Design and Visual Composition in Audiovisual Communication

Code: 103846
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OT	3	1
2501928 Audiovisual Communication	OT	3	2
2501928 Audiovisual Communication	OT	4	1

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Teaching groups languages

You can check it through this link. To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

Prerequisites

In order to take this course, the ideal would be that the students have a minimum knowledge of static visual composition (for communications in press, magazines on paper and online, advertising, posters, websites ...) and know the basics of the design programs: Affinity Designer, Affinity Photo, Affinity Publisher, Illustrator, InDesign and Photoshop; it is also required to know some dynamic visual composition (for video communications, visual compositions on television, internet ...) and the most elementary of the programs Premier and After Effects.

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Objectives and Contextualisation

The subject is framed in the field of aesthetic knowledge, specifically in that of graphic design both static and dynamic, applied to Visual Communication.

Its objective: that students can carry out visual composition works/exercises (static and animated) useful for their subsequent application in the audiovisual communication industry, which includes the company and networks.

Thus, it will offer a panoramic view of what is currently happening in this field, abounding in key examples that can activate not only in the ability of students to communicate but also in the creative potential of this.

The goal is that students end up clearly understanding the great utility of graphic design in communication and the relevance of creativity as a distinctive value that opens doors to the job market. And all this will be achieved in the subject from both a theoretical and, at the same time, very practical.

Competences

Audiovisual Communication
- 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 topics to be covered in the course are outlined below, all of which will be taught with a wealth of Practical Examples:

1) Design and static and dynamic visual composition in visual communication. General terminology. Definitions of relevant designers (short debate). Panoramic view of the static and dynamic in different current media. Design-form-appearance = Design-form-content = Communication-information vs Communication + emotion (mini-debate).

2) Specific static design in visual communication. What is art direction; study of still images (photos, illustrations) and their communicative application; the same about normal typography and emotional typography; the importance of colour will also be dealt with; the graphic connections of a publication (newspaper, magazine ... including advertising campaign), etc.

3) Specific dynamic design in visual communication. In video, in television, in film headers and epilogues, in the use in special effects, in animation, in voice, in music, etc.

4) Fusion-synthesis of design and static and dynamic visual compositions in multimedia environments. Nothing is new, almost everything has been thought before: " the difficulty lies in rethinking ", said the German philosopher Goethe, by the way, author of a theory of color, a fundamental element in visual communication.

5) The concrete parts to realize a project of design and visual composition in communication. Minimum documentation required to carry out a project.

Methodology

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.

Brainstorming : in search of a creative and feasible idea.

Make a synopsis of the topic. To plant a structure. To make a breafing and to develop it and little. Creating a brand or a header. Establish a creative line. Plan its diffusion.

Activities supervised by the teacher.

By means of individual (or group) face-to-face tutorials, the teacher will try to solve specific problems that the students have about the subject and the practices. From this it can be inferred that the teacher will make the student body more dynamic in the event that the student body is not sufficiently involved in the project. Work will be done in groups of two students for some work, four students for the final work, and there will be an individual test type examination.

Activities carried out by the student.

Read articles and books indicated by the teacher, document in group and individually, understand and master basic terminology. And, of course, the elaboration of exercises in pair, those necessary for the realization of the project and the examination.

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			
Internships in the laboratory	27	1.08	2, 9, 7, 6, 4, 5, 8
Theoretical classes with ICT support	15	0.6	2, 9, 3, 6, 4, 5, 8
Type: Supervised			
Tutorials	12	0.48	2, 7, 5
Type: Autonomous			
Readings, analysis, preparation of work	87	3.48	2, 5

Assessment

1st four-month period: SEMI-ON SITE (practical work/seminars in the classrooms + online theory)

The proposed teaching methodology and evaluation activities may undergo some modifications depending on the health authorities' attendance restrictions.

The evaluation is continuous and in three parts, each of which must be approved.

- Group practices (40%) of the exercises and the project.

-Written group work after two of the master classes (30%).

- Theoretical examination (30%).

Students will be entitled to make up the course if they have been assessed on all the activities, the weight of which is a minimum of 2/3 of the total grade of the course.

The weight of the theory is 30%, and it will be obligatory to pass it since the rest of the subject obtains group grades of two or four people.

In order to be able to take the course, it will be necessary to have obtained a grade of 3.5.

The project and the practical exercises are carried out in computerised classrooms (LAB). They will always be carried out in groups. The teacher will supervise them in each session. He will value especially the creative capacity of the students in front of the project and the exercises, their predisposition to advance in their realization, the resources... used, etc.

Formally, the general guidelines provided by the teacher must be complied with.

Written group work will be based on a question. There must be no spelling mistakes and the writing will also be assessed. Deficient writing will reduce the grade by 2 points, as well as each spelling mistake will subtract 0.30 points from the final grade of the work.

As far as the theoretical exam is concerned, it will be individual and from two questions whose answers will not occupy more than the face of a handwritten page.

On the revaluation period

The last three weeks of the course will be devoted to re-evaluation activities and will be open to students who meet the following conditions:

In case of suspension

With a minimum grade of 3 in the theory exam and in the written work exam. Plagiarized work will not be re-evaluated.

If you wish to raise your mark

Only students with an overall grade of 8 are eligible. They will be given individual work, at the proposal of the student or teacher, which will be completed within a maximum of 10 working days.

It is advisable to weigh the decision because it can lower the final grade if the work to raise it is deficient.

The student who performs any irregularity (copy, plagiarism, identity theft...) will be qualified with 0 in this assignment or exam. In case there are several irregularities, the final grade of the subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Group Practices P1	30%	3	0.12	2, 9, 7, 3, 6, 4, 5, 8
Group Practices P2	40%	3	0.12	2, 9, 7, 3, 6, 4, 5, 8
Theoretical examination	30%	3	0.12	2, 9, 1, 3, 6, 4, 5, 11, 10, 8

Bibliography

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Fiel, Charlotte & Peter (2005). *Diseño del siglo XX.* Colonia (Alemania). Taschen. Versión en español (Barcelona).

García Guardia, M.L. & Menéndez Hevia, T. (2007) *El diseño digital. Mímesis del espacio pictórico.* Madrid. Editorial Fragua.

Hervás Ivars, C. (2002). *El diseño gráfico en televisión.* Madrid. Cátedra.

Rafols, R. & Colomer, A. (2003) *El diseño audiovisual.*Barcelona. Gustavo Gili.

Satué, E. (1988) *El diseño gráfico. Desde los orígenes hasta nuestros días.* Madrid. Alianza Editorial.

Zimmermann, Y. (2002) *Del diseño.* Barcelona. Gustavo Gili/Colec. Hipótesis.

Software

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.