UFV
Teaching guide

IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication

Scope	Journalism, Communication, Advertising and Public Relations

Faculty/School:	Communication Sciences

Course:	AUDIO-VISUAL COMMUNICATION FOR ORGANISATIONS

Type:	Compulsory	ECTS credits:	6

Year:	4	Code:	3039

Teaching period:	Seventh semester

Subject:	Applied Production and Communication Techniques

Module:	Organization and Production of Audiovisual and Multimedia Communication

Teaching type:	Classroom-based

Language:	Spanish

Total number of student study hours:	150

SUBJECT DESCRIPTION

Review and update of the main corporate communication, internal communication and external communication tools that any type of organization uses to achieve its communication objectives

Audiovisual communication is the basis of the relationship between companies and their customers. It is also the first interface, in many cases, of your relationship with employees, shareholders, investors or collaborators. A world to explore in constant growth.
Technological advances have placed the corporate audiovisual environment as one of the main activities of companies and therefore of future audiovisual communication professionals. We are experiencing a new era in corporate communication and in the use of technologies by different organizations: everything related to the online environment and digital communications. This trend has accelerated as a result of the 'digitalization' of all

processes during the COVID 19 pandemic and with the arrival and implementation of artificial intelligence in the corporate communication environment

GOAL

Students acquire knowledge in the areas of:
1. Terminology of basic corporate communication, audiovisual and the digital environment.
2. Use in the professional world of the audiovisual resources that they have been learning and learning throughout all the courses of the degree
3. New fields of professional activity linked to the field of corporate communication: events, corporate videos, video communications, content production for social networks, etc.
4. They are able to create and manage their own projects in this area
5. They are able to face the hidden professional market, which goes beyond traditional supports and companies
6. Presentation of projects and competitive budgets in the field of corporate audiovisual communication.
7. Deepening and application of AI tools in the corporate audiovisual communication environment.

PRIOR KNOWLEDGE

Those specific to the degree they are studying, with special emphasis on the areas of: - Production - Realization - Editing - Graphics and post-production - Audio voiceover and post-production - Management of human teams and integration into them

COURSE SYLLABUS

- Topic 1. Concept of corporate communication and updating the emergence of audiovisual technology in modern companies.
- Theme 2. Genesis of a corporate video.
- Theme 3. Corporate videos. Types, production processes, delivery and relationship with the end customer.
- Theme 4. Tenders and project presentations. Basic elements of a budget. Financial management in audiovisual entrepreneurship
- Theme 5. Video Announcements. The evolution from press releases to today. Catalogue of video announcements. Supports and models.
- Theme 6. Other media for audiovisual communication in organizations: Book Trailer, Lipdub, Corporate channels.
- Theme 7. Current applications in social networks. The 'pildorization' of corporate content.
- Theme 8. Video reel. Audiovisual production at the service of personal or group branding. -
- Theme 9. Online resource repositories for the creation of corporate audiovisual pieces. -
- Theme 10. The use of drones, robots and cobots in modern corporate audiovisual production. I
- Theme 11. Emergence of artificial intelligence in the corporate audiovisual production environment. -
- Theme 12. Corporate events. The new frontier of audiovisual production. From in-person events to hybridization. Corporate streaming and other forms of live broadcasting other than classic channels. Audiovisual communication after the COVID 19 crisis. New scenarios.
Prof. Leticia Cimarra students:
- Basic concepts of Audiovisual Communication
- Case studies in Audiovisual Communication
- Foundations of Artificial Intelligence (AI) - Impact of AI on Audiovisual Communication

- Creation and structure of an Audiovisual Communication agency
- Strategic planning in an agency
- Project management at the agency
- Production planning and schedules
- Pre-production and audiovisual production
- Integration of AI into audiovisual production

EDUCATION ACTIVITIES

The material is composed of the following elements:

1.- Review of the syllabus in sessions and classes. Certain parts of the topics are prepared by students who make brief presentations of their research in classes.

2.- Visits by professionals for each of the tasks reviewed in the course.

3.- Individual student work: Comparison between a Spot and a short corporate video. Development of a video curriculum or personal video reel, etc.

4.- Group work: Preparation of the communicated video of a real activity of a real company. Image processing from an online resource repository. Generation of a video from photographs and still images. Production of several corporate videos (for the same company of the communicated video). There will be different formats and versions. Professor Leticia Cimarra Cardenal's students will have the opportunity to create their own Audiovisual communication service agencies and to make a real case. Previously, they will receive theoretical classes in which they will learn everything necessary to successfully carry out the challenge posed to them.

NOTE RELATED TO THE HEALTH CRISIS Training activities, as well as the distribution of working hours, can be modified and adapted according to the different scenarios established following the instructions of the health authorities

DISTRIBUTION OF WORK TIME

TEACHER-LED TRAINING ACTIVITIES	INDIVIDUAL WORK
60 Horas	90 Horas

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

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

General Skills

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

Specific skills

Know how to use and know the technologies and systems used to process, elaborate and transmit information, as well as to express and disseminate creations through audiovisual media.

Acquire theoretical and practical knowledge about the techniques and processes of audiovisual creation, production and dissemination in their various phases, from the point of view of organizing and managing technical, human and budgetary resources in their various media (cinema, radio, TV, multimedia, etc.).

Acquire the theoretical-practical knowledge to create, plan, direct and develop audiovisual projects in their pre-production, production and post-production phases in various formats: film, radio, television, interactive digital environments or multimedia.

Manage and master production, recording and dissemination techniques and processes in the organization of radio, record and other sound production.

Create, produce and create interactive audiovisual programs for any communication medium. Design and implement any format of audiovisual program.

LEARNING RESULTS

Audiovisual competencies applied to the corporate environment

Comprehensive management of professional audiovisual projects

Production of professional video communications

Production and production of professional corporate videos

Training for corporate event coverage
Adaptation to corporate streaming

LEARNING APPRAISAL SYSTEM

The evaluation of the subject is the result of the final weighting of these factors:

1.- Class attendance (10%)

2.- Individual work, class presentations and active student participation (20%) -

3.- Group work and tasks related to the cross-cutting project of the course (40%)

4.- Examination of the theoretical part of the subject (30%)

To pass the subject, and before completing the corresponding average, the student must pass (obtaining a score of at least 5 points out of 10) the GROUP ASSIGNMENTS and the THEORETICAL EXAM.

Plagiarism, as well as the use of illegitimate means in evaluation tests, will be sanctioned in accordance with those established in the Evaluation Regulations and the University's Coexistence Regulations

Students of Professor Leticia Cimarra Cardenal:

-Class attendance and participation (10%)

-Group work (60%)

-Subject exam (30%)

Students with an academic waiver: they must contact their respective teacher. The academic waiver does not exempt students from doing class work or homework. The student is responsible for finding out about the tasks that the teacher assigns after each class, essential for passing the subject.

ETHICAL AND RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE

1.- The use of any Artificial Intelligence (AI) system or service shall be determined by the lecturer, and may only be used in the manner and under the conditions indicated by them. In all cases, its use must comply with the following principles:

a) The use of AI systems or services must be accompanied by critical reflection on the part of the student regarding their impact and/or limitations in the development of the assigned task or project.

b) The selection of AI systems or services must be justified, explaining their advantages over other tools or methods of obtaining information. The chosen model and the version of AI used must be described in as much detail as possible.

c) The student must appropriately cite the use of AI systems or services, specifying the parts of the work where they were used and describing the creative process followed. The use of citation formats and usage examples may be consulted on the Library website(https://www.ufv.es/gestion-de-la-informacion_biblioteca/).

d) The results obtained through AI systems or services must always be verified. As the author, the student is responsible for their work and for the legitimacy of the sources used.

2.- In all cases, the use of AI systems or services must always respect the principles of responsible and ethical use upheld by the university, as outlined in the Guide for the Responsible Use of Artificial Intelligence in Studies at UFV. Additionally, the lecturer may request other types of individual commitments from the student when deemed necessary.

3.- Without prejudice to the above, in cases of doubt regarding the ethical and responsible use of any AI system or service, the lecturer may require an oral presentation of any assignment or partial submission. This oral evaluation shall take precedence over any other form of assessment outlined in the Teaching Guide. In this oral defense, the student must demonstrate knowledge of the subject, justify their decisions, and explain the development of their work.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Gerardo Karabaum The evolution of audiovisual narrative. Analog, transmedia and social media UPC

Martín Guerrero Luz, camera Now!

Nacho Tomás Ruiz Boost Your Brand Ultimate Guide