

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	AUDIOVISUAL PRODUCT PRODUCTION I		
Type:	Compulsory	ECTS credits:	6
Year:	2	Code:	3027
Teaching period:	Fourth 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

Conocimiento del manejo de las herramientas y técnicas audiovisuales para la realización de productos de video y audio enfocado a la producción, montaje y distribución en el entorno digital, donde se aprende el código de comunicación y los nuevos hábitos de consumo (video/radio on demand) con la actualización de los recursos sonoros (palabra, música, efectos, silencio) y el uso de las nuevas herramientas y recursos del entorno digital.

## 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

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

## **Specific skills**

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.

To communicate and create messages and programmes in the language specific to each audio-visual media platform (photography, radio, television, film, multimedia), and in the digital media that foster communication and information.

To gain theoretical and practical knowledge of the techniques and processes for the various stages of audio-visual creation, production and broadcasting from the standpoint of organising and managing technical, human and budgetary resources within their various media platforms (film, radio, television, multimedia, etc.).

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

To gain theoretical and practical knowledge to create, plan, manage and develop audio-visual projects in the stages of pre-production, production and post-production in various formats: film, radio, television, interactive digital or multimedia environments.

To manage and have a command of production, recording and broadcasting techniques and processes in the organisation of radio production, sound recording and other sound products.

To create, produce and make interactive audio-visual programmes for any communication format. To design and

produce any form of audio-visual programme.

#### **DISTRIBUTION OF WORK TIME**

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