

Teaching guide

IDENTIFICATION DETAILS

Degree:	Audio-Visual Communication		
Scope	Journalism, Communication, Advertising and Public Relations		
Faculty/School:	Communication Sciences		
Course:	AUDIOVISUAL INFOGRAPHICS		
Type:	Optional	ECTS credits:	3
Year:	3	Code:	3052
Teaching period:	Sixth semester		
Subject:	Postproduction Tools (Multimedia Design)		
Module:	Communication Tools and Applied Technology		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

SUBJECT DESCRIPTION

Integration of different techniques and tools for the production of multimedia content. Generate virtual audiovisual forms for:
Recreate event scenarios.
Project future events.

GOAL

That the student is able to construct, using audiovisual tools, elements that support the visualization of a reality or that illustrate facts with documentary veracity.

The specific aims of the subject are:

Learn 3D modeling and texturing for industrial design.

Learn to render with the Arnold rendering engine

Learn to do a Pitching.

PRIOR KNOWLEDGE

The race's own

COURSE SYLLABUS

Audiovisual Infographic

introduction

1. Presentation and operation of the interface: axis coordinate, views, handlers and configuration panels.

2 Modeling

2.1 Basic Concepts of Polygon Modeling + duplicate special.

2.2 Modeling objects from curves: revolve, loft, planar, extrude.

2.3 Booleans + duplicate special tool.

2.4 Basic polygonal modeling tools: vertex, edge, face.

2.5 Advanced polygon modeling tools: extrude face, split edge loop tool, multicut, merge

3 Texturing and mapping.

3.1 Hypershade: Material, texture, bump map, transparency, and connection nodes.

3.2 Mapping tools: Planar, Spherical and Cylindrical mapping.

3.3 UV texture editor

3.4 Snapshot concept and PSD Network tool.

4 Rendering

4.1 Basic lighting: basic lighting nodes and configuration. HDRI image lighting.

4.2 Use of 3D cameras and configuration.

4.3 Creation of bookmarks (frames).

4.4 Maya software render: basic materials and configuration.

4.5 Arnold rendering engine: basic materials and diffuse, specular, refraction and reflection nodes.

4.6 Batch render tool.

5 Pitching

5.1 Pitching as a sales mechanism for an audiovisual product.

EDUCATION ACTIVITIES

An expository methodology will be combined by the teacher with the practical application of the theory taught.

The teacher will guide all activities through tutoring.

The virtual classroom will provide students with materials and activities for learning both the contents of the module and the use of computer technologies.

The teacher will upload self-created video-tutorials to the virtual classroom.

DISTRIBUTION OF WORK TIME

TEACHER-LED TRAINING ACTIVITIES	INDIVIDUAL WORK
30 Horas	45 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

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 or

multimedia digital environments and acquire the ability to use computer resources, web technologies and informational and communication techniques, in the different combined or interactive media or media systems (multimedia) and acquire the capacity to design formal and aesthetic aspects in media graphic, audiovisual and digital.

LEARNING RESULTS

Explain the methods of animation, graphics and audiovisual VFX.

Design workflows.

Validate a practical system for producing infographics, VFX, and animation.

LEARNING APPRAISAL SYSTEM

1/Continuous Evaluation

Individual work and exercises: 35%.

Attendance and active participation in face-to-face classroom activities: 10%.

Final Test: 55%.

Development:

INDIVIDUAL WORK AND EXERCISES (35%):

Practical and theoretical development exercises that must be carried out individually and compulsorily.

These practices consist of:

Basic modeling exercise. Construction of 3D objects with primitives and an extrude tool.

Texturing exercise: Applying textures created in Photoshop to 3D objects.

All practices must be submitted:

-Via drive (google drive, one drive, iCloud...) to r.leon@ufv.es and you must paste the link in the section reserved for this purpose in the virtual classroom assignment.

- Or by making a compressed folder of the project and uploading it to the virtual classroom in the section reserved for this purpose in the virtual classroom task.

Each exercise will be evaluated from 0 to 10.

Failure to deliver on time will result in the loss of 4 points of the grade in that exercise.

It is essential to get a minimum score of 5 in each practice so that you can average with the rest of the notes.

-PARTICIPATION IN FACE-TO-FACE CLASSROOM ACTIVITIES (10%):

Each class ends with a practice. It is essential that they are all delivered to be evaluated. All internships have to be in the virtual classroom in an assignment called portfolio.

-FINAL TEST (55%):

Presentation of a pitching with 3D infographics of a product of our own industrial design.

It will take place on the day of the exam.

It will be evaluated from 0 to 10 by a court.

It is essential to get a minimum score of 5 on the test so that it averages with the rest of the notes.

-Conditions for maintaining continuous evaluation:

Attend at least 80% of classes

Deliver all internships and individual work on time.

Pass with a score equal to or greater than 5/10 the tests in which this requirement is indicated.

2/ Non-continuous evaluation and Extraordinary Calls

Individual work and exercises: 40%.

Final Test: 60%.

It is essential to get a minimum score of 5 both in the papers and in the final test so that it averages with the rest of the grades.

“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

Kelly L. Murdock Autodesk Maya 2023 Basics Guide SDC Publications
(Kelly L. Murdock Autodesk Maya 2023 Basics Guide SDC Publications , ||Kelly L. Murdock Maya 2022 Basics Guide SDC Publications)

Design Media Publishing Limited Infographic and Data Presentations (Information Design Parramón

Additional

Pradeep Mangain Autodesk 3ds Max 2021: A detailed Guide to Arnold Renderer Padexi academy
(Pradeep Mangain Autodesk 3ds Max 2021: A detailed Guide to Arnold Renderer Padexi academy , ||Mireia Trius Me and the World: An Infographic Story Xahorí Books)