)*

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7.4 Online Multimedia Seminar Series IV - Video Editing: Scene transitions and cut techniques

Video editors use transitions to connect scripts and clips cohesively. For multimedia students, it is important to learn the basics of video transitions. Video transition is a post-production technique used in editing video or film that serves to scenes with each other. Often most of the transitions seen in the video are cuts. In this lecture, students have practically introduced some of the cutting and transition techniques.

For more information, you can watch the full presentation on Video Editing: Scene transitions and cut techniques.

Figure 10. *Fourth seminar organized with Eglis Avots (UT)*

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7.5 Online Multimedia Seminar Series V - Virtual Reality and User Experience

Virtual Reality (VR) offers many benefits and is being widely implemented. User Experience (UX) is an extensive study that includes a range of disciplines such as Interaction Design (IxD), Visual Design (VisD), User Interface Design, etc.

For more information, you can watch the video on the Youtube Multimedia TV channel
DIMTV ONLINE SEMINAR- VR and User Experience 19.03.2021

Figure 11. *Fifth seminar organized with Rain Eric Hammer (UT)*

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7.6 Online Multimedia Seminar Series VI - Cyber Security in Multimedia

Multimedia security is a form of content-based protection. In the context of creating, processing, transmitting, and storing information, content is at a higher level of data representation or semantics. Of course, this means that content can consist of multiple media forms such as audio, images, video, text, and graphics in a variety of digital formats. As a result, the characteristics of information can vary greatly. For example, bitrate transmission speed, maximum acceptable error, decompression complexity, which creates some challenges in terms of content protection.

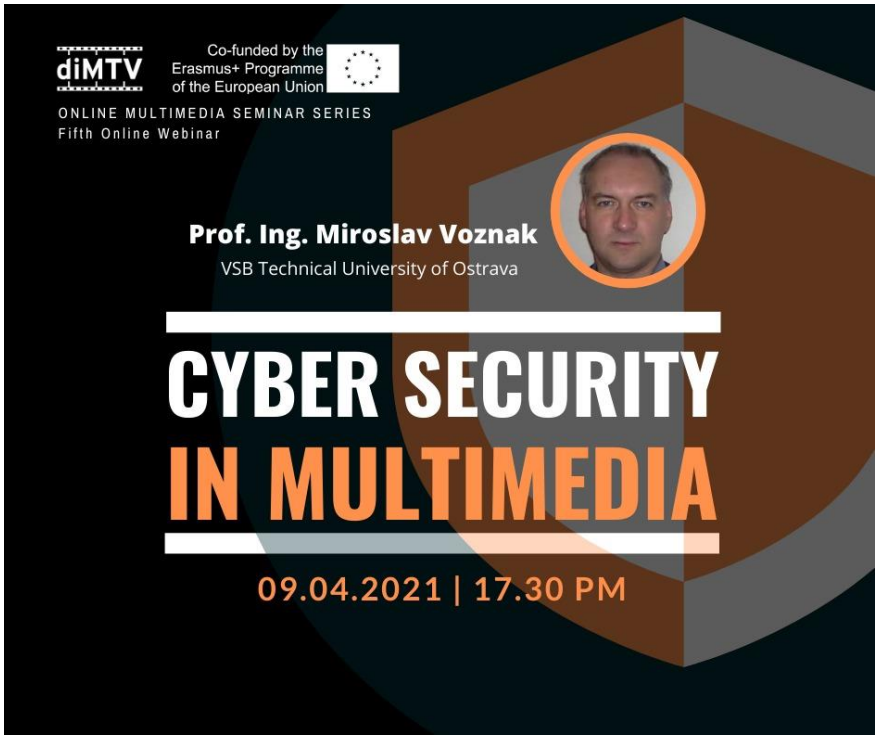

Figure 12. *Sixth seminar organized with Prof. Dr. Mroslav Voznak (VSB-TUO)*

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7.7 Online Multimedia Seminar Series VII - Electromagnetic field interaction with the human body

Today, we are surrounded by technologies that use wireless communication or as it is known electromagnetic field. Human interaction with electromagnetic fields can be measured utilizing computational models. Such theories are associated with numerical modelling algorithms and computational illustrative examples ranging from ideal theoretical models to complete real-world models.

Figure 13. *Seventh seminar organized with Prof. Dr. Luan Ahma (UP)*

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7.8 Online Multimedia Seminar Series VIII – Post-production techniques and standards of audio broadcasting of the European Union of Transmitters

Endri Miliku as an audio specialist at RTSH organized the next online seminar regarding the new standards of audio broadcasting. EBU R128 is a recommendation for sound normalization and maximum level of audio signals. This activity was organized online and on-site with a small number of MDTV students due to the COVID-19 pandemic. It is mainly applied during the audio mixing of television and radio programs and is approved by the broadcasters to measure and control the sound of the program. This standard was first developed by the European Broadcasting Union in August 2010 and was last revised in August 2020. R128 uses an international standard for sound measurement, stated in Recommendation ITU-R BS.1770, and by using LU (sound units) and LUFS (full-scale reference units) sound measurements, specially designed for this purpose.

For more information you can follow the video on Facebook [Leksion i hapur në laboratorin e Multimedia-s](),

Figure 14. *Eighth seminar organized with Endri Miliku (RTSH)*

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7.9 Online Multimedia Seminar Series IX - Multimedia and Broadcasting

On the 14th of May, the 9th Online Multimedia Seminar Series was organized with the students of MDTV. The lecture was focused mainly on Multimedia and digital broadcasting. Ph.D. Premysl Mer, a lecturer from VSB-TUO, explained to the students the basic knowledge of digital signals for broadcasting over radio frequency bands, satellite broadcasting television, and audio broadcasting. He explained a short historic about digital broadcasting and coding techniques. Furthermore, a distribution of multimedia genres, recording, production and postproduction was presented based on his personal experiences. The online meeting ended with a session of questions & answers, discussions and conclusions. Students had a very nice time learning through the lecturer practical knowledge and experiences.

Download here the presentation Multimedia and Broadcasting.

Figure 15. *Ninth seminar organized with Premysl Mer (VSB-TUO)*

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