

Teaching guide

IDENTIFICATION DETAILS

Degree:	Journalism		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	MULTIMEDIA DESIGN		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	3273
Teaching period:	Eighth semester		
Area:	Journalistic Reporting and Digital Communication (Design)		
Module:	Communication Tools		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

The course Multimedia Design is based on the need for professional journalists to transmit information effectively, taking into account the characteristics that can make it attractive, useful and lasting for the people who make up the audience and for society itself. Through an immersion in the reality of the facts to be reported, with an open attitude but also with maximum objectivity and respect for the truth, this course teaches students how to detect the common thread in selecting news according to their journalistic training and their personal and ethical convictions. In addition, Multimedia Design imparts the ideal storytelling techniques to capture the attention of the reader (storytelling), the formal composition of information with multiple formats, media and platforms, to offer a 360° perspective, and effectively fulfil the commitment to the truth inherent in the profession and to adapt to the different forms of content distribution (digital, audio-visual, printed, oral, etc) which may be required of the student in their future profession. Multimedia Design roots its theme in anthropological, epistemological and ethical foundations and provides a clear meaning both for the student as a human being (the search for truth and its most reliable and multifaceted expression) and as a future professional, understanding the transcendence of this work for themselves and the society they should serve. The course addresses the 360° conceptual design of complex journalistic information, with an integrative view of the skills and knowledge acquired in previous years (in subjects such as Journalism Writing, History of Journalism or Technology, among others), about different currents of

journalism, journalistic genres, content formats and communication techniques, the student is taught to select, combine and distil for informative purposes, transmitting accurately the kaleidoscopic and changing reality. Storytelling techniques will be applied and related narrative trends based on narrative journalism, transmedia techniques generated by social media, gamification, branded content and others emerging from the medialab environment, such as chatbots. Furthermore, the course addresses the multiplicity of formats and adequate design of both conceptual and formal content and how this is measured. Students will not only learn through active listening, but above all will experience and practice all these techniques, using skills learned in other courses and applying them, thus exceeding a merely theoretical knowledge, and acquiring new skills. Finally, students will learn about content design techniques that may arise in the future. Multimedia Design helps give students a perspective on two of the main issues of journalistic content today: what is reported and how (with what narrative and formats) it is reported.

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

Specific skills

Adquirir la capacidad para utilizar, los recursos informáticos, las tecnologías y técnicas informativas y comunicativas, en los distintos medios o sistemas mediáticos combinados o interactivos (multimedia).

Dominar y desarrollar el ejercicio periodístico en entornos multimedia y de la Red.

Adquirir la capacidad para el diseño de los aspectos formales y estéticos en medios escritos, gráficos, audiovisuales y digitales, así como el uso de técnicas informáticas para la representación y transmisión de hechos y datos mediante sistemas infográficos en entornos multimedia.

Adquirir la capacidad para utilizar herramientas y técnicas informativas específicas aplicadas a procesos de producción informativa o promocional.

DISTRIBUTION OF WORK TIME

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