

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OT	4	0

Contact

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Use of languages

Principal working language: english (eng)
Some groups entirely in English: Yes
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Prerequisites

This course demands students to show reading, speaking and writing English skills as it is entirely given in this language. The course also requires them to have capacity for creative and productive teamworking. In fact, it is conceived as the culmination of learning processes in audiovisual creation developed during the preliminary courses of the entire degree program. Students must show competence in advanced script writing and audiovisual production.

Objectives and Contextualisation

The course "Interactive direction techniques" (IDT / Técnicas de realización interactiva) is part of the subject "Audiovisual creation", which in turn gives name to a specific mention of the bachelor's entire program. The mention on Audiovisual Creation is formed by other than this seven optional courses, apart from a compulsory one. All of these courses are offered between the third and fourth year of the Audiovisual Communication Bachelor's degree. The objectives of the IDT are derived from those of the subject: "providing specific knowledge on the creative strategies needed for the design, production, capturing, edition, and post-production of the audiovisual communication messages" (cfr. Facultad de Ciencias de la Comunicación, Memoria de Grado, p. 58, Spanish).

Skills

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate creative capacity in audiovisual production.
- Demonstrate ethical awareness as well as empathy with the entourage.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Manage time effectively.
- Respect the diversity and plurality of ideas, people and situations.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Use advanced technologies for optimum professional development.

- Use ones imagination with flexibility, originality and ease.
- Value diversity and multiculturalism as a foundation for teamwork.

Learning outcomes

1. Apply the technologies and systems used to process, process and transmit information for new audiovisual media genres and formats.
2. Apply theoretical principles to creative processes.
3. Demonstrate a critical and self-critical capacity.
4. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
5. Demonstrate ethical awareness as well as empathy with the entourage.
6. Develop autonomous learning strategies.
7. Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
8. Disseminate the areas knowledge and innovations.
9. Generate innovative and competitive ideas in research and professional practice.
10. Generate quality audiovisual products with innovative aesthetics.
11. Manage time effectively.
12. Master technological tools for audiovisual production.
13. Respect the diversity and plurality of ideas, people and situations.
14. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
15. Use advanced technologies for optimum professional development.
16. Use ones imagination with flexibility, originality and ease.
17. Use the language of each of the audiovisual media in modern combined forms or in digital media for carrying infographics products.
18. Value diversity and multiculturalism as a foundation for teamwork.

Content

1. Creativity and creative processes in audiovisual interactive production.
2. New interactive audiovisual narratives (transmedia, cross-media, multimedia) of different genres. Conception and production.
3. User center design and user behavior. Processes, modalities and applications. Iterative design.
4. Usability and accesibility.
5. Prototipe creation. Evaluation methods.

Methodology

Students will acquire knowledge and develop skills through different methodological teaching/learning strategies: 1) theoretical lectures, 2) debate and reflection exercises from readings or analysis of audiovisual materials, 3) practical exercises on creation, planification, and audiovisual direction (in seminars or laboratories), and 4) presentations and project evaluation.

Specifically, there will be master classes, activities in seminars and practical sessions (direction and evaluation) in laboratories (TV, Radio and Computer rooms). In groups, students must create an interactive narrative (transmedia), produce a prototype of it and evaluate it with real users. Finally, they must give detailed account of their experience in a report and present it to the rest of the classroom.

Activities

Title	Hours	ECTS	Learning outcomes
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Type: Directed

Laboratory practices	22.5	0.9	2, 16, 4, 14, 12, 10, 9, 11, 13, 17, 15
Master classes	15	0.6	2, 16, 7, 12, 10, 17
Seminars	15	0.6	2, 4, 6, 3, 7, 12, 10, 17, 18
Type: Supervised			
Attendance to tutoring	7.5	0.3	16, 4, 6, 3, 10, 13
Type: Autonomous			
Readings, analysis and project creation	82.5	3.3	16, 14, 3, 10, 9, 17

Evaluation

In this course, assessment is continuous and formed by 3 aspects. All of them must be successfully passed to approve the course:

- Practical and theoretical project (60% of the final grade),
- Exam (30%).
- Seminary working and participation in class (10%).

The project consists in a detailed academic professional report (and its evaluation) about the creation, audiovisual production, testing, analysis and exhibition/presentation of an interactive narrative. This project will be produced in groups by the students and supervised by the professor. At the end of the course, all groups will present their work to the class.

Specifically, after receiving the related theoretical knowledge on design interaction, and by optimizing their creative, productive and technical audiovisual skills, students must create a transmedia narrative and its prototype. Students must test the prototype and add their obtained evaluations to the final produced product. Afterwards, they will produce a dossier-report, which will contain all the information about the audiovisual product (process and exploitation), the transmedia bible and all the writing materials used during the production process. The number of media-parts of the transmedia narrative will depend on the number of final participants of each group. However, it will be appreciated ambition on the design and on the production process.

The project will be evaluated on the basis of: originality, creativity, depth in the design of interaction (symbolic and denotative meanings), optimization of available skills and solution of problems, and development of production abilities-competences. Moreover, it will be considered the aesthetical and artistic level of the project to a great extent. Students will be also assessed in terms of teamworking capacity, responsibility, time management, and positive attitude on the audiovisual creation process. Finally, it will be taken into account the self-critical spirit and the search for excellence in the production of audiovisual works.

The exam will evaluate the contents provided by the master classes and the material discussed in the seminars.

Students who fail in passing the theoretical exam and get a minimum mark of 3 on it will have the possibility of attending to a recovery exam only if they have gone through the regular review process and manifest, by email, the professor they want to attend to this second and last exam. The highest mark of the recovery exam will be 6 over 10.

Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
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Exam	30%	2	0.08	4, 5, 3, 7, 11, 13, 17, 18
Participation in seminars	10%	1.5	0.06	16, 4, 14, 5, 6, 3, 7, 9, 11, 13, 17, 18
Project	60%	4	0.16	2, 16, 1, 4, 14, 5, 3, 8, 12, 10, 9, 11, 13, 17, 15, 18

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