

Teaching guide

IDENTIFICATION DETAILS

Degree:	Fine Arts		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	AUDIO-VISUAL DESIGN		
Type:	Optional	ECTS credits:	6
Year:	4	Code:	1664
Teaching period:	Seventh semester		
Area:	Research		
Module:	Creative Strategies and Artistic Projects		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

Audiovisual design is the youngest of the design disciplines. It was born into the world of film, developed with television and has finally reached maturity with IT. It is a means of communication and creativity that has grown and is developing thanks to the great audiovisual communication media for the masses and its objective is to discover solutions to communication problems linked to those media which use the image as a natural way of transmitting content.

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 have the ability to conceive, plan, prepare, organise, manage and mediate visual information.

To have the ability to master state-of-the-art multimedia technologies that can enrich the experimental field of artistic creation as well as those of leisure, entertainment and, by extension, audio-visual communication in the context of contemporary culture.

To have the ability to be intellectually curious professionals who avoid weak, ineffectual thought and who aspire to improve modern culture by conveying values founded on a search for the truth, good and beauty.

To form a part of the professional world as a new creator, carrying out artistic works, programmes and projects for production and presentation in all kinds of formats and cultural spaces.

Specific skills

To acquire capacity for curiosity and surprise beyond practical perception.

To generate and manage artistic production.

To carry out artistic projects that have an impact on society and the media.

To prepare a suitable presentation for art projects.

DISTRIBUTION OF WORK TIME

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