

Degree	Type	Year
2501928 Audiovisual Communication	OT	3
2501928 Audiovisual Communication	OT	4

Contact

Name: Carlos Llorens Maluquer

Email: carles.llorens@uab.cat

Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

It is highly recommended to have taken "Audiovisual System Structure" beforehand.

Objectives and Contextualisation

Conceptual and Practical Approach to the Management of the Audiovisual Communication Services and Creative Company in the Context of its Relationship with the Cultural and Creative Industry and Digital Convergence Processes.

Learning Outcomes

1. CM07 (Competence) To plan audiovisual industrial production in accordance with its future market placement.
2. CM07 (Competence) To plan audiovisual industrial production in accordance with its future market placement.
3. CM08 (Competence) To interpret changes to the professional profiles that currently exist in the audiovisual system.
4. CM09 (Competence) To use information to assess audiovisual project feasibility.
5. KM13 (Knowledge) To define the fundamental principles of audiovisual company management.
6. SM13 (Skill) To conduct research with a view to obtaining information that may be useful in analysing the audiovisual industry and/or designing feasible audiovisual projects.

Content

Tema 0: Introduction

- a) Exploitation Windows
- b) Value Chain
- c) Income Distribution

Tema 1: Organization and Management of Audiovisual Companies.

- a) Types of Companies.
- b) Corporate Governance Bodies and Decision-Making.
- c) Strategic Direction.
- d) Personnel Management.
- e) Professional Profiles
- f) Production Team

Tema 2: Planning, Budgeting, and Financing.

- a) Work Flow.
- b) Task Breakdown and Resource Allocation.
- c) Gantt Diagram
- d) Budgeting: Preparation, Types, and Objectives.
- e) Types of Costs
- f) Cash Flow
- g) Income: Types, Public Subsidies, Rights Sales, Tax Incentives, Private Investors, and Crowdfunding

Tema 3: Intellectual Property Rights, Legal Forms, and Types of Contracts.

- a) Moral Rights
- b) Patrimonial Rights
- c) Legal Forms: SL, SLU, SA, UTE, Cooperative.
- d) Types of Contracts in Audiovisual Companies
- e) Elements of an Audiovisual Contract

Tema 5: Technology, Artificial Intelligence, and Audiovisual Companies.

- a) Concept
- b) History
- c) Weak AI vs. Strong AI
- d) Applications in Audiovisual Companies

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars (exercises and participation)	15	0.6	CM08, CM09
Theoretical classes	37.5	1.5	CM08, KM13
Type: Supervised			
Tutorials	7.5	0.3	CM07, CM09
Type: Autonomous			
Reading, analysis and synthesis of texts, preparations of presentations	82.5	3.3	CM08, CM09, KM13, SM13

Development of expository classes, individual and group assignments, readings of recommended texts related to the subject matter, analysis of management cases, and discussion of them in workshop sessions. Completion of an original, creative, and viable business project.

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
Course work and presentation	50%	3	0.12	CM07, CM08, CM09, SM13
Seminars (resolution of exercises and participation)	20%	2.5	0.1	CM09, SM13
Theoretical examination	30%	2	0.08	CM08, KM13

Continuous Assessment

To pass, the following tests must be passed with a minimum grade of 5:

- Theoretical exam (30% of the final grade)
- Seminars [exercise resolution and participation] (20% of the final grade)
- Coursework and presentation (50% of the final grade)

The coursework is an individually supervised activity. At the beginning of the course, a protocol will be provided detailing the procedure.

The in-person theoretical exam will cover the topics discussed in theoretical class sessions and seminars.

Seminars have specific protocols and readings that need to be prepared in advance. Attendance is mandatory, and any absences will result in a grade of 0. The seminar dates will be communicated at the beginning of the course.

Single Assessment:

The single assessment consists of three distinct parts, each of which must be passed with a minimum grade of 5 to pass the course:

- Coursework (50%)
- Theoretical exam (30%)
- Synthesis exercise based on readings related to the subject (30%)

The coursework is an individually supervised activity. At the beginning of the course, a protocol will be provided detailing the procedure.

The in-person theoretical exam will cover the topics discussed in theoretical class sessions and seminars.

The synthesis exercise, based on a set of additional readings and the content of the seminars, is a in-person test where students are required to relate the readings to the theory discussed in class. More details about this exercise will be provided on the Virtual Campus.

Regarding the period and conditions for recovery:

Students have the right to recover the exam, the coursework, or both, as long as they have been evaluated in activities that account for at least 2/3 of the total grade for the course.

To be eligible for the recovery of the coursework and/or exam, a minimum average grade of 3.5 in the course must be obtained.

The activities excluded from the recovery process are the seminars (continuous assessment) and the synthesis exercise based on readings (single assessment).

Regarding plagiarism:

Any irregularity (copying, plagiarism, identity impersonation, etc.) that may significantly affect the grading of an assessment will result in a grade of 0 for that assessment. In case of multiple irregularities, the final grade for the course will be 0.

Bibliography

Basic References:

Medina Laverón, Mercedes (2018): Estructura y gestión de empresas audiovisuales. Pamplona: EUNSA.

Pardo, A. (2014). Fundamentos de producción y gestión de proyectos audiovisuales. Pamplona: EUNSA..

Other References:

Pardo, A. (2014). Producción ejecutiva de proyectos cinematográficos. Pamplona: EUNSA.

Boix Palop, A., Guichot, E., Carrillo Donaire, J. A., Sierra Morón, S. de la, & Vázquez Alonso, V. J. (2022). Derecho de la comunicación (6ª edición). Iustel.

Calvo Herrera, C., Menéndez Nadal, F., & Pérez Robledo, C. (2020). Glosario de la empresa cinematográfica: 2ª Edición. Editorial Zumaque.

Poveda Criado, M. Á. (2020). Producción en cine y televisión. Fragua Editorial.

Lizanda Cuevas, J. M. (2017). Guía contable y fiscal de la industria del cine y audiovisual. Benecé Producciones, S.L.

Melwani, V. D. (2021). Manual de producción low cost: Cómo hacer tu primera película sin morir en el intento. Editorial UOC.

Manfredi Fernández, M., & Medina López, I. (2022). Gestión de proyectos de televisión y radio: Guía de producción. Altaria.

Software

This subject does not need specific software for the development of classes and assignments.

Language list

Name	Group	Language	Semester	Turn
(SEM) Seminars	41	Catalan	second semester	morning-mixed
(TE) Theory	4	Catalan	second semester	morning-mixed