

Teaching guide

IDENTIFICATION DETAILS

Degree:	Design		
Field of Knowledge:	Arts and Humanities		
Faculty/School:	Communication Science		
Course:	AUDIOVISUAL PRODUCTION		
Type:	Compulsory	ECTS credits:	6
Year:	3	Code:	1534
Teaching period:	Fifth semester		
Area:	Production		
Module:	Technological Design Tools		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

On the Audiovisual Production course students are equipped with the necessary technical and theoretical knowledge to be able to tackle a cinema-related project in all its facets, regardless of whether it is an item of fiction, video or a piece of video art, etc.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general

secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To develop students' creative capacity based on firm theoretical and practical foundations allowing them to raise, solve and present design problems in a unique, original manner.

To form designers capable of working in the experimental field, using basic aesthetic tools, such as drawing and colour treatment, along with the latest technological tools applied to graphic design, audio-visual design, space design and other techniques specific to this field.

To train students to work as independent, self-sufficient professionals on design projects.

To teach students to give explanations, arguments and defence for their projects at university level and in a professional setting when dealing with customers or other design professionals.

Specific skills

To master suitable presentation techniques and acquire 2D and 3D representation techniques.

To solve problems, acquire design methods and design projects.

To be familiar with the possibilities offered by computers and know how to use the pertinent applications.

To acquire a basic knowledge of construction and material technology, and to acquire production techniques.

To acquire a basic understanding of manufacturing.

To master photographic editing and production.

To acquire an ability for analytical (self-)reflection and (self-)criticism in creative work.

To adopt an attitude of curiosity above and beyond practical first perceptions.

To gain a basic understanding of the research methodology of sources, analysis, interpretation and synthesis.

To acquire the ability to communicate effectively.

To develop the capacity for independent work.

To have the ability to work well in a team.

To have learned to be determined yet patient at work.

To develop the ability for personal initiative and self-motivation.

To develop an ability to cooperate in conjunction with other design disciplines.

To cooperate with other professions, in particular, with professionals from other disciplines.

To raise and solve design problems.

To acquire aesthetic taste.

To gain basic physiological knowledge of visual perception and its implications for visual communication.
To master basic design and its principles.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours