

Multimedia Language

Code: 105020
ECTS Credits: 12

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OB	3	A

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

Pau Lluís Gumiel

Prerequisites

It is necessary for students to have basic knowledge of language, writing, production and digital techniques.

On the other hand, given that part of the bibliography is in English, a good level of reading comprehension in that language is necessary.

Objectives and Contextualisation

The basic objectives of the subject are:

- Provide basic knowledge about languages in digital media, with special emphasis on their specificities of a technological and cultural nature.
- To deepen in the specific techniques and knowledge necessary for the creation of contents in digital media.
- Study the mechanisms of dissemination of content in blogs and social networks.
- Acquire knowledge related to the technological aspects linked to production, publication and dissemination of digital content.

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

The subject will be developed around the following main topics:

1. Introduction to digital media

- Digital culture.
- Multimedia language.

2. Technical characteristics of the elements.

- Image, Audio, Text, Video
- Files and formats

3. Languages and metalanguages

- HTML and CSS.

4. Information Visualization

5. Content structure

- Navigation structures

6. New narratives

- Augmented reality
- Interactive narratives
- Interactive video
- Video game
- Transmedia narratives

- Immersive experiences / Virtual Reality

The detailed calendar with the different sessions will be exposed on the day of the presentation of the subject.

In addition, it will be published on the Virtual Campus, where students will find a detailed description of the exercises and practices, as well as the teaching materials and the information necessary for the correct follow-up of the subject.

Methodology

The methodology of this course includes lectures, practical seminars (case discussion practice), laboratory practice, tutorials, practical exercises and lectures.

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			
Case discussion practices (audiovisual productions) and scientific articles	25	1	14, 12, 4, 5, 2, 6, 8, 10
Laboratory practices	40	1.6	1, 14, 3, 12, 2, 11, 9, 10, 7, 13, 15
Master classes with ICT support	25	1	4, 5, 2, 6, 8
Type: Supervised			
Tutorials (individual or group face-to-face activity aimed at solving learning problems)	15	0.6	5, 6, 8, 9, 10
Type: Autonomous			
Preparation of laboratory practices	75	3	1, 14, 3, 12, 5, 2, 6, 11, 9, 10, 7, 13
Realization of works related to the development of seminars	20	0.8	14, 3, 12, 4, 9, 10
Study: Reading and synthesis of scientific documents	70	2.8	3, 12, 5, 2, 6, 8, 9, 10, 15

Assessment

The evaluation of the subject will be carried out from 3 axes: theory (40%), debate practices (10%) and practices (50%). To pass the subject it is necessary to pass both the theoretical section (exams) and the practical section (practices and debat practices).

Re-evaluation activities (total or partial) are contemplated, both to approve and to raise the grade. Of theory, and according to the faculty's regulations, for all students who fail the exam with a 3 or more. Of practices, for those and those students who have delivered all the practical exercises.

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
Debate practice works	10%	3	0.12	14, 3, 12, 4, 5, 2, 6, 8, 9, 10, 15
Evaluation test	40%	2	0.08	3, 10
Practices	50%	25	1	1, 14, 3, 12, 4, 5, 2, 6, 8, 11, 9, 10, 7, 13, 15

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Software

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