

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	AUDIOVISUAL INFORMATION TECHNIQUES		
Type:	Compulsory	ECTS credits:	6
Year:	2	Code:	3028
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

La asignatura se ubica en el módulo Organización y Producción de la Comunicación Audiovisual y Multimedia. Con esta materia se propone aportar al alumno conocimientos básicos en medios de comunicación audiovisuales, panorama y futuro de la información audiovisual, importancia del mensaje en la comunicación audiovisual, papel de la información en la comunicación audiovisual, los géneros informativos audiovisuales, los programas informativos en radio y televisión, formatos de la información audiovisual, producción informativa en radio y televisión, canales informativos especializados, fórmulas informativas en el sector audiovisual, nuevos soportes y entorno tecnológico cambiante.

## 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 programme the content of a radio or television channel, and to programme the content of a multimedia environment, having the capacity to direct the programming of channels and audio-visual media.

## 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 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 plan an event from a communicative standpoint using audio-visual resources.

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