

Teaching guide

IDENTIFICATION DETAILS

Degree:	Audiovisual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	MULTIMEDIA WORKSHOP		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	1845
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 Multimedia Workshop course provides students with the knowledge and methods they need to perform their professional work in a communication medium or a production company. They are therefore presented with a number of tools with which to develop their creativity in this growing industry.

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

To be able to design simple or averagely complex audio-visual productions and post-productions.

To be able to conduct studies and analyses on audio-visual productions and programmes related to the handling of documentary sources, data and documentation applied to communication processes.

Specific skills

To give research and project presentations publicly or through any media platform.

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.

DISTRIBUTION OF WORK TIME

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