

Teaching guide

IDENTIFICATION DETAILS

Degree:	Audiovisual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	END-OF-DEGREE PROJECT		
Type:	Degree Project	ECTS credits:	6
Year:	4	Code:	1848
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

The course involves the production and defence before a Tribunal of an End-of-degree Project on one of the issues raised in the Degree in Audiovisual Communication, with the guidance of a tutor.

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 identify with the university's calling.

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

To mature humanely and intellectually.

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

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 be able to generate public opinion and build bridges with the various social sectors allowing for the formation and dissemination of a message and culture for the benefit of humankind, conveying values based on the search for truth and common good, using audio-visual media.

To be able to direct a photographic production.

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

To found and develop an attitude of intellectual curiosity and a quest for the truth in all areas of life for the benefit of society to allow the profession to be conducted in a more rigorous manner and with intellectual bases.

To foster attitudes of leadership and social responsibility both on a personal and professional level.

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 develop criteria for problem-solving and decision-making both professionally and personally.

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

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
5 hours	145 hours