

Teaching guide

IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	AUDIO-VISUAL FORMATS		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	3040
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

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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 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.).

Conocer la evolución histórica de los géneros y formatos en la televisión. Analizar y reflexionar de manera crítica aspectos objetivos de los productos audiovisuales. Identificar tendencias en cuanto a géneros, formatos y temáticas.

Organizar, planificar y gestionar la información requerida para realizar un proyecto sobre géneros y formatos en televisión y otros medios audiovisuales. Demostrar creatividad y originalidad en el planteamiento de un proyecto audiovisual.

Conocer las principales técnicas narrativas para aplicarlas en el proceso de generación de contenidos de ficción audiovisual. Diseñar productos audiovisuales de manera innovadora. Desarrollar proyectos audiovisuales teniendo en cuenta los entornos sociales en los que se desarrolla el proyecto.

DISTRIBUTION OF WORK TIME

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