2021/2022

Degree Project

Code: 103054
ECTS Credits: 12

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OB	4	0

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: No

Some groups entirely in Spanish: No

Other comments on languages

Usually, Catalan and Spanish are the languages used writing the TFG

Teachers

Carme Ferré Pavia

External teachers

Responsables d'institucions en el cas de TFG externs

Prerequisites

It is necessary to course all the first year and 2/3 of the amount of total credits corresponding the degree, 160 ECTS. Each year has 10 courses of 6 credits, a total of 60 credits/year. Two complete years passed imply 120 credits or 180 credits three complete years.

Is recommended to read carefully all the information in the Faculty web and consult the refreshments.

Objectives and Contextualisation

The aim of the Treball de Fi de Grau (Degree Final Work) is to develop the competencies that the degree determines, giving the students tools to study in superior grades and to work in the communication field as well.

Competences

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.

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- Demonstrate knowledge and skills to execute a practical and theoretical project with a scientific basis.
- 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.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Rigorously apply scientific thinking.
- Use advanced technologies for optimum professional development.
- Use ones imagination with flexibility, originality and ease.

Learning Outcomes

1. Build a coherent discourse in any of its forms, written or audiovisual.
2. Contribute original knowledge.
3. Demonstrate a critical and self-critical capacity.
4. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
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. Disseminate the areas knowledge and innovations.
8. Generate innovative and competitive ideas in research and professional practice.
9. Implement the different research methodologies of communication phenomena.
10. Manage time effectively.
11. Raise and contrast hypotheses regarding the different aspects of audiovisual communication in all its fields of action.
12. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
13. Rigorously apply scientific thinking.
14. Use advanced technologies for optimum professional development.
15. Use ones imagination with flexibility, originality and ease.

Content

There are two basic types of TFG:

-Project: this kind of work designs or develops (its performance is not compulsory) a media product, in the fields of broadcasting, advertising and journalism. It includes the planning, the framework, the style guide, the briefing in advertising and PR, the budget, filming plan, storyboard, production plan, market analysis… The TFG evaluate the know-how in that field, and not always the pilot or the final product.

-Research: is a traditional academic research of 12,000-30,000 words. The Faculty has links with institutions and media to develop applied researches. In this case, the student will have a tutor in the Faculty and another in the organization.

More information: Link

Methodology

The student has to meet with the tutor at least 4 times:

- To initiate the work

- During the development of the work

- To finish the research

- In the oral presentation

The student Will present a unique document attached in an e-mail to tutor, revisor, tfg.fcc@uab.cat (Gestión Académica) and the Campus Virtual of each degree.

All the works avaluated with an 8 or more (being 10 the maximum), will be sent to the DDD (Digital Documents Archives).

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			
General sessions about TFG aspects	3	0.12	1, 6, 8, 11
Type: Supervised			
Oral exposition	1	0.04	13, 15, 2, 12, 1, 4, 3, 6, 7, 8, 10, 9, 11, 14
Supervised sessions and meeting with the tutor	14	0.56	13, 15, 4, 3, 6, 10, 9, 11
Type: Autonomous			
Preparation of oral presentation	6	0.24	13, 15, 2, 1, 5, 6, 7, 8
TFG development	275	11	13, 15, 2, 12, 1, 4, 5, 3, 6, 7, 8, 10, 9, 11, 14

Assessment

The evaluation corresponds to the tutor (60%) and the revisor (40%). The punctuation minimum to pass is 5 (being 10 the maximum).

Calendar: (http: / /www.uab.cat/web/estudiar/graus/graus/calendari-de-tramits-1345704364482.html)

The general criteria for evaluate the work are:

- Writing skills

- Theoretical knowledge

- Analysis capability

- Originality

- Methodological correction

- Adequate interpretation of results

-Autonomy searching information and using references

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Final work	evaluation of the final research or project	1	0.04	13, 15, 2, 12, 1, 4, 3, 6, 7, 8, 10, 9, 11, 14
Oral presentation	evaluation of the oral speech	0	0	13, 15, 2, 12, 1, 4, 5, 3, 6, 7, 8, 10, 9, 11, 14

Bibliography

The TFG Guide has not concrete references because they have to be adapted to each object of study. The tutor and the supervisor will recommend bibliography. The guides of the Communication Library can be useful:

http://blogs.uab.cat/dretsautor/

http://www.uab.cat/web/estudia-i-investiga/citacions-i-bibliografia-1345708785665.html

http://www.uab.cat/web/estudia-i-investiga/treballs-de-grau-i-treballs-de-fi-de-grau-tfg-1345725517006.html

Software

There is no a specific guide to use programs.