

Audiovisual Language

Code: 105007
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OB	2	1

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

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Use of Languages

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

Prerequisites

The course doesn't have specific prerequisites, but it is considered as a continuity of specialised subjects such as Written and audio-visual communication languages, Audio-visual narrative and Technologies in Audiovisual Communication.

Classes are taught in Catalan and/or Spanish.

Objectives and Contextualisation

The course is integrated into the topic "Audiovisual Language". This topic in Audio-visual Communication degree provides advanced knowledges about expressive structures and audio-visual language uses to build messages in television, cinema, radio and multimedia.

The course, within the training block, is aimed to provide the general concepts and the theoretical foundations for the creative conception and production of television and cinema products.

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

1. Visual and sound elements
2. Editing
3. Narrative aspects of the assembly
4. Audio-visual rhetoric
5. Production organisation

The course will foster gender perspective in all its activities.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Methodology

The sessions of the course will be developed through different types of activities, grouped master class and laboratory practice.

The practices will take place in TV studies as well as in the editing rooms.

In addition, the students will have optional tutorial sessions with their teachers.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Laboratory practices	33	1.32	1, 14, 3, 12, 4, 2, 6, 11, 9, 10, 7, 13, 15
Master Classes	15	0.6	1, 6, 8

Type: Supervised			
Tutorials	7.5	0.3	5, 10, 15
Type: Autonomous			
Readings, preparation of practices, preparation of tests	87	3.48	14, 3, 4, 5, 2, 6, 11, 9, 10, 7, 15

Assessment

Written exam (30%)

- Laboratory practices (50%)

- Practices reports and production documents (20%)

Students need to be evaluated on the different parts of the course to get a final grade. The final grade will be the result of the weighted sum of the partial grades.

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of his/her qualification of any evaluation act, will be qualified with a 0 on this particular act of evaluation. In case of presenting several irregularities, the final grade of the course will be 0.

The student will be entitled to the revaluation of the course if he or she has been evaluated of a set of activities the weight of which equals to a minimum of 2/3 of the total grade, considering that:

To have access to revaluation, the previous grades should be equal or greater than 3,5

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

In the case of a second or third enrolment, students can do a single synthesis exam that will consist of a test with theoretical and practical questions. The grading of the subject will correspond to the grade obtained in the synthesis test

Those students that fail the synthesis exam will be entitled to the revaluation of the course if the grade obtained in this exam is equal or greater than 3.5

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Laboratory practices	50%	4	0.16	1, 14, 3, 12, 4, 5, 2, 6, 8, 11, 9, 10, 7, 13, 15
Readings, preparation of practices, preparation of tests	20%	1	0.04	1, 14, 3, 12, 4, 5, 2, 6, 11, 10, 7, 13, 15
Written exam	30%	2.5	0.1	1, 2, 6, 9, 10

Bibliography

Bibliography

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Another bibliography

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