

Bachelor's Degree Final Project

Code: 103054
ECTS Credits: 12

2025/2026

Degree	Type	Year
Audiovisual Communication	TFE	4

Contact

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Teaching groups languages

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

Prerequisites

You must successfully completed the entire first year and at least 2/3 of the total curriculum credits, equivalent to 160 ECTS.

It is strongly recommended to thoroughly read and regularly consult the information available on the website, as it is kept up to date.

Objectives and Contextualisation

The objective of the Treball de Fi de Grau (Final Degree Project) is to help students develop the competencies defined by the degree program, equipping them with the skills needed both for advanced academic studies and for professional work in the field of communication.

Learning Outcomes

1. CM28 (Competence) To identify potential developments and changes in the audiovisual sector.
2. CM29 (Competence) To bring together all aspects of the creation of an audiovisual product in a Degree Final Project.
3. CM30 (Competence) To justify the proper development of an audiovisual product from the perspective of professional ethics.
4. CM31 (Competence) To draw up a Degree Final Project with audiovisual or academic content, paying particular attention to the use of non-sexist language.
5. KM32 (Knowledge) To identify the industrial and corporate variables that influence audiovisual production.
6. SM38 (Skill) To communicate in academic and specialised Catalan, using inclusive language.
7. SM39 (Skill) To communicate in academic and specialised Spanish, using inclusive language.
8. SM40 (Skill) To apply the research techniques and methods necessary for providing a scientific basis to theoretical and practical projects on topics related to Audiovisual Communication in the context of the audiovisual market.

Content

There are two basic types of TFG:

-Project: this kind of work designs or develops (its performance is not compulsory) a media product, in the fields of broadcasting, advertising and journalism. It includes the planning, the framework, the style guide, the briefing in advertising and PR, the budget, filming plan, storyboard, production plan, market analysis... The TFG evaluate the know-how in that field, and not always the pilot or the final product.

-Research: is a traditional academic research of 12,000-30,000 words. The Faculty has links with institutions and media to develop applied researches. In this case, the student will have a tutor in the Faculty and another in the organization.

More information: [Link](#)

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
General sessions about TFG aspects	3	0.12	
Type: Supervised			
Oral exposition	1	0.04	
Supervised sessions and meeting with the tutor	14	0.56	
Type: Autonomous			
Preparation of oral presentation	6	0.24	
TFG development	275	11	

The student has to meet with the tutor at least 4 times. Of these 4, three must have been done before April 30, 2024:

- To initiate the work
- During the development of the work
- To finish the research
- In the oral presentation

The student Will present a unique document attached in an e-mail to tutor, revisor, tfg.fcc@uab.cat (Gestión Académica) and the Campus Virtual of each degree.

All the works avaluated with an 8 or more (being 10 the maximum), will be sent to the DDD (Digital Documents Archives).

Submission

Final Degree Projects must be submitted as a single document through the designated TFG section on the virtual campus for each degree program. The submission deadline is 23:59 on May 29, 2026, except for

exchange students, who follow a different timeline. In all cases, failure to submit the TFG by the deadline will result in a "Not Assessable" grade. For detailed information on important TFG dates, please refer to the [TFG processing calendar](#).

Exceptionally, the tutor may accept an alternative delivery system if the technical means or the TFG itself requires it. Additionally, the tutor may decide if additional paper format submissions of the TFG are necessary.

The Faculty has prepared a 2-page PDF template that includes the cover and the cataloging sheet for the TFG in the UAB Digital Document Repository (DDD). All Faculty works, including project ones, must obligatorily use this template. All Final Degree Projects with a grade of 8 or higher will be published in the DDD to comply with UAB's institutional open access policy (agreement of the Governing Council of April 25, 2012). However, for reasons of data confidentiality, the desire to publish the TFG in a scientific journal, or any other reason, a student may not want their TFG to be made public. In this case, a permanent or temporary embargo (which can be for 12 or 24 months) can be requested by stating it in the document where the public communication rights are ceded to the UAB, which is submitted along with the TFG proposal form at the beginning of the academic year. This embargo can also be requested later at the address bib.comunicacio@uab.cat. The deadline for requesting the embargo will be announced each year and can be consulted on the website.

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
Oral presentation	10%	1	0.04	CM28, CM29, CM30, CM31, KM32, SM38, SM39, SM40
Text or work report	90%	0	0	CM28, CM29, CM30, CM31, KM32, SM38, SM39, SM40

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The evaluation of the TFG will be done by a tutor and another teacher from the same department where the TFG has been registered who will act as a reviewer with the following weighting: 60% of the grade by the tutor and 40% by the reviewer. An average of 5 or higher must be obtained to pass the TFG. The defense of the work is obligatory in front of the tutor, but not of the person reviewing the work. Whenever possible, and it is recommended, the person reviewing the work may attend the presentation but is not required. In the TFG there is no possibility of re-evaluation by agreement of the Faculty Board of February 28, 2013.

General evaluation criteria of the Research TFG that evaluates both the tutor and the reviewer.

1. Written communication, in particular, the linguistic correction, the clarity and the good structuring of the parts.
2. Mastery of theoretical knowledge in order to define, contextualize and interpret the topic.
3. Ability to analyze and synthesize information autonomously.
4. Have the ability to gather and interpret relevant data to formulate complex judgments.

5. Originality of ideas, contribution to the creation of knowledge and personal contributions argued.
6. Methodological correction.
7. Adequacy of the interpretation of results and conclusions.
8. Ability to independently search for specialized information and appropriate use of the bibliography.

Criteria for evaluating the public presentation that only the tutor evaluates.

1. Clarity and precision of the presentation.
2. Linguistic correction and appropriate use of vocabulary.
3. Originality, organization and quality of the contents.
4. Results and elaboration of the conclusions.
5. Adequacy of the presentation to the content of the written work.

Criteria for evaluating the development of the TFG that only the tutor evaluates.

1. Punctuality and attendance at tutorials.
2. Fulfillment of the tasks: execution of the work plan of the TFG: management and planning of the own time, accomplishment of the assigned tasks, fulfillment of terms.

General evaluation criteria of the Project TFG that evaluates both the tutor and the reviewer.

1. Originality of the idea of the proposed audiovisual project, that is, if it is a contribution to the creation of innovative proposals.
2. Demonstrate the ability to organize work during the development of the project.
3. Use of advanced technologies for optimal professional development.
4. Demonstration of knowledge and skills for the development of a practical work in the audiovisual field.
5. Ability to search independently for audiovisual materials.
6. Ability to justify and defend the economic viability of the audiovisual project in the sector where the product would be registered.
7. Correction in the communication and written and / or oral expression in the project.
8. Concept and quality of memory.
9. Concept and quality of the project.

Evaluation criteria for the presentation of the Practical TFG that only the tutor evaluates

1. Clarity and precision of the presentation.
2. Linguistic correction and appropriate use of vocabulary.
3. Originality, organization and quality of the presentation.
4. Concept and quality of the audiovisual product presented.
5. Adequacy of the presentation to the content of the project.

Criteria for evaluating the development of the TFG that only the tutor evaluates.

1. Punctuality and attendance at tutorials.
2. Fulfillment of the tasks: execution of the work plan of the TFG: management and planning of the own time, accomplishment of the assigned tasks, fulfillment of terms.

Recovery Process

Pursuant to Article 261 of the UAB Academic Regulations, the Bachelor's Thesis (TFG) is not subject to the recovery process.

Review procedures

As in the case of any other subject, an ordinary review can be requested with the tutor. The review must be personal and individualized and before the date indicated in the academic calendar of the TFG (consult the date in the link of the calendar of procedures: <http://www.uab.cat/web/estudiar/graus/graus/calendari-de-tramits-1345704364482.html>). A copy of the report made by the reviewer and tutor can be requested from the tutor (These copies of the reports are the documentary evidence required to request the extraordinary review). Once the review has been done and the student's allegations have been heard, the teacher can maintain or modify the grade.

In the event of disagreement with the teacher's revision, the extraordinary revision may be requested, which will be carried out by teachers who have not participated in the ordinary revision or in the correction of the TFG. There is a period of fifteen calendar days - from the closing of the TFG proceedings - to submit to the Academic Management of the Faculty a reasoned request on the specific aspects of the TFG that are believed not to have been adequately assessed by the tutor/ reviewer. It should be noted that claims that do not present documentary evidence of having made the ordinary review (a copy of the evaluation reports) and do not reasonably justify the need for a new review will not be considered. Inconsistent, unjustified or poorly argued requests will be rejected. It is the responsibility of the Evaluation Committee of the Final Degree Project to carry out the extraordinary review of the Final Degree Project, which will follow the procedure established in the Faculty for the extraordinary revisions of the other subjects.

VERY IMPORTANT

Academic Integrity

Any student found engaging in academic misconduct -such as plagiarism, copying, or identity fraud- during any of the Final Degree Project (TFG) assessment processes will receive a grade of zero (0).

AI

The Bachelor's Thesis (TFG) supervisor shall determine whether the use of Artificial Intelligence (AI) tools is permitted in the TFG, depending on each specific case and the type of TFG, as well as the phases of the work in which such tools are employed and their intended purpose (for example: initial phase (source search), generation of tables and visual representations...). Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result of the assignment. Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

Non-assessable

The Degree's Thesis (TFG) will be graded as "Not Assessable" if any of the following three circumstances occur:

The supervisor considers that the project does not meet the minimum requirements for submission and assessment.

- The student does not complete the 4 mandatory tutoring sessions and/or, by the deadline established and published on the faculty's website, has not completed the first 3 mandatory tutoring sessions.

- The student fails to submit the Final Degree Project.

Bibliography

The TFG Guide has not concrete references because they have to be adapted to each object of study. The tutor and the supervisor will recommend bibliography. The guides of the Communication Library can be useful:

<http://blogs.uab.cat/dretsautor/>

<http://www.uab.cat/web/estudia-i-investiga/citacions-i-bibliografia-1345708785665.html>

<http://www.uab.cat/web/estudia-i-investiga/treballs-de-grau-i-treballs-de-fi-de-grau-tfg-1345725517006.html>

Software

There is no a specific guide to use programs.

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.