

Multimedia and Interactive Content Management

Code: 104986
ECTS Credits: 6

| Degree | Type | Year | Semester |
|--------------------|------|------|----------|
| 2501933 Journalism | OB | 3 | 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: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: Yes

Teachers

Marta Portalés Oliva
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Prerequisites

The subject's prerequisites focus on internet skills (main platforms, social networks and information search), the ability to critically analyse materials and journalistic writing skills (writing guidelines and genre typology).

Objectives and Contextualisation

The main objective of the subject is the knowledge, analysis and management of digital communication (especially for cybermedia and social networks) through the acquisition of skills in the conception, design and production of different types of digital content, its publication and dissemination in cyberspace. In this sense, the objectives are as follows:

1. Reflecting on the fundamentals of digital communication.
2. To learn the guidelines for writing for screens.
3. To study the parameters of digital content design.
4. To become familiar with the main platforms and tools.
5. To learn the dynamics of digital strategy.
6. To assimilate the basics of SEO and web analytics.
7. Study digital identity: branding and media.
8. Know guidelines for managing communication crises.
9. Apply production routines in cybermedia.
10. Study good practices and analyse trends in the sector.

Competences

- Be familiar with and apply the theoretical and practical foundations of journalistic writing and narrative and its applications in the different genres, media and formats.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Develop autonomous learning strategies.
- Manage time effectively.
- Relay journalistic information in the language characteristic of each communication medium, in its combined modern forms or on digital media, and apply the genres and different journalistic procedures.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Respect the diversity and plurality of ideas, people and situations.
- Use advanced technologies for optimum professional development.

Learning Outcomes

1. Adapt written texts to the specific needs implied by the use of technologies and their systems to process, produce and relay information.
2. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
3. Develop autonomous learning strategies.
4. Distinguish theories of journalistic writing and narrative to apply them to journalistic genres in audiovisual media.
5. Distinguish theories of journalistic writing and narrative to apply them to journalistic genres in multimedia formats.
6. Manage time effectively.
7. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
8. Respect the diversity and plurality of ideas, people and situations.
9. Use advanced technologies for optimum professional development.

Content

1. Fundamentals of digital communication.
 2. How to write for screens.
 3. Parameters of digital content design.
 4. Platforms and tools for the digital communicator.
 5. Digital strategy.
 6. Fundamentals of SEO and web analytics.
 7. Digital identity: Branding and media.
 8. Communication crisis management.
 9. Production routines in cybermedia.
 10. Case studies and trends.
- The content of this subject will be sensitive to aspects related to the gender perspective.
 - IMPORTANT: 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 basis of the teaching methodology will be to achieve autonomous learning by students.
- The activity supervised by the teacher, with a constant and active participation of the student, will allow the student to assume the generic and specific competences raised in the design of the subject, within the curriculum.
- The learning activities (practical classes) occupy a prominent role in the framework of the subject.
- The students will attend theoretical classes where concepts will be explained, debates will be developed and materials and cases will be discussed.

- The separation of the group into subgroups of practical nature will allow a varied and very detailed work and exercise of the exercises proposed.
- The virtual campus will be an important tool within the framework of the subject.
- **IMPORTANT:** The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

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 | | | |
| Independent study and work | 30 | 1.2 | 2, 3, 8, 9 |
| Laboratory | 27 | 1.08 | 1, 7, 2, 3, 6, 8, 9 |
| Master classes | 15 | 0.6 | 4, 5 |
| Type: Supervised | | | |
| Evaluation activities | 6 | 0.24 | 1, 7, 2, 3, 6, 8, 9 |
| Tutorials | 7 | 0.28 | 2, 6 |
| Type: Autonomous | | | |
| Virtual Campus | 3 | 0.12 | |

Assessment

The evaluation system will have two clearly differentiated parts:

PRACTICAL PART: 70%.

THEORETICAL PART: 30%.

The subject consists of the evaluation activities:

- Exam: 30% on the final grade.
- Project: 30% on the final grade.
- Exercises: 40% on the final grade.

Aspects to consider:

- To be able to pass the subject, it is necessary to obtain a minimum grade of 5 in each activity.
- The students 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 equal to 3.5.
- The activities that are excluded from the revaluation process are: Travel notebook.
- It is a continuous evaluation. That's why all scheduled evaluable tests must be performed. (In exceptional cases, and with the approval of the teaching team, a different evaluation system may be designed).
- To pass the subject, both the practical and the theoretical part will be approved (obtaining the qualification equivalent to a 5 out of 10, in each of the parts).
- In case of approving one of the parts and suspending the other, the student will have the grade of suspense.

- Plagiarism in the exercises, exams or assignments will automatically mean the suspension of the subject.
- More than three spelling mistakes in some jobs will suppose the suspension of these.
- The grade obtained in the re-evaluation of theory will be the final grade of this part.
- The grade obtained in the re-evaluation of practice will average with the grade obtained in the practices of the course.
- In the revaluation tests (theoretical and practical), students (with more than 5) who wish to upload their grade will be able to do it. The new qualification will be the definitive one in the theoretical part. In the practical part, it will mean with the rest of practices.
- In the case of a second enrolment, students can do a single synthesis exam/assignment that will consist of an general exam. The grading of the subject will correspond to the grade of the synthesis exam/assignment.
- The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

Assessment Activities

| Title | Weighting | Hours | ECTS | Learning Outcomes |
|-----------|-----------|-------|------|---------------------|
| Exam | 30 | 6 | 0.24 | 7, 2, 3, 4, 5 |
| Practices | 40 | 40 | 1.6 | 1, 7, 2, 3, 6, 8, 9 |
| Project | 30 | 16 | 0.64 | 1, 7, 2, 3, 6, 8, 9 |

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IMPORTANT: During the course we will also work with materials derived from weblogs, websites, media and congresses in the sector.

Software

- The subject develops a content production workshop using online multimedia tools. The work takes place in the computer science laboratories. The virtual sessions will be carried out by Teams or Zoom.