

**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.

**Contact**

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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

**Other comments on languages**

Catalan may be used in classes, as well as in teaching materials, bibliography and audiovisual examples. Both bibliography and audiovisual examples will make use of the English language.

**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. The basic elements of audiovisual language
2. Composition and *mise-en-scène*
3. Production organization
4. Editing, construction of discourse and narrative temporality
5. Audiovisual language, interactive media and social networks

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 acquisition of knowledge will be done through various methodological procedures that include lectures, seminars and laboratory practices.

The methodology will project-based learning (PBL), which transversely will back all the training activities of the subject.

In the theoretical lectures, there will be an exposition of the contents of the course, and in the seminars these concepts will be applied to the projects carried out in groups. As for the practices, they will be carried out in

groups at the university television studios and in editing rooms. These practices will aid to apply into real cases what was learned in the previous theoretical sessions. The design and practices preparation and the different related documents are part of the autonomous work of the students.

An exam will be applied with the aim of knowing the degree of theoretical knowledge achieved, as well as the ability to apply this knowledge.

Students will be able to take optional tutorials sessions with teachers.

The teaching methodology and the evaluation proposed in the guide may experience some modification depending on the restrictions to presence imposed by the health authorities.

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			
Laboratory practices	33	1.32	1, 14, 3, 12, 4, 2, 6, 11, 9, 10, 7, 13, 15
Master Classes	7.5	0.3	1, 6, 8
Seminars	7.5	0.3	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

There will be three types of assessment: A) written examination, B) laboratory practices and C) practices' reports and production documents.

THE EVALUATION ACTIVITIES ARE:

A) Written exam, 30% in the final grade.

Project-based learning (PBL) will be implemented, which consists of the design, preparation and elaboration of an audiovisual project with several deliveries from different parts of the project with feedback and the possibility of improving these deliveries. This project will be developed throughout the course through various evaluable activities of analysis and audiovisual creation that consist of:

B) Laboratory practices, 40% in the final grade.

C) Practical activities' reports, production documents, 30% in the final grade.

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.

Revaluation

Students will be entitled to the revaluation of the subject. They should present a minimum of activities that equals two-thirds of the total grading.

The practices are excluded from the revaluation process (competencies and skills not acquired throughout the course can hardly be achieved in a couple of weeks).

#### Second Enrolment

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

#### Plagiarism

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 a0 on this particular act of evaluation. In case of presenting several irregularities, the final grade of the course will be 0.

### Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Laboratory practices	40%	4	0.16	1, 14, 3, 12, 4, 5, 2, 6, 8, 11, 9, 10, 7, 13, 15
Practices reports and production documents	30%	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

#### Mandatory Bibliography

- Cancho García, Nuria E. and García Torres, Marco A. 2018. *Planificación de proyectos audiovisuales*. Publicaciones Altaria: Barcelona. (Cap 3, 4, 6)
- Castillo, José María. 2016. *Televisión, realización y lenguaje audiovisual*. Madrid: Instituto RTVE. (Cap 1, 5, 7, 10, 12)
- Clayton, Rafe. 2019. Filmmaking Theory for Vertical Video Production. *En The European Conference on Media, Communication & Film*. The International Academic Forum. Available at: [http://papers.iafor.org/wp-content/uploads/papers/euromedia2019/EuroMedia2019\\_52556.pdf](http://papers.iafor.org/wp-content/uploads/papers/euromedia2019/EuroMedia2019_52556.pdf)
- Fernández Federico Fernández Díez. and Martínez José Martínez Abadía. 2018. *Manual básico de lenguaje y narrativa audiovisual*, Barcelona: Ed. Paidós (Cap. 9, 10, 11, 12)
- Bestard, María Luciano .2011. *Realización audiovisual*, Barcelona: UOC. (Cap 5, 6, 7)
- Martín, Marcel. 2008. *El lenguaje del cine*, Barcelona: Ed. Gedisa (Cap, 4, 8, 9, 13)
- Scolari, Carlos A. 2013. *Narrativas Transmedia: Cuando todos los medios cuentan*. Barcelona: Deusto
- Consell de l'Audiovisual de Catalunya. 2019. *Recomanacions per a una publicitat igualitaria: Els beneficis d'incloure la perspectiva de gènere en la comunicació publicitària* Disponible en [https://www.cac.cat/sites/default/files/2019-07/Recomanacions\\_publicitat\\_igualitaria\\_CA.pdf](https://www.cac.cat/sites/default/files/2019-07/Recomanacions_publicitat_igualitaria_CA.pdf)

[https://www.cac.cat/sites/default/files/2018-04/Superar\\_estereotips.pdf](https://www.cac.cat/sites/default/files/2018-04/Superar_estereotips.pdf)

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[https://www.cac.cat/sites/default/files/2018-04/Superar\\_estereotips.pdf](https://www.cac.cat/sites/default/files/2018-04/Superar_estereotips.pdf)

### Complementary Bibliography

- Borràs Vidal, José. i Colomer i Puntés, Antoni. 2010. *El llenguatge cinematogràfic. Tot el que s'ha de saber per realitzar un film de ficció*, Barcelona: Ed. UOC

- Barroso, Jaime. 2008. *Realización audiovisual*, Madrid: Ed. Síntesis

- Barroso, Jaime. 1996. *Realización de los Géneros Televisivos*, Madrid, Síntesis

- Bordwell, David. i Thompson, Kristin. 1995. *El arte cinematográfico*. Barcelona: Ed. Paidós.

- Millerson, Gerald. 2009. *Realización y producción en televisión*, Barcelona: Ed. Omega

- Cury, Ivan. 2009. *Dirección y producción en televisión. Un enfoque basado en el formato*, Andoain: Escuela de Cine y Video

- Morales, Fernando. 2013. *Montaje audiovisual. Teoría, técnica y métodos de control*, Barcelona: Ed. UOC

- Quintana, Ángel. 2011. *Después del cine. Imagen y realidad en la era digital*. Barcelona, Acantilado

- Sainz, Miguel. 2002. *El productor audiovisual*, Madrid: Ed. Síntesis

- Zúñiga, José. 2006. *Realización en televisión*, Andoain: Escuela de Cine y Video

- Reisz, Karel. 2003. *Técnica del montaje cinematográfico*, Madrid: Plot.

## **Software**

Da Vinci Resolve or Similar Video Editing Software

Ganesha (UAB platform for sharing/adding audiovisual files).

It is recommended to consult the tutorials published on the Faculty's website: <https://www.uab.cat/web/coneix-la-facultat/serveis-de-la-facultat/laboratoris-audiovisuals/tutorials-videos-laboratoris-audiovisuals-fcc-1345828154136.html>

<https://www.uab.cat/web/coneix-la-facultat/serveis-de-la-facultat/laboratoris-audiovisuals/tutorials-videos-laboratoris-audiovisuals-fcc-1345828154136.html>