

Teaching guide

IDENTIFICATION DETAILS

Degree:	Audiovisual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	AUDIOVISUAL COMMUNICATION FOR ORGANISATIONS		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	1840
Teaching period:	Seventh semester		
Area:	Production and Applied Communication Techniques		
Module:	Organisation and Production of Audio-visual Communication and Multimedia		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

This course provides students in their final year of the degree the chance to apply the knowledge acquired during previous years to the planning and development of audiovisual products for all manner of companies and organisations.

Corporate communication is the new field for the development of audiovisual skills and expertise. Everything, including business organisations, NGOs, government agencies, etc. is becoming audiovisual and digital. Their public and corporate communication, particularly, increasingly involve the use of audiovisual tools that are rarely their own and almost always come from third parties.

The use of the audiovisual environment is becoming an increasingly common feature in the external and internal communication of all companies. This opens up an extremely interesting and specialised professional field for students of Audiovisual Communication.

SKILLS

Basic / general / cross 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

To be able to convey the reality of the world and humankind, including its religious foundations, to users of audio-visual media and multimedia platforms and help them understand it.

To be able to implement and master technology applied to the field of audio-visual and multimedia communication.

To gain a specific understanding of each of the subjects that make up the audio-visual communication syllabus.

To acquire an ability to appreciate and creatively react to the essential questions as to the whys and wherefores, and the consequences of human, social, political and economic events through audio-visual and multimedia platforms.

To acquire critical, analytical, synthetic, reflective, theoretical and practical thought to be able to understand reality and convey it using audio-visual language in the media.

To acquire capacity for expressing oneself correctly in oral and written form, and in audio-visual or multimedia formats by means of informative, entertainment or fiction discourse and content.

To develop the ability to perform communicative tasks in a multimedia or audio-visual environment as a freelancer and in self-employment schemes.

Specific skills

To communicate and create messages and programmes in the language specific to each audio-visual media platform (photography, radio, television, film, multimedia, etc.), and in the digital media that foster communication and information.

To understand and interpret information on current affairs from the perspective of the language used in the audio-visual media.

To be able to create and direct the full staging of audio-visual productions, optimising human resources and using them according to a work plan.

To implement the practice of producing audio-visual products in a company within the audio-visual or multimedia sector, through the compulsory undergraduate placement scheme.

To reasonably set out ideas on the basis of argumentation and rhetoric using any means of expression, but especially audio-visual resources.

To acquire the ability for expressing oneself fluently and effectively in oral and written Spanish, being able to take advantage of the linguistic and literary resources best suited to different media.

DISTRIBUTION OF WORK TIME

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