

Audiovisual and Multimedia Languages

Code: 104724
ECTS Credits: 6

Degree	Type	Year	Semester
2503873 Interactive Communication	FB	1	2

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

Teachers

Francesc Xavier Ribes Guardia

Prerequisites

Being first year subject there are no access requirements beyond the knowledge of the vehicular language (Catalan) and Spanish and English in order to be able to study the bibliography and materials.

Objectives and Contextualisation

The basic objectives of the subject are:

- Provide the general concepts and the theoretical foundations of audiovisual language as an effective message and content production tool.
- Provide basic knowledge about languages in digital media, with special emphasis on their specificities from a technological and cultural perspective.
- Deepen in the techniques and specific knowledge necessary for the creation of contents in digital media.
- Acquire a greater knowledge of the technological aspects linked to the production, publication and dissemination of digital content.

Competences

- Display ethical concerns and empathy towards others.
- Distinguish between and apply the principal theories, conceptual frameworks and approaches regulating interactive communication.
- Integrate knowledge of design, language and photographic and audiovisual techniques to bring meaning to different types of content.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages, academic papers, presentations, etc.

- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

Learning Outcomes

1. Create stories through fragmentation into shots and subsequent montage.
2. Cross-check information to establish its veracity, using evaluation criteria.
3. Define the theoretical concepts of light, composition and aesthetics in photography.
4. Distinguish the salient features in all types of documents within the subject.
5. Pay attention to the ethical aspects of developing photographic and audiovisual products, respecting the rights of all groups and organisations.
6. Plan and conduct academic studies in the field of audiovisual and multimedia languages.
7. Present a summary of the studies made, orally and in writing.
8. Recognise and differentiate between theories on audiovisual and multimedia languages as a mode of expression.
9. Submit course assignments on time, showing the individual and/or group planning involved.

Content

1. Foundations of Audiovisual Language.
2. Foundations of Multimedia writing.
3. Foundations of Multimedia Language.
4. New Narratives.
5. New audiovisual and multimedia formats.

In the virtual campus you will receive a more detailed version of the course contents.

Methodology

The methodology for this course includes master classes, lab practice, study and research, lab practice preparation, assessment activities and tutoring.

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			
Lab Practice	33	1.32	5, 2, 1, 4, 7, 6, 9, 8
Master Classes with ICT Support	15	0.6	5, 2, 1, 3, 4, 8
Type: Supervised			

Assessment Activities	3	0.12	5, 3, 4, 7, 6, 9, 8
Tutoring	2	0.08	5, 4, 7, 9
Type: Autonomous			
Lab Practice Preparation	30.5	1.22	5, 2, 1, 3, 4, 7, 6, 9, 8
Study and research	30.5	1.22	5, 2, 1, 3, 4, 7, 8

Assessment

The assessment of the subject will be based on 3 axes: theory (50%) and practical exercises (40%) and seminars (10%). To pass the course, all 3 axes must be passed independently.

Re-assessment activities are contemplated. Of theory, in accordance with the regulations of the faculty, for all the students that fail the examination with 3 or more out of 10. Of the practical exercises, for those students who have submitted all the practical exercises.

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
Practical exercises	40	33	1.32	5, 2, 1, 3, 4, 7, 6, 9, 8
Seminars	10	0	0	5, 4, 7, 6, 9, 8
Test	50	3	0.12	1, 3, 7, 6, 8

Bibliography

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Software

- Word
- Excel
- Powerpoint
- Da Vinci / Premiere
- Affinity Photo / Photoshop
- Audacity
- Spark AR Studio
- EKO
- Metaverse