

Teaching guide

IDENTIFICATION DETAILS

Degree:	Audiovisual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	PHOTOGRAPHY DIRECTION IN FILM-MAKING		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	1842
Teaching period:	Seventh semester		
Area:	Creativity and Audio-visual Communication		
Module:	Audiovisual narrative and creation processes (skills)		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

Students are guided and taught about the basic technical and artistic processes involved in assessing, learning, developing and understanding the fields of audiovisual and artistic colour, light, staging, aesthetics and composition.

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 mature humanely and intellectually.

To acquire capacity for problem-solving and decision-making both professionally and intellectually.

To master the general techniques and processes for making, directing, producing and managing audio-visual production and designing programmes applicable to averagely complex audio-visual and multimedia productions, applying the suitable technical, artistic and informative procedures.

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 be able to direct a photographic production.

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 develop the ability to analyse audio-visual stories in different formats and media platforms, based on the basic parameters for the analysis of audio-visual works, taking into consideration iconic messages such as texts and products relating to the socio-political and cultural conditions of a particular historical period.

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 acquire the ability to join and adapt to a working team, aligning one's interests with those of the joint project.

To gain an understanding of professional ethics and deontology in order to act as a professional in said context.

To manage the techniques and processes for organising photography production in both the analogue and digital environments.

To gain an understanding of spatial image and iconic representations in space, both with static images and audio-visuals, as well as those elements pertaining to artistic direction.

To know how to measure light and colour quality, as well as sound quantity and quality in the content of audio-visual works.

To have knowledge of the main themes, currents and creations of literature as manifestations of Western culture and audio-visual communication, particularly in film and television fiction.

To design and conceive the aesthetic presentation and staging of an audio-visual work, programme or product.

DISTRIBUTION OF WORK TIME

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