

Degree	Type	Year
2501928 Audiovisual Communication	FB	1

Contact

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Teaching groups languages

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Prerequisites

Basic knowledge of video and audio editing software.

Objectives and Contextualisation

This subject provides the general concepts and theoretical foundations of audiovisual language as an effective tool for message and content production. It is the first approach in degree to sound and audiovisual language, its characteristics, its potential, and its limitations, etc. It is a basic subject that must equip the student with specific vocabulary and basic concepts that they will later have to apply and complete in the rest of the subjects related to the creation of messages and the production of audiovisual communication content that they will study throughout the degree.

Learning Outcomes

1. KM02 (Knowledge) To identify the foundations of audiovisual technology and audiovisual languages.
2. SM02 (Skill) To demonstrate knowledge of the political, social and cultural dynamics that currently exist in the world and which serve as a context for communication.

Content

1. Foundations of audio-visual languages
2. Basic elements of audio-visual language
3. The creation of the audiovisual discourse
4. The production of audiovisual products
5. Intertextuality and rhetoric in audiovisual language and emerging media
6. Generative artificial intelligence in the creation of communicative, written and audiovisual content
7. Narrative structures of audio-visual language
8. Basic elements of sound language

The detailed calendar will be available on the first day of the course. 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.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Master classes with ICT support	37.5	1.5	
Seminars	15	0.6	
Type: Supervised			
Follow-up tutorials	7.5	0.3	
Type: Autonomous			
Reading, analysis and synthesis of texts and documents	25	1	
Realisation of commissioned works	32.5	1.3	
Study: Elaboration of schemes, conceptual maps and summaries	25	1	

The acquisition of knowledge and skills by students will be carried out through different methodological procedures than includes lectures and exercises of analysis, debate and reflection from hearings, viewings and reading material.

In the theoretical sessions, the contents of the course will be presented, thus providing the necessary elements to carry out the practical exercises. As for the seminars, they will be used to apply to real cases what was learned in the previous theoretical sessions.

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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exercises commissioned in the seminars	50%	5	0.2	
Theoretical exam	30%	2	0.08	KM02, SM02
Video essay	20%	0.5	0.02	KM02, SM02

Continuous Assessment:

The continuous assessment consists of the following activities:

- A. Theoretical exam, 30% of the final grade.
- B. Video essay, 20% of the final grade.
- C. Practical exercises assigned in the seminars, 50% of the final grade.

The final grade of the continuous evaluation will result from the weighted sum of the points obtained in the different procedures. However, no average will be made if the practical part and the theoretical part of the course have a grade lower than 5. That is to say, it is necessary to have the average of the practical part and the theoretical part with a grade minimum of 5 in order to be able to obtain the corresponding weighted sum of the continuous evaluation.

Revaluation: The students must meet the following two criteria to be able to present themselves for the revaluation.

- a. The students will have the right to revaluation if they have been evaluated on the set of activities, the weight of which is equivalent to a minimum of 2/3 parts of the total grade of the subject.
- b. The students who have participated in the continuous evaluation and fail the theoretical test and/or the video essay (theoretical part) will be able to participate in the revaluation as long as they have obtained a minimum grade of 3.5 in each activity and have carried out the ordinary review.

The practical exercises assigned in the seminars are excluded from the revaluation process (the competences and skills not acquired throughout the course can hardly be achieved in a couple of weeks).

Even if the students achieve a grade higher than 5 in the revaluation activity, their maximum grade in that activity will be a 5.

Unique Assessment:

- A. Theoretical exam, 40% of the final grade. It must be approved (5 or more) to be able to pass the subject (indispensable condition). The exam model will be totally different from that of the continuous evaluation.
- B. Delivery of a 5-minute video essay, together with a justifying report, 30% of the final grade.
- C. Delivery of a 5-minute narrative sound podcast, together with an explanatory report, 30% of the final grade.

Unique Assessment Revaluation: The students must meet the following criteria to present themselves for recovery:

- a) According to the regulations, in order to participate in the re-evaluation process, the students must have been previously evaluated on at least 2/3 of the total activities of the subject.
- b) The theoretical written exam can be retaken only if the student has obtained a grade lower than 5. The revaluation exam will consist of a written exam to evaluate theoretical knowledge.
- c) The video essay cannot be reassessed and the grade obtained (whether passed or failed) will be part of the weighted average of the final grade.
- d) The narrative sound podcast cannot be reassessed and the grade obtained (whether passed or failed) will be part of the weighted average of the final grade.

Even if the students achieve a grade higher than 5 in the recovery activity, their maximum grade in that activity will be a 5.

Plagiarism: In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0

Bibliography

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Comas Arnal, Eva (2009). *La ràdio en essència. Elssons de la realitat a la ràdio informativa*. Barcelona: Trípod

Huertas, Amparo i Perona, Juan José (1999). *Redacción y locución en medios audiovisuales: la radio*. Barcelona: Ed. Bosch

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

Rodero, Emma i Soengas, Xosé (2010). *Ficción radiofónica: como contar una historia en la radio*. Madrid: IORTV

Rodero, Emma. (2011). *Creación de programas de radio*. Madrid: Síntesis.

Software

Students should have basic knowledge of certain software, such as text editors, video editors (*Premiere*, *Movie Maker* or *i-Movie* or others), audio editors (*Audacity* or others) and network tools such as the Google environment (*Google docs*, *Gmail* ...) and hostings such as *YouTube* or *Soundcloud*.

Language list

Name	Group	Language	Semester	Turn
(SEM) Seminars	41	Catalan	first semester	morning-mixed
(SEM) Seminars	42	Catalan	first semester	morning-mixed
(SEM) Seminars	43	Spanish	first semester	morning-mixed
(TE) Theory	4	Spanish	first semester	morning-mixed