

Teaching guide

IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Scope	Journalism, Communication, Advertising and Public Relations		
Faculty/School:	Communication Sciences		
Course:	END-OF-DEGREE PROJECT		
Type:	Degree Project	ECTS credits:	6
Year:	4	Code:	3044
Teaching period:	Seventh-Eighth Semester		
Subject:	Final Degree Project		
Module:	Final Degree Project and External Internship		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

The Final Degree Project (TFG) is aimed at the global evolution of the competencies associated with the degree of the Degree in Audiovisual Communication and with it is about capturing and closing a training acquired throughout all teaching. To obtain the degree in the Degree in Audiovisual Communication, students are required to complete an original academic work at the end of the fourth year and having fulfilled all the established requirements.

The objective is that students can demonstrate their knowledge and their scientific and creative maturity by carrying out an academic work or project in which they put into practice their skills and knowledge acquired during the study program.

In short, the subject consists of the completion and presentation to the Court of a work (Final Degree Project) on some of the aspects addressed in the Degree in Audiovisual Communication under the guidance of a tutor.

In the Final Degree Project, the student integrates the knowledge and skills acquired throughout their studies of the educational project, developing their autonomy and time management capacity and techniques placed at their disposal.

GOAL

The purpose of the TFG is to verify to what extent the student has achieved the general and specific competencies that their training has provided throughout the Degree. It is not a question of re-seeing the student's abilities in a specific subject, but rather through the joint skills that are applicable to the chosen TFG. In the TFG, students must show their intellectual maturity and professional preparation.

The specific aims of the subject are:

Carry out and present a paper on some of the aspects studied in the Degree that integrates different skills as well as a comprehensive knowledge of the contents developed during the studies.

The student will acquire the specific competencies associated with the specific topic of their Final Degree Project.

PRIOR KNOWLEDGE

Those specific to the area of knowledge of the Degree in Audiovisual Communication.

COURSE SYLLABUS

This work is mandatory in undergraduate studies. The main objective is to introduce students to the field of research on a topic of interest, agreed with the work tutor, which allows them to develop their content in depth and to put into practice the skills acquired during the completion of the degree, as well as to demonstrate the communicative maturity achieved. In order to help you in the first steps of research or creation, you will be provided with a series of guidelines or topics related to the areas of study that make up the Degree in Audiovisual Communication, so that you can choose, although the possibility remains open to suggesting others. You will be given guidelines for carrying out such work. There is no specific agenda.

EDUCATION ACTIVITIES

The Final Degree Project Evaluation Commission (CETFG) will establish the guidelines for the Final Degree Project regarding its lines of work, tutors and public defense before a court.

The Commission will inform enrolled students of the specific regulations and the deadlines established in each academic year.

At the beginning of the course, an information session will be held regarding the Final Degree Project, to explain the necessary procedures to be able to carry out a good development of the course throughout the course.

In the virtual classroom, they will find a document to make the topic proposal where students will have to indicate: NAME AND SURNAME OF THE STUDENT COURSE AND GRADE LINES OF WORK.

Each student will fill in the three lines in order of preference and then upload them to the VIRTUAL CLASSROOM.

In order to assign a tutor, it is MANDATORY to submit the proposal in a timely manner reflected in the virtual classroom. After the deadline, it will be understood that the student will go to the extraordinary call.

In the case of the Degree in Audiovisual Communication, three main lines are proposed: 1.MULTIMEDIA 2.AUDIOVISUAL NARRATIVE/CINEMA 3.TELEVISION/RADIO

Once uploaded to the VIRTUAL CLASSROOM, the Final Degree Project Evaluation Committee (CETFG) will assign each student a tutor. Notifying themselves in the virtual classroom. From that moment on, the student will have to contact the Tutor in order to begin their work.

Initially, the TUTOR must meet with their students to define the proposed topic within the assigned line of work To carry out the FINAL DEGREE PROJECT, it will be necessary to have APPROVED all subjects, including internships and complementary activities.

No two projects can be the same c. The CETFG will confirm the deadlines established for the submission and defense of the Final Degree Project and will address any questions that arise through the VIRTUAL CLASSROOM.

DISTRIBUTION OF WORK TIME

TEACHER-LED TRAINING ACTIVITIES	INDIVIDUAL WORK
5 Horas	145 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 develop the ability to carry out communicative tasks in a multimedia or audio-visual environment as a freelancer and in self-employment schemes.

General Skills

To develop the ability to carry out communicative tasks in a multimedia or audio-visual environment as a freelancer and in self-employment schemes.

Specific skills

Acquire knowledge of information and communication processes, as well as of the main currents and theories that formalize and criticize them from a conceptual and methodological point of view.

Make presentations of projects and works in public or through any means of communication.

LEARNING RESULTS

Define a project focused on some of the contents developed in the Degree

Perform work that integrates the skills and knowledge acquired in the different subjects and modules of Audiovisual Communication studies

Reasonably present to a Court the main ideas of the work done

To adequately answer the questions that are raised by the Court

Develop a theoretical and practical project that delves into some of the areas of audiovisual communication

LEARNING APPRAISAL SYSTEM

"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."

The final grade of the Final Degree Project will be carried out by the CEFTG after a report from the Court and the assigned Tutor.

The evaluation criteria focus on the appropriateness of the topic to the educational project, the professionalism of the work, the quality of the material presented and the student's communication skills.

The Courts will be convened after the end of the examinations corresponding to the ORDINARY AND EXTRAORDINARY CONVENTIONS.

Regarding the evaluation of the Final Degree Project, it must be taken into account: 1. Plagiarism involves automatic SUSPENSION and the possibility of opening a file 2. The final grade of FINAL DEGREE PROJECT will consider the following variables: - Professionalism of the work carried out during the course (Motivated Report of the TUTOR): 50% MANDATORY TO UPLOAD THE WORK AND DEFEND IT BEFORE THE COURT

The COURT: - Adaptation of concepts to the educational project: 20% - Communication capacity: 15% - Logical order and coherence in the presentation: 5% - Quality of the material and its presentation: 10% 3.

The Court will make a reasoned report of the defense of the Final Degree Project by the student, to the CETFG, which will grant the final grade. 4. The duration of the exhibition will be 20 minutes. The student will have a time of 10 minutes for questions and doubts from the Court.

The student who considers it may request REVISION within the deadlines established on the university portal when the grades are uploaded

In case of REVISION, the CETFG will resolve within 5 business days. "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."

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

Juana María González How to write a final degree project Síntesis, S.A.