

**Audiovisuals Multimedia Genres and Formats**

Code: 103103  
ECTS Credits: 6

Degree	Type	Year	Semester
2501933 Journalism	OT	3	0

### 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

Juan José Maldonado López

### Prerequisites

The lessons will be taught in Catalan. There will be readings in Spanish and English. In some cases, the practices of the subject can also be taught in Spanish.

Knowledge of writing and multimedia journalistic production. The subject is not intended to teach students to use computer applications, but focuses on on New Narratives and, therefore, works in new formats and platforms. This means that students must have a user level knowledge of the following softwares:

- Office IT (editing, spreadsheet, management, presentations) and cloud computing
- Photo retouching software
- Audio and video editing software
- HTML5 based web management
- Social Networks
- Data visualization

### Objectives and Contextualisation

The subject is integrated within the framework of the subject of "Creation and audiovisual realization". This subject, in the degree of Journalism, is composed of the following areas:

- Theory and practice of the documentary: OT, 6C, 2nd year 2nd semester.
- Infographics, animation and virtual spaces: OT, 6C,
- Multimedia genres and audiovisual formats: OT, 6C, 3rd year 2nd semester.

Within the subject "Audiovisual Creation and Realization", this subject of "Multimedia Audiovisual Genres and Formats" provides the general concepts and the theoretical basis for transmitting journalistic information in the language of audiovisual media and interactive multimedia. These projects will be done applying new narrative structures and putting into practice different journalistic procedures and multiplatform production routines.

#### Relevance of the subject

La evolución de la prensa motivada por el proceso de convergencia en los medios ha permitido la creación de fórmulas innovadoras y nuevas narrativas, así como rutinas de producción, en el ejercicio del periodismo. Esto también conecta con una manera de hacer periodismo más adaptada al perfil actual de los usuarios, no centrada en los medios tradicionales. Por ello en esta asignatura se tratarán, especialmente, los formatos multimedia innovadores, la participación en redes sociales como instrumento de trabajo periodístico y las rutinas de producción periodística en soportes digitales, respondiendo así al nuevo perfil de periodista multitarea y multiplataforma.

The evolution of the press caused by the process of convergence in the media has allowed the creation of innovative formulas and new narratives, as well as production routines, in the exercise of journalism. This also connects with a way of doing journalism that is more adapted to the current profile of users, not centered on traditional media. Therefore, this subject will be about innovative multimedia formats, participation in social networks as an instrument of journalistic work and the routines of journalistic production in digital media, responding to the new profile of multitasking and multiplatform journalist.

#### Contribution of the subject to the professional training

As a consequence of the use of the new information technologies, and given the change in the cultural and informative consumption habits of the public, the subject prepares students for the use of different digital platforms and multimedia journalistic tools. This means adapting narratives and work routines to new media. They must also be able to manage journalistic projects, promoting the values of entrepreneurship and coworking.

### Competences

- Abide by ethics and the canons of journalism, as well as the regulatory framework governing information.
- Design the formal and aesthetic aspects in print, graphic, audiovisual and digital media, and use computer-based techniques to represent information using infographic and documentary systems.
- Generate innovative and competitive ideas in research and professional practice.
- Relay journalistic information in the language characteristic of each communication medium, in its combined modern forms or on digital media, and apply the genres and different journalistic procedures.
- Use advanced technologies for optimum professional development.
- Use ones imagination with flexibility, originality and ease.

### Learning Outcomes

1. Apply legislation and ethical principles to the production of multimedia journalistic documentaries.
2. Apply professional ethics to the production of journalistic documentaries.
3. Apply the technologies and systems used to process, produce and relay information for new genres and multimedia audiovisual formats.
4. Apply theoretical principles to creative processes.
5. Design the formal and aesthetic aspects in audiovisual and digital media to create journalistic documentaries and other multimedia genres.
6. Generate innovative and competitive ideas in research and professional practice.
7. Generate quality audiovisual products with innovative aesthetics.
8. Master technological tools for audiovisual production.
9. Use advanced technologies for optimum professional development.
10. Use ones imagination with flexibility, originality and ease.

11. Use the language specific to each audiovisual communication medium in its combined modern forms or digital formats for producing journalistic documentaries.

## Content

- 1) The journey to cutting-edge journalism.
- 2) Different ways of telling journalistic stories.
- 3) New interactive multimedia narratives.
- 4) How to approach the creation of an interactive multimedia journalistic product
- 5) New professional profiles.

## Methodology

The development of the subject implies the realization of different types of formative activities:

- Followed activities:

- a) Theory sessions: Explanation of the theoretical and practical concepts with IT support and visualization of works.
- b) Seminars: Deepen some important concepts related to the theory and the preparation of laboratory practices.
- c) Laboratory Practices: APP Methodology (Learning by Project). The students work on the creation of an innovative journalistic project based on interactive multimedia narrative forms. In this way, what is discussed in theory sessions and seminars is put into practice.

- Supervised activities:

- a) Face-to-face tutoring in a small group. The purpose is to solve production and learning problems, as well as to review the projects in progress before their final publication. These are fundamental for the correct performance of laboratory practices.
- b) Evaluation activities

- Autonomous activities:

- a) Study: reading and synthesis of texts of scientific and journalistic documents
- b) Visualization of audiovisual and multimedia works
- c) Realization of tasks commissioned for the development of seminars
- d) Preparation of laboratory practices and materials for multimedia projects

The evaluation activities are:

- a) Exam theory
- b) Practical laboratory results
- c) Evaluable activities related to the questionnaires made during the class, tutorials and seminars

## Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lab practices	21	0.84	10, 3, 6, 9
Seminars: Lectures and debates about cases (audiovisual and multimedia works)	6	0.24	10, 3, 6, 9

Theory sessions	15	0.6	10, 6, 9
Type: Supervised			
Evaluation tasks	2	0.08	10, 3, 6, 9
Tutorial of projects (face-to-face activity in small groups in order to solve production and learning problems)	6	0.24	10, 3, 6, 9
Type: Autonomous			
Preparation of lab tasks (research, documentation and production)	57	2.28	10, 3, 6, 9
Study: Reading and synthesis of scientific documents and viewing of audiovisual and multimedia works	20	0.8	10, 6, 9
Tasks for the development of seminars	5	0.2	10, 3, 6, 9

## Assessment

In order to opt to the continuous evaluation, assistance to class (theory, seminars and practices) is mandatory. In case of absence, it must be documentally justified.

The competences of this subject will be evaluated through different procedures:

- a) Theory exam: 40%
- b) Lab practices: 50%
- c) Seminars: 10%

The final result of the subject will be the sum of the score obtained in sections a), b) and c). However, it is mandatory to pass the theory exam and laboratory practices to pass the course.

The last two weeks of the course will be used for final tutoring and reappraisal activities.

### REAPPRAISAL CONDITIONS:

1. Conditions to opt to the reappraisal of the Theory in case of fail: Minimum score of 3,5 (out of 10 points)
2. Conditions to opt to the reappraisal of the Theory for students who do not attend to the first exam: To have passed (5 out of 10 points) the Seminars and the Laboratory Practices.
3. Conditions to opt to the reappraisal of the theory in case of a student wants a make up test: Minimum score of 8 (out of 10 points). Attention! The reappraisal test can lead, if necessary, to a reduction in the mark.
4. Conditions to opt to the reappraisal of the Practice in case of fail: Minimum score of 3,5 (out of 10 points).

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	40%	2	0.08	10, 6, 9
Seminars	10%	6	0.24	10, 3, 6, 9
Work presentation	50%	10	0.4	4, 2, 10, 1, 3, 5, 8, 7, 6, 11, 9

## Bibliography

BIBLIOGRAPHY (Depending on the subject, new readings can be added during the course)

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Lesson 2: Different ways of telling journalistic stories

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### Lesson 4: How to approach the creation of an interactive multimedia journalistic product

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