

Multimedia Language

Code: 105020
ECTS Credits: 12

2024/2025

Degree	Type	Year
2501928 Audiovisual Communication	OB	3

Contact

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Teachers

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Teaching groups languages

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

Prerequisites

It is necessary for students to have basic knowledge of language, writing, production and digital techniques.

On the other hand, given that part of the bibliography is in English, a good level of reading comprehension in that language is necessary.

Objectives and Contextualisation

The basic objectives of the subject are:

- Provide basic knowledge about languages in digital media, with special emphasis on their specificities of a technological and cultural nature.
- To deepen in the specific techniques and knowledge necessary for the creation of contents in digital media.
- Study the mechanisms of dissemination of content in blogs and social networks.
- Acquire knowledge related to the technological aspects linked to production, publication and dissemination of digital content.

Learning Outcomes

1. CM11 (Competence) To apply the technical, narrative and aesthetic procedures of Audiovisual Communication to create innovative products.

2. CM12 (Competence) To validate the feasibility of communication messages based on their potential social and commercial impact.
3. CM13 (Competence) To communicatively assess sound or audiovisual languages based on the type of product created.
4. CM13 (Competence) To communicatively assess sound or audiovisual languages based on the type of product created.
5. KM17 (Knowledge) To identify the different codes of audiovisual expression.
6. KM18 (Knowledge) To determine the communicative value of the different codes of audiovisual expression.
7. SM16 (Skill) To leverage the communicative effectiveness, innovation and aesthetic sensibility of the various rhetorical devices in Audiovisual Communication to construct messages.
8. SM17 (Skill) To adapt the use of audiovisual languages to the professional sector's different content creation needs.

Content

- 1 - Introduction - subject presentation
- 2 - Approach and evolution of interactive communication
- 3 - The scope of multimedia language
- 4 - Methodology Uvic-UCC and case studies
- 5 - ERAM/UDG methodology and case studies
- 6 - UAB methodology and possible synergies
- 7 - Conceptualization
 - 7.1 - Context
 - 7.2 - Justification of the title
 - 7.3 - Idea-Storyline
 - 7.4 - Description / Synopsis / Abstract
 - 7.5 - Treatment
 - 7.6 - Target / Audience / Target public
 - 7.7 - Objectives
 - 7.8 - Methodology
 - 7.9 - Team
- 8 - Script / Information architecture
 - 8.1 - User requirements
 - 8.2 - Information architecture and interaction design
- 9 - Interface design
 - 9.1 - Corporate Identity
 - 9.1.1 - Logo
 - 9.1.2 - Graphic metaphor
 - 9.1.3 - Corporate colors
 - 9.1.4 - Typography
 - 9.2 - Wireframes (mockups, blueprints)
 - 9.2.1 - Interface design: home page and second level page
 - 9.2.2 - Schematic decomposition of the different levels and sublevels
- 10 - Interface evaluation
 - 10.1 - Heuristic tests
 - 10.2 - MVP - Minimum Viable Product

- 11 - Financing plan
- 11.1 - Budget
- 11.2 - Financing plan
- 11.3 - Implementation schedule

12 - Execution phases

13 - Exhibition, distribution, competition

The detailed calendar with the different sessions will be exposed on the day of the presentation of the subject.

In addition, it will be published on the Virtual Campus, where students will find a detailed description of the exercises and practices, as well as the teaching materials and the information necessary for the correct follow-up of the subject.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Case discussion practices (audiovisual productions) and scientific articles	25	1	CM12, CM13, KM17, KM18
Laboratory practices	40	1.6	CM11, SM16, SM17
Master classes with ICT support	25	1	KM17, KM18
Type: Supervised			
Tutorials (individual or group face-to-face activity aimed at solving learning problems)	15	0.6	CM12, CM13, KM17, KM18
Type: Autonomous			
Preparation of laboratory practices	75	3	CM11, SM16, SM17
Realization of works related to the development of seminars	20	0.8	CM12, CM13, KM17, KM18, SM16
Study: Reading and synthesis of scientific documents	70	2.8	CM13, KM17, KM18

The methodology of this course includes lectures, practical seminars (case discussion practice), laboratory practice, tutorials, practical exercises and lectures.

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
Debate practice works	10%	3	0.12	CM13, KM17, KM18
Evaluation test	40%	2	0.08	CM13, KM17, KM18
Practices	50%	25	1	CM11, CM12, SM16, SM17

The evaluation of the subject will be carried out from 3 axes: theory (40%), debate practices (10%) and practices (50%). To pass the subject it is necessary to pass both the theoretical section (exams) and the practical section (practices and debate practices).

Re-evaluation activities (total or partial) are contemplated, both to approve and to raise the grade. Regarding theory, and according to the faculty's regulations, for all students who fail the exam with a 3 or more. Regarding practices, for those students who have delivered all the practical exercises.

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 this act of evaluation. In case there are several irregularities, the final grade of the subject will be 0.

Bibliography

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- JENKINS, Henry. (2006). Convergence culture: Where old and new media collide. New York University Press.

KOROLENKO, Micahel D. (2001). Writing for Multimedia. A Guide and Sourcebook for the Digital Writer. Wadsworth Publishing Company.

LANDOW, George P. (2005). Hipertexto 3.0: teoría crítica y nuevos medios en la era de la globalización. Paidós.

MANOVICH, Lev (2005). El lenguaje de los nuevos medios de comunicación. La imagen en la era digital. Paidós.

MEADOWS, Mark Stephen (2003). Pause and Effect. The art of interactive narrative. New Riders.

MONFORT, Nick y WARDRIP-FRUIIN, Noah (2003). The new media reader. MIT Press.

MILLERSON, Gerald (2009). Realización y producción en televisión. Ed. Omega.

MURRAY, Janet (1998). Hamlet on the Holodeck: The Future of Narrative in Cyberspace. MIT Press.

PARISER, Eli (2011). The Filter Bubble: What the Internet Is Hiding from You. Penguin Press, New York.

PRATTEN, Robert. (2011). Cross-Media Communications: An Introduction to the Art of Creating Integrated Media Experiences. London: ETC Press.

RYAN, Marie Laurie (2005). Narrative across media. The languages of storytelling. University of Nebraska Press.

SCOLARI, C. Alberto (2018). Las leyes de la interfaz: Diseño, ecología, evolución, tecnología (Vol. 136). Editorial Gedisa.

SÁNCHEZ B., Teresa (2012). Nuevos modelos narrativos. Ficción y transmediación (Vol. 1). Madrid: Comunicación. SHIFMAN, Limor. (2014). Memes in Digital Culture: MIT.

Software

OFFICE

- * Word
- * Powerpoint

VIDEO AND AUDIO EDITING - POST-PRODUCTION

- * Da Vinci / Premiere / Final Cut
- * Affinity Photo / Photoshop
- * Audacity / Audition

INFORMATION ARCHITECTURE

- * Miro
<https://miro.com/>
- * Canva
<https://www.canva.com/>
- * Figma
<https://www.figma.com/>

PROTOTYPING - MULTIMEDIA EDITORS

- * Wordpress (plugin H5P)
<https://wordpress.com/>
- * Klynt
<http://klynt.net/>

* Metaverse
<https://studio.gometa.io/landing>
* Genial.ly
<https://genial.ly/es/>
* Wix
<https://www.wix.com/>

Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	41	Catalan	annual	morning-mixed
(PLAB) Practical laboratories	42	Catalan	annual	morning-mixed
(TE) Theory	4	Catalan	annual	morning-mixed

PROVISION