

Teaching guide

IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	AUDIO-VISUAL COMMUNICATION FOR ORGANISATIONS		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	3039
Teaching period:	Seventh 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 comunicación audiovisual es la base de la relación entre las empresas y sus clientes. También es la primera interfaz, en muchos casos, de su relación con los empleados, accionistas, inversores o colaboradores. Todo un mundo por explorar en constante crecimiento.

Los avances tecnológicos han colocado el entorno audiovisual corporativo como una de las principales actividades de las empresas y por ende de los futuros profesionales de la comunicación audiovisual.

Se abre una nueva era en la comunicación corporativa y en el uso de las tecnologías por parte de las diferentes

organizaciones: todo lo relacionado con el entorno online y las comunicaciones digitales.

Esta tendencia se ha acelerado como consecuencia de la "digitalización" de todos los procesos durante la pandemia de la COVID 19

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 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 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