

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	AUDIO-VISUAL CREATIVITY		
Type:	Basic Training	ECTS credits:	6
Year:	2	Code:	3021
Teaching period:	Third semester		
Area:	Artistic Expression		
Module:	Audiovisual narrative and creation processes (skills)		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

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## SKILLS

### Basic 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
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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

### **General Skills**

To acquire critical, analytical, synthetic, reflective, theoretical and practical thought to be able to understand and express the reality of the world and man and to convey it using audio-visual language in the media, expressing oneself correctly orally, in writing and in audio-visual or multimedia format, using informative, entertainment or fiction-based content and discourse.

### **Specific skills**

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

### **DISTRIBUTION OF WORK TIME**

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