

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Audiovisual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	PROGRAMMING AND AUDIOVISUAL FORMATS II		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	1844
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

The Audiovisual Scheduling and Formats II course focuses on content related to the techniques and procedures used for radio and television scheduling and the design of audiovisual formats according to the assessment and acquisition of content that can be broadcast by any radio or television operator.

Analysis of audiovisual informative or entertainment programmes, in different formats and genres applied to the different general public sectors or to more specialised areas such as organisations and institutions, marketing and advertising, among others.

## 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 conduct programming management for audio-visual media and channels.

To be able to programme the content of a radio or television channel, and to programme the content of a multimedia setting.

### 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 be familiar with the structure of the media and its main formats in terms of an expression of lifestyles and cultures and how they fit in with social contexts and change.

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 develop the ability to prepare content in different formats (fiction, documentaries, entertainment, etc.) and media (film, video, radio, television and multimedia).

To develop creativity, taking on expressive and theme-based risks on the context of the availability and deadlines for audio-visual production, applying solutions and personal viewpoints when developing projects.

To design and produce any form of audio-visual programme. To be able to identify the impact of television on children and conceive suitable programmes for them.

### DISTRIBUTION OF WORK TIME

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