

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	DIGITAL EDITING AND POST-PRODUCTION II		
Type:	Compulsory	ECTS credits:	6
Year:	3	Code:	3030
Teaching period:	Fifth semester		
Area:	Postproduction Tools (Multimedia Design)		
Module:	Tools of Communication and Applied Technology		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

The first thing that students should know about this subject, Digital Editing and Post Production II, is that it uses the previously studied subject, Digital Editing and Post Production I, as a theoretical basis. Therefore, the basic knowledge of software, such as Adobe After Effects, Photoshop and/or Premiere within the context of graphic design and digital post production, is required. With the basic theory acquired and established, we will expand our use of these tools in the world of graphic design and visual effects, so as to be able to use complex workflows and create digital effects with a greater degree of complexity. The aim is to teach the theory related to theoretical concepts of post production and propose technical challenges to students, to which they will apply the theory they have learnt. In this way, the intention is not for students to become software users. Instead, the intention is that they become masters of digital effects and post production, trained to use any post production software – the knowledge of which will be necessary sooner or later, in an inevitable and perpetually changing world, such as the audiovisual world, and, in particular, the world of fiction. The aim is to train users who are capable of solving narrative challenges, putting their technical knowledge to use; train users who are able to find technical solutions to creative challenges that sometimes involve product scripts. In short, the aim is to train students as users of the modern world, but in such a way that they can continue to grow as their environment changes, when they begin their professional career. The subject seeks to demystify the difficulty or underdevelopment of any tool and show

students how to understand it as a powerful creative tool that makes the creation of plans or narrative units – that would otherwise seem impossible, except by means of image capturing elements – possible. In this way, it likens these tools to a painter’s paint brush, or the body language of a dancer. Finally, we repeat that we intend to train students from a global and integral perspective, from which we can observe the complete work flow, from the filming, to the final processing and grading. By understanding the whole process, the student’s creative possibilities will broaden.

## 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 acquire the theoretical and practical knowledge needed to create, plan, direct and develop audio-visual projects during the stages of pre-production, production and post-production in various formats: film, radio, television, interactive digital or multimedia environments, as well as to acquire the ability to use computer resources, web technologies and information and communication techniques in the various combined or interactive (multimedia) platforms or systems, and to acquire an ability to design formal and aesthetic aspects in graphic, audio-visual and digital media.

## DISTRIBUTION OF WORK TIME

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