

Audiovisual Advertising Production

Code: 103130
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	3	2

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: Yes

Prerequisites

This third year course of Advertising and Public Relations Degree, part of the knowledge about audiovisual grammar
The external students (Erasmus or of mobility) or of change of cycle will

Objectives and Contextualisation

Conceptualization and Production of audiovisual advertising products.

- 1.- Production:
The general process of audiovisual production in cinema and television.
Specificity in the advertising activity.
Advertising Formats.
- 2.- Production:
The basic knowledge of audiovisual language.
The technological and technical training for the use of the audiovisual
- 3.- Post-production:
Technological and technical training for the use of audio-visual resources.
Knowledge of the development of audiovisual projects and organization.
Special impact on the advertising figure of the Producer as the unit responsible

Competences

- Demonstrate knowledge of the narrative and expressive characteristics of audiovisual languages.
- Demonstrate knowledge of the structure and functions of the technological context that plays a role in the advertising communication process.

Learning Outcomes

1. Distinguish the basic principles of production, post-production and audiovisual production.
2. Use technological instruments for the production, editing and post-production of audiovisual messages.

Content

Temari

1.- PRODUCTION: THE PRODUCTION PROCESS.

Production and organization phases.

Technical and production personnel.

Work plan

Shooting plan.

THE ADVERTISING PRODUCTION.

The advertising producer.

Advertising agency relations and producer.

The Producer.

Casting.

Formats, genres and advertising styles.

Styles of production and realization.

Style manual

2.- REALIZATION:

THE ADVERTISING SCREENPLAY.

The idea

Synopsis and treatment.

The literary script.

The technical script.

Storyboard.

Animatic

THE REALIZATION.

Narrative units: plan, scene and sequence,

The camera: features and image and sound capture

The composition

Planning of the shooting on the set and outside.

3.- POSTPRODUCTION.

Mounting and rhythm

Sound

The technological and technical digital process.

Soundtrack: music, voice and effects.

Graphic edition: color, typography.

Methodology

ACTIVE PEDAGOGY:

1 ADVERTISING PROJECT

Students are grouped into production EQUIPMENT from which they carry

The PROJECT is therefore the backbone on which the theoretical corpus

The PROJECT has the support of a decalogue or style manual with the

Each decalogue or style manual takes into account the following genera

• Image: use and narrative value of the plans, movements and displacem

• Sound: use and value of voice, music and effects.

• Protagonists: justification of a type of body, gender, age, phenotype, sk

• Advertising representation of reality and / or fiction.

• Limits of creative resources such as humor, emotion, etc.

• Production: limits established by potential customers

• Reception: realization conceived in some audiences or potential consur

2. THEORY

- Structure of audiovisual production
 - Adaptation to advertising
 - Advertising sociocultural diversity
 - Realization and Social Advertising
 - Advertising realization and representation of reality
 - New audiovisual narratives: transmitted, cross-platform and cross-mec
 - Advertising realization, reception and social dynamization.
3. AUTOMATIC ACTIVITIES
 PRODUCTION, REALIZATION AND EDITING OF AN ADVERTISING

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
EDITING AND SOONORIZATION	10	0.4	1, 2
PLANNING THE REALIZATION	10	0.4	1, 2
STRUCTURE OF THE ADVERTISING PROJECT AND ADAPTATION TO THE REALIZATION	10	0.4	1, 2
Type: Supervised			
SPOT AND TV STORE PRODUCTION	57	2.28	1, 2
SPOT EDITION	30	1.2	1, 2
Type: Autonomous			
REALIZATION SPOT and TV STORE	30	1.2	1, 2

Assessment

The final grade is the weighting of the marks obtained by the students in the different works carried out, depending on:

- Spots 40%
- Telemarketing 20%
- Group on board notebook 5%
- Individual board notebook 5%
- Group website 5%
- Individual audio-visual analysis of a spot 25%

Recovery:

In the event that one or more of these works are not approved, they can

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
AUDIOVISUAL PRODUCTION	7	2	0.08	1, 2
GRUPAL AND INDIVIDUAL THEORY WORK	3	1	0.04	1, 2

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