

IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	CREATIVE VIDEO EXPRESSION		
Type:	Compulsory	ECTS credits:	6
Year:	2	Code:	3357
Teaching period:	Fourth semester		
Area:	Advertising Creativity		
Module:	Communication Design Processes and Strategies (Skills)		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

- Análisis y descomposición de los rasgos básicos de la puesta en escena en el lenguaje audiovisual, en un breve repaso a la historia del medio.
- Adquisición de nociones básicas para la creación de un producto audiovisual en sus diferentes fases (conceptualización, pre-producción, producción y posproducción)
- Conocimiento básico de las herramientas tecnológicas utilizadas en los diferentes fases y departamentos. (Pre-producción, Guión, Rodaje, Iluminación, Edición, Corrección de color, Sonido)

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 join and adapt to a working team, aligning one's interests with those of the joint project.

To develop the ability to perform creative and managerial tasks as a freelancer and in self-employment schemes.

To learn how to acquire knowledge: to understand the dynamics of personal development through skills in communication, research, critical and creative thought, consideration and execution of action plans, and teamwork.

Specific skills

To appreciate the main artistic themes, currents and creations as manifestations of Western culture and advertising.

To communicate in the language specific to each media platform (press, journals, radio, television and beyond) and in various digital systems that act as a vehicle for communication and mass messages.

To develop curiosity, insight and creativity and to be aware of the various cultural and artistic manifestations on the rise, as well as the new channels of expression emerging in society.

DISTRIBUTION OF WORK TIME

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