

**Planning, Management and Production of an  
Audiovisual Project**

Code: 103036  
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OB	3	2

## Contact

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## Use of Languages

Principal working language: catalan (cat)  
Some groups entirely in English: No  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: No

## Prerequisites

A good understanding of English is required to take this course.

## Objectives and Contextualisation

This subject is included in the subject called Creation and Audiovisual Production and is compulsory.

The fundamental objective is that the student knows the procedures and stages that are part of the design, planning, management and realization of an audiovisual work and, particularly, the following:

- To identify the production framework of the audiovisual industries and their particularities.
- To study the characteristics of the main audiovisual products.
- To identify the professional profiles that intervene in the productive processes of the audiovisual sector.
- To know the processes of ideation of the audiovisual products.
- To become familiar with the key aspects of the design of the audiovisual work.
- To acquire the ability to carry out the different types of work necessary to make an audiovisual work.
- To acquire knowledge and a certain mastery of planning and control instruments.
- To know the basic principles of the management of professional teams that participate in the elaboration of audiovisual products.
- To identify the product quality control processes.

## Competences

- 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 conducting journalistic documentaries.
18. Value diversity and multiculturalism as a foundation for teamwork.

## Content

The programme of the course will be developed in six sections:

- Current context of audiovisual production: characteristics of the industrial sector. Production, financing, distribution.
- The audiovisual work as an industrial product: ideation processes. The product as a good of talent and experience.
- The process of ideation of audiovisual works: the capacity of differentiation of prototypes: The contribution of intellectual capital, know-how, talent and innovation.
- The audiovisual project: characteristics and functions. Planning techniques. Budgeting. Financing. Evaluation and control systems.
- Human resources management: the different professional roles and their contribution to the value chain. The production, filming and assembly plan: process stages. Determination of technical and human needs. Promotion, marketing and commercialisation of audiovisual works.
- The legal rights linked to an audiovisual work.

## Methodology

The methodology of this course includes theoretical introductory classes to the key aspects of its subject as well as case analysis seminars that illustrate the basic issues of the programme.

The practical application of the content will have a substantial weight in the course, and it will consist in the implementation of an audiovisual project based on teamwork, as well as its presentation and public defence.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master classes	15	0.6	2, 4, 3, 7, 8, 12, 11, 13, 17
Practical work, seminars and project follow-up	37.5	1.5	2, 16, 1, 14, 6, 3, 7, 8, 12, 10, 9, 11, 13, 17, 18
Type: Supervised			
Mentorship	7.5	0.3	2, 16, 4, 14, 7, 9, 11, 13, 17
Type: Autonomous			
Individual study	40	1.6	2, 16, 4, 6, 3, 7, 10, 9, 11
Project implementation	42.5	1.7	2, 16, 1, 4, 14, 5, 6, 7, 12, 10, 9, 11, 13, 17, 15, 18

## Assessment

The evaluation of this subject consists of three parts that must be passed independently to achieve the average of the final qualification.

The relation and its weight are:

-Theoretical content test: 30 %.

-Seminars (pitching, budget): 10%.

-Project implementation: 60%.

During the last three weeks of the course, re-evaluation activities will be carried out. Students who have participated in the continuous assessment (seminars and project) and fail the theory test may retake it provided they have obtained a minimum score of 3 out of 10 in the test and have carried out the ordinary review. The grade of the theory test will be the final grade of this part, not the total grade (i.e. it will be weighted with the grade of the seminars and the project). In case of suspending the project, the student will have to carry out a special work after agreeing it with the teachers.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Project implementation	60%	3.5	0.14	2, 16, 1, 4, 14, 5, 6, 3, 8, 12, 10, 9, 11, 13, 15, 18
Seminars	10%	1	0.04	2, 16, 5, 6, 3, 7, 8, 9, 13, 17
Theoretical content test	30 %	3	0.12	2, 3, 7, 17

## Bibliography

CANCHO GARCÍA, Nuria E., GARCIA TORRES, Marco A. (2017) *Planificación de proyectos audiovisuales*. Tarragona. Publicaciones Altaria.

PARDO, Alejandro (ed) (2002) *The Audiovisual Management Handbook*. Madrid: Fundación Cultural Media - Media Business School

BUSTER, Bobette (2013) *Do Story. How to tell your story so the world listens*. The Do Book Company.

FERNÁNDEZ DÍEZ, Federico , MARTÍNEZ ABADIA, José (1994) *La dirección de producción en cine y televisión*. Barcelona: Paidós. Papeles de comunicación.

GAWLINSKI, Marc (2003) *Producción de televisión interactiva*. Andoain: Escuela de cine y video.

MARTÍNEZ ABADÍA, José , FERNÁNDEZ DÍEZ, Federico (2011) *Manual del productor audiovisual*. Barcelona: UOC

de ROSENDO, Teresa, GATELL, Josep (2015) *Objetivo Writers' Room. Las aventuras de dos guionistas españoles en Hollywood*. Barcelona: Alba Editorial.

SÁINZ SÁNCHEZ, Miguel (2002) *El productor audiovisual*. Síntesis Comunicación Audiovisual.

SNYDER, Blake (2010) *¡Salva al gato!* Barcelona: Alba Editorial.

de WINTER, Helen (2006) *...What I really want to do is produce*. London: Faber and Faber.

Different references will be recommended throughout the course depending on the specific needs of each project.