

Bachelor's Degree Final Project

Code: 103054
ECTS Credits: 12

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OB	4	0

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

Joaquín Puig Gonzalez

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 knowledge and skills to execute a practical and theoretical project with a scientific basis.
- Disseminate the area's knowledge and innovations.
- 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 one's 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. Disseminate the area's knowledge and innovations.
4. Implement the different research methodologies of communication phenomena.
5. Manage time effectively.
6. Raise and contrast hypotheses regarding the different aspects of audiovisual communication in all its fields of action.
7. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
8. Rigorously apply scientific thinking.
9. Use advanced technologies for optimum professional development.
10. Use one's 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. Of these 4, three must have been done before April 28, 2023:

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

Assessment

The final degree projects must be submitted in a single document attached to the address tfg.fcc@uab.cat and in the TFG open space of the virtual campus of each degree.

The final degree project must be submitted before 11:59 p.m. of June 1, 2023 except for exchange students who have other delivery dates. In all cases if the TFG is not delivered on the scheduled date, the grade will be "Not Presented". For more information on key TFG dates, see the TFG procedure calendar

<http://www.uab.cat/web/estudiar/graus/graus/calendari-de-tramits-1345704364482.html>

The evaluation of the TFG will be done by a tutor and another teacher from the same department where the TFG has been registered who will act as a reviewer with the following weighting: 60% of the grade by the tutor and 40% by the reviewer. An average of 5 or higher must be obtained to pass the TFG. The defense of the work is obligatory in front of the tutor, but not of the person reviewing the work. Whenever possible, and it is recommended, the person reviewing the work may attend the presentation but is not required. In the TFG there is no possibility of re-evaluation by agreement of the Faculty Board of February 28, 2013.

General evaluation criteria of the Research TFG that evaluates both the tutor and the reviewer.

1. Written communication, in particular, the linguistic correction, the clarity and the good structuring of the parts.
2. Mastery of theoretical knowledge in order to define, contextualize and interpret the topic.
3. Ability to analyze and synthesize information autonomously.
4. Have the ability to gather and interpret relevant data to formulate complex judgments.
5. Originality of ideas, contribution to the creation of knowledge and personal contributions argued.
6. Methodological correction.
7. Adequacy of the interpretation of results and conclusions.
8. Ability to independently search for specialized information and appropriate use of the bibliography.

Criteria for evaluating the public presentation that only the tutor evaluates.

1. Clarity and precision of the presentation.
2. Linguistic correction and appropriate use of vocabulary.
3. Originality, organization and quality of the contents.
4. Results and elaboration of the conclusions.
5. Adequacy of the presentation to the content of the written work.

Criteria for evaluating the development of the TFG that only the tutor evaluates.

1. Punctuality and attendance at tutorials.
2. Fulfillment of the tasks: execution of the work plan of the TFG: management and planning of the own time, accomplishment of the assigned tasks, fulfillment of terms.

General evaluation criteria of the Project TFG that evaluates both the tutor and the reviewer.

1. Originality of the idea of the proposed audiovisual project, that is, if it is a contribution to the creation of innovative proposals.
2. Demonstrate the ability to organize work during the development of the project.
3. Use of advanced technologies for optimal professional development.
4. Demonstration of knowledge and skills for the development of a practical work in the audiovisual field.
5. Ability to search independently for audiovisual materials.
6. Ability to justify and defend the economic viability of the audiovisual project in the sector where the product would be registered.
7. Correction in the communication and written and / or oral expression in the project.
8. Concept and quality of memory.
9. Concept and quality of the project.

Evaluation criteria for the presentation of the Practical TFG that only the tutor evaluates

1. Clarity and precision of the presentation.
2. Linguistic correction and appropriate use of vocabulary.
3. Originality, organization and quality of the presentation.
4. Concept and quality of the audiovisual product presented.
5. Adequacy of the presentation to the content of the project.

Criteria for evaluating the development of the TFG that only the tutor evaluates.

1. Punctuality and attendance at tutorials.
2. Fulfillment of the tasks: execution of the work plan of the TFG: management and planning of the own time, accomplishment of the assigned tasks, fulfillment of terms.

Review procedures

As in the case of any other subject, an ordinary review can be requested with the tutor. The review must be personal and individualized and before the date indicated in the academic calendar of the TFG (consult the

date in the link of the calendar of procedures:

<http://www.uab.cat/web/estudiar/graus/graus/calendari-de-tramits-1345704364482.html>). A copy of the report made by the reviewer and tutor can be requested from the tutor (These copies of the reports are the documentary evidence required to request the extraordinary review). Once the review has been done and the student's allegations have been heard, the teacher can maintain or modify the grade.

In the event of disagreement with the teacher's revision, the extraordinary revision may be requested, which will be carried out by teachers who have not participated in the ordinary revision or in the correction of the TFG. There is a period of fifteen calendar days - from the closing of the TFG proceedings - to submit to the Academic Management of the Faculty a reasoned request on the specific aspects of the TFG that are believed not to have been adequately assessed by the tutor/ reviewer. It should be noted that claims that do not present documentary evidence of having made the ordinary review (a copy of the evaluation reports) and do not reasonably justify the need for a new review will not be considered. Inconsistent, unjustified or poorly argued requests will be rejected. It is the responsibility of the Evaluation Committee of the Final Degree Project to carry out the extraordinary review of the Final Degree Project, which will follow the procedure established in the Faculty for the extraordinary revisions of the other subjects.

Assessment Activities

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

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.