

Audiovisual Programming

Code: 105006
ECTS Credits: 6

2024/2025

Degree	Type	Year
2501928 Audiovisual Communication	OB	3

Contact

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Teaching groups languages

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

Prerequisites

To undertake this course, it is necessary to have achieved the content and competencies of the Audiovisual Genres Theory course. In addition, a good reading comprehension of English is required.

Objectives and Contextualisation

The course is integrated into the "Audiovisual Genres" area, which trains students in learning the narrative production routines of messages based on audiovisual genres and the analysis of scheduling strategies.

The specific objective of the course is for students to acquire theoretical and analytical knowledge about the models of audiovisual scheduling in the main broadcasting and ondemand channels, as well as the dynamics of their constant evolution. This will allow them to understand the programming strategies, the factors that condition them, and their impact on the current audiovisual industry.

Learning Outcomes

1. CM10 (Competence) To programme the different modes of audiovisual programming based on the various audiovisual genres.
2. KM16 (Knowledge) To identify the criteria that audiovisual operators use to organise projects.

Content

The subject is articulated around the following topics:

TOPIC 1 - Introduction to audiovisual scheduling

1.1. Definition and scope of audiovisual scheduling

1.2. History of audiovisual scheduling

1.3. Professional profile of the scheduler

1.4. Audience research

TOPIC 2 - Linear programming

2.1. Time slots and linear flow and continuity

2.2. Models of linear television scheduling

2.3. Models of linear radio scheduling

2.4. Linear audience indexes

TOPIC 3 - Programming on demand

3.1. The power of the platform (content and consumers)

3.2. On-demand programming models

3.3. Flow and continuity in on-demand programming (manual and algorithmic programming)

3.4. On-demand audiences

TOPIC 4 - Scheduling genres and trends

4.1. Scheduling genres and strategies

4.2. Trends and diversity in scheduling

TOPIC 5 - Distribution and circulation of contents

5.1. Exhibition windows

5.2. Localization and circulation of content

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Masterclasses	18	0.72	CM10, KM16
Project classes	21	0.84	CM10, KM16
Seminars: current affairs debates, reflective exercises, and research activities	12	0.48	KM16
Type: Supervised			
Tutorial	7.5	0.3	KM16
Type: Autonomous			
Autonomous study	40	1.6	CM10, KM16
Realization of work	42.5	1.7	CM10, KM16

The methodology of this subject includes theoretical classes, analysis exercises (seminars) and research activities on audiovisual content schedules and audiences (group project).

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 course.

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

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Seminars	30%	3	0.12	CM10, KM16
Theoretical exam	30%	3	0.12	KM16
Work in group	50%	3	0.12	CM10

CONTINUOUS ASSESSMENT

The continuous assessment of the course is based on the following percentages:

- A) Theoretical test, 30% of the final grade
- B) Seminars, 20% of the final grade
- C) Group work, 50% of the final grade

A (30%) + B (20%) + C (50%) = 100% FINAL GRADE OF THE COURSE

SINGLE ASSESSMENT

The single assessment system of the course is based on the following percentages:

- A) Theoretical test, 40% of the final grade (the model and day of the exam will be different from that of continuous assessment)
- B) Critical reflection dissertesion on a audiovisual scheduling current topic, 20% of the final grade
- C) Report analysis, 40% of the final grade

A (40%) + B (20%) + C (40%) = 100% FINAL GRADE OF THE COURSE

REVALUATION CONTINUOUS ASSESSMENT

It is necessary to obtain a minimum grade of 5 in the three activities to pass the subject. Students will be entitled to the revaluation of the subject if they have presented a minimum of activities that equals two-thirds of the total grading. To have access to revaluation, the average grade should be 3,5 or higher. Seminars (30% of the final grade) are excluded from the revaluation process.

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.

RE-EVALUATION SINGLE ASSESSMENT

It is necessary to obtain a minimum grade of 5 in the three activities to pass the subject. Students will be entitled to the reevaluation of the subject if they have presented a minimum of activities that equals two-thirds of the total grading. To have access to reevaluation, the average grade should be 3,5 or higher. The critical reflection dissertation (20% of the final grade) is excluded from the reevaluation process.

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

Basic References

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Complementary References

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Software

This course does not need specific softwares for the development of the classes.

Language list

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