UAB
Universitat Autònoma de Barcelona

2022/2023

Planning, Production and Management of an Audiovisual Project

Code: 105009
ECTS Credits: 12

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OB	3	A

Contact

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Teachers

Laia Sànchez Casals

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

Prerequisites

A good understanding of English is required to take this course.

Objectives and Contextualisation

This course is part of the subject called Audiovisual Creation and Production and is mandatory. The main purpose of this course is that the student learns all the procedures and stages that are part of the design, planning, management and execution of the audiovisual production from a professional point of view. In particular, the following objectives are set out in this course:

- To identify the productive framework of the audiovisual industries and its particularities.

- To study the characteristics of the main audiovisual products.

- To identify the professional profiles involved in the production processes of the audiovisual sector.

- To know the processes involved in the conception of audiovisual products.

- To acquire the ability to elaborate the different types of work involved in each phase of a production.

- To acquire knowledge and a certain mastery of planning and control instruments.

- To know the basic principles of management of the professional teams involved in the development of audiovisual products.

- To identify the quality control processes of audiovisual works.

Competences

- Demonstrate creative capacity in audiovisual production.
- Disseminate the area's knowledge and innovations.
- Manage time effectively.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Use advanced technologies for optimum professional development.
- Use one's imagination with flexibility, originality and ease.

Learning Outcomes

1. Apply the technologies and systems used to process, process and transmit information for new audiovisual media genres and formats.
2. Apply theoretical principles to creative processes.
3. Disseminate the area's knowledge and innovations.
4. Generate quality audiovisual products with innovative aesthetics.
5. Manage time effectively.
6. Master technological tools for audiovisual production.
7. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
8. Use advanced technologies for optimum professional development.
9. Use one's imagination with flexibility, originality and ease.
10. Use the language of each of the audiovisual media in modern combined forms or in digital media for carrying infographics products.
11. Use the language of each of the audiovisual media in modern combined forms or in digital media for conducting journalistic documentaries.

Content

The course program consists of five sections:

1) The current context of audiovisual production: characteristics of the audiovisual sector. Economic logics: production, financing, distribution.
2) The audiovisual work as an industrial product: the conception process of audiovisual works: the capacity to differentiate prototypes. The contribution of intellectual capital, know-how, talent and innovation.
3) The audiovisual project: characteristics and functions. From the idea to the production plan. Planning techniques. Budgeting. Financing. Evaluation and control systems.
4) Rights over the audiovisual work: the different types of rights involved in the audiovisual industry.
5) Human resources management: the different professional roles and their contribution to the value chain, from writing to color grading. Determination of technical and human needs. Promotion, marketing and selling of audiovisual works.

Methodology

The methodology of this course includes introductory theoretical classes on key aspects, as well as practical sessions and tutorials with case analysis that illustrate the basic issues of the program.

The course also has a fundamental part of practical application of the content learned in the execution of an audiovisual work project in a team, as well as its presentation and public defense before professionals of the sector.

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			
Practice sessions	75	3	2, 9, 7, 3, 6, 4, 5, 8
Theory classes	30	1.2	2, 9, 7, 3, 4, 5, 8
Type: Supervised			
Tutorials	15	0.6	9, 7, 5
Type: Autonomous			
Preparation and execution of course assignments	150	6	2, 9, 1, 7, 3, 6, 4, 5, 11, 8

Assessment

The evaluation of the course will consist of three parts that must be passed independently. These are:

-Test-type exam of the theoretical aspects: 30% of the final grade.

-Work with public presentation (presentation of the budget; presentation of the synopsis of the project; presentation of the production plan and artistic approach, and pitching of the project): 20% of the final grade.

-Project production (a short fiction or documentary film between 10 and 15 minutes long): 50% of the final grade.

In order to pass the course, the student must obtain a minimum grade of:

2.5/5 points for the project

1.5/3 points for the Theory Exam

1/2 points of the public presentations of work

A median will not be given if all parts are not passed. In the case of failing one or more parts, the students will have to pass a test designed according to the part they have failed.

The proposed teaching methodology and evaluation may be modified depending on the restrictions imposed by the health authorities.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Budget presentation	5%	3	0.12	2, 9, 7, 5
Final project	50%	15	0.6	2, 9, 1, 7, 6, 4, 5, 11, 10, 8
Presentation of the production plan and artistic approach.	5%	3	0.12	2, 9, 7, 3, 6, 4, 5, 8
Project Pitch	5%	3	0.12	2, 9, 7, 5, 8
Synopsis presentation	5%	3	0.12	2, 9, 7, 4, 5
Theory test	30%	3	0.12	2

Bibliography

BUSTER, Bobette (2013) Do Story. How to tell your story so the world listens. The Do Book Company.

CARPIO VALDEZ, Santiago (2015) Arte y gestión de la producción audiovisual. Lima: Editorial UPC ([llibre en línia](#))

FERNÁNDEZ DÍEZ, Federico , MARTÍNEZ ABADIA, José (1994) La dirección de producción en cine y televisión. Barcelona: Paidós. Papeles de comunicación.

GAWLINSKI, Marc (2003) Producción de televisión interactiva. Andoain: Escuela de cine y video.

MARTÍNEZ ABADÍA, José , FERNÁNDEZ DÍEZ, Federico (2011) Manual del productor audiovisual. Barcelona: UOC ([online book](#))

MIÑARRO, Laura (2013) Cómo vender una obra audiovisual: una aproximación a la distribución de contenidos audiovisuales. Barcelona: UOC ([online book](#))

de ROSENDO, Teresa, GATELL, Josep (2015) Objetivo Writers' Room. Las aventuras de dos guionistas españoles en Hollywood. Barcelona: Alba Editorial.

SÁINZ SÁNCHEZ, Miguel (2002) El productor audiovisual. Síntesis Comunicación Audiovisual.

SNYDER, Blake (2010) ¡Salva al gato! Barcelona: Alba Editorial.

de WINTER, Helen (2006) ...What I really want to do is produce. London: Faber and Faber.

Different references will be recommended throughout the course according to the specific needs of each project.

Software

Writing: any editor or word processor (in the case of scripts, professional formatting will be required, following the model of programs such as Final Draft or Celtx).

Budgeting: any spreadsheet program (Excel style).

Editing: any video editing program available at the school (DaVinci Resolve) or similar (Premiere, Final Cut).