

Teaching guide

IDENTIFICATION DETAILS

Degree:	Audiovisual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	WORK PLACEMENTS II		
Type:	Curricular Internships	ECTS credits:	6
Year:	4	Code:	1847
Teaching period:	Eighth semester		
Area:	Business		
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

Placements in Companies II offers a more practical side to the Degree course, as it incorporates students into the real world of different companies in the Communication Media and Audiovisual Communication sector.

Students undertake professional placements associated with the contents of their degree in media communication that have been previously agreed upon and determined by the university through an agreement. Placement students are assisted by a tutor who also subsequently evaluates the placement.

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

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.

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 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 use and be familiar with the technologies and systems used to process, develop and convey information, and to express and disseminate creations through audio-visual media.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
2 hours	148 hours