2021/2022

Content and Usability Management in User-Generated Interactive Media

Code: 103043
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OT	4	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.

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

It is necessary for students to be familiar with the use of Content Management Systems (CMS). Part of the bibliography is in English, therefore, a good reading level in this language is necessary.

Objectives and Contextualisation

Acquire basic and updated knowledge in disciplines adjacent to the creation of digital content: design, usability, publication, web analytics, attraction of search engine traffic (SEO) and social networks and business generation.

Acquire a greater knowledge of the technological aspects linked to the publication and dissemination of digital content.

Develop a greater digital culture in theory and in practice.

Introduction in the use of web analytics, SEO and SMO tools, as well as in the advanced functionalities of professional content managers.

Competences

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
- Differentiate the disciplines main theories, fields, conceptual developments, as well as their value for professional practice.
- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Manage time effectively.

- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Rigorously apply scientific thinking.

Learning Outcomes

1. Analyse the economic dimension of the media.
2. Apply theoretical principles to the analysis of audiovisual processes.
3. Appraise the social impacts of technological mediation in modern communication.
4. Demonstrate a critical and self-critical capacity.
5. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
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. Identify phenomena and consider theoretical problems regarding audiovisual communication.
11. Identify the theoretical principles of audiovisual production and consumption.
12. Lay the foundations for modern semiotic trends and apply them to communication and journalism.
13. Manage time effectively.
14. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
15. Rigorously apply scientific thinking.

Content

1. Digital content and culture.

1.1. Algorithms and echo chamber.

2. Publishing technologies: from HTML to CMS.

3. Design, Usability and Information Architecture.

4. Web Analytics.

5. Flow of users.

5.1. Search engines (Search Engine Optimization).

5.2. Social Networks (Social Media Optimization).

6. Data Visualization.

Methodology

Guided activities

a) Master classes: explanation of theoretical and practical concepts.
b) Seminars: work in groups and management activities of a digital publication.
c) Laboratory practices: management of a digital publication.

Supervised activities

a) Individual or group face-to-face tutoring. The purpose is to solve theoretical doubts and problems with the digital publication.

Autonomous activities

a) Study: reading and synthesis of historical, scientific and informative texts.
b) Visualization of audiovisual and multimedia materials.
c) Management of a digital publication.

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.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master Classes	15	0.6	1, 15, 2, 4, 7, 12, 10, 11, 3
Practices	22.5	0.9	14, 5, 6, 7, 8, 13
Seminars	15	0.6	1, 15, 2, 14, 5, 6, 4, 7, 8, 12, 9, 13, 10, 11, 3
Type: Supervised			
Tutorials	7.5	0.3	1, 2, 4, 7, 12, 10, 11, 3
Type: Autonomous			
Management of a digital publication	30	1.2	1, 14, 5, 6, 4, 7, 8, 9, 13, 3
Screening of videos	20	0.8	1, 2, 14, 5, 6, 12, 13, 10, 11, 3
Study	32.5	1.3	1, 15, 2, 14, 5, 6, 4, 7, 12, 13, 10, 11, 3

Assessment

The subject consists of the following evaluation activities:
- Exam, 30% on the final grade
- Project consisisting in the management of a digital publication, 40% on the final grade
- Seminars, 30% on the final grade.

To be able to pass the subject, it is necessary to obtain a minimum grade of 5 in the three activities. The student will be entitled to the revaluation of the subject if he or she has been evaluated of the set of activities the weight of which equals a minimum of 2/3 of the total grade of the subject.

To have access to revaluation, the previous grades should be, on average, at least 3. The project consisisting in the management of a digital publication (40% on the final grade) is excluded from the revaluation process.

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

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes

Exams	30%	3	0.12	1, 15, 2, 14, 5, 6, 4, 7, 12, 13, 10, 11, 3
Practice	40%	1.5	0.06	1, 14, 5, 6, 4, 7, 8, 9, 13, 3
Seminars	30%	3	0.12	1, 15, 2, 14, 6, 4, 7, 8, 12, 9, 13, 10, 11, 3

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Software

Not Required