

**Multimedia Language**

Code: 103059  
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OB	2	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

**Teachers**

Gemma Gomez Bernal  
Oscar Coromina Rodríguez

**Prerequisites**

Students are required to have basic knowledge of language, writing, production and digital techniques.

In addition, and given that a part of the bibliography is in English, a good level of reading comprehension in this language is necessary.

**Objectives and Contextualisation**

The basic objectives of the subject are:

- Provide basic knowledge about languages in digital media, with special emphasis on their specificities of a technological and cultural nature.
- To deepen in the specific techniques and knowledge necessary for the creation of contents in digital media.
- Study the mechanisms of dissemination of content in blogs and social networks.
- Acquire knowledge related to the technological aspects linked to production, publication and dissemination of digital content.

**Competences**

- Be familiar with and use different audiovisual languages.
- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- 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.
- 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 theoretical principles to audiovisual processes.
2. Demonstrate a critical and self-critical capacity.
3. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
4. Demonstrate ethical awareness as well as empathy with the entourage.
5. Develop autonomous learning strategies.
6. Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
7. Develop quality audiovisual products and introduce an innovative aesthetic therein.
8. Disseminate the areas knowledge and innovations.
9. Generate innovative and competitive ideas in research and professional practice.
10. Manage time effectively.
11. Master technological tools in audiovisual production.
12. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
13. Use advanced technologies for optimum professional development.
14. Use ones imagination with flexibility, originality and ease.
15. Value diversity and multiculturalism as a foundation for teamwork.

## Content

The subject will be developed and structured around these six major themes:

### 1. Introduction to digital media

- Digital culture
- Multimedia language

### 2. Languages and metalanguages

- HTML and CSS.
- HTML and CSS practice: "The Killer".
- Writing for digital media. SEO
- Practice Tweets.
- Practice Review.
- Multimedia Practice

### 3. Information display

- Practical visualization.

### 4. Content structure

- Information Architecture Seminar.
- Seminar Digital methods.

### 5. Augmented Reality

- Augmented Reality Practice

## 6. New narratives

- Transmedia narratives

The calendar detailed with the content of the different sessions will be presented on the day of presentation of the subject. It will be uploaded to the Virtual Campus, where students will also be able to access the detailed description of the exercises and practices, the various teaching materials, and any necessary information for the proper follow-up of the subject.

## Methodology

The methodology of this subject includes master classes, practical seminars (case discussion practices), laboratory practices, tutorials, practical exercises and readings.

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratory practices	22.5	0.9	3, 5, 6, 11, 9, 10, 7, 13
Case discussion practices (audiovisual productions) and scientific articles	15	0.6	12, 4, 5, 2, 6, 8, 15
Master classes with ICT support	15	0.6	1, 14, 2, 6, 8
Type: Supervised			
Tutorials (individual or group face-to-face activity aimed at solving learning problems)	7.5	0.3	12, 4, 5, 2, 6
Type: Autonomous			
Preparation of laboratory practices	37	1.48	1, 14, 5, 11, 9, 10
Realization of works related to the development of seminars	10.5	0.42	3, 4, 5, 2, 6, 8, 10
Study: Reading and synthesis of scientific documents	35	1.4	14, 3, 4, 5, 2, 6, 8, 10

## Assessment

The evaluation of the subject will be carried out from 3 axes: theory (40%), debate practices (10%) and practices (50%). To pass the subject it is necessary to pass both the theoretical section (exams) and the practical section (practices and debat practices).

Re-evaluation activities (total or partial) are contemplated, both to approve and to raise the grade. Of theory, and in accordance with the regulations of the faculty, for all students who fail the exam with a 3 or more. Of practices, for those and those students who have delivered all the practical exercises.

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Theory exam	40%	2	0.08	1, 3, 4, 6, 8
Debate practice works	10%	3	0.12	14, 12, 4, 5, 2, 6, 8, 11, 9, 10, 15
Practices	50%	2.5	0.1	1, 14, 11, 9, 10, 7, 13, 15

## Bibliography

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