UAB
Universitat Autònoma de Barcelona

Planning, Production and Management of An Audiovisual Project

Code: 105009
ECTS Credits: 12

2025/2026

Degree	Type	Year
Audiovisual Communication	OB	3

Contact

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Teachers

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Teaching groups languages

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document.

Prerequisites

A good understanding of English is required to take this course.

Objectives and Contextualisation

This course is part of the subject called Audiovisual Creation and Production and is mandatory. The main
purpose of this course is that the student learns all the procedures and stages that are part of the design,
planning, management and execution of the audiovisual production from a professional point of view. In
particular, the following objectives are set out in this course:

- To identify the productive framework of the audiovisual industries and its particularities.

- To study the characteristics of the main audiovisual products.

- To identify the professional profiles involved in the production processes of the audiovisual sector.

- To know the processes involved in the conception of audiovisual products.

- To acquire the ability to elaborate the different types of work involved in each phase of a production.

- To acquire knowledge and a certain mastery of planning and control instruments.

- To know the basic principles of management of the professional teams involved in the development of
audiovisual products.

- To identify the quality control processes of audiovisual works.

Learning Outcomes

1. CM03 (Competence) To use the descriptive and narrative skills specific to professional audiovisual settings.
2. CM04 (Competence) To assess the feasibility of projects based on their social and environmental impact.
3. SM06 (Skill) To operate technological media devices.
4. SM07 (Skill) To use the principles of audiovisual product planning, production and management.
5. SM08 (Skill) To create content and strategies for social media and digital platforms.
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Content

The course program consists of five sections:

1) The current context of audiovisual production: characteristics of the audiovisual sector. Economic logics: production, financing, distribution.
2) The audiovisual work as an industrial product: the conception process of audiovisual works: the capacity to differentiate prototypes. The contribution of intellectual capital, know-how, talent and innovation.
3) The audiovisual project: characteristics and functions. From the idea to the production plan. Planning techniques. Budgeting. Financing. Evaluation and control systems.
4) Rights over the audiovisual work: the different types of rights involved in the audiovisual industry.
5) Human resources management: the different professional roles and their contribution to the value chain, from writing to color grading. Determination of technical and human needs. Promotion, marketing and selling of audiovisual works.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practice sessions	75	3	
Theory classes	30	1.2	
Type: Supervised			
Tutorials	15	0.6	
Type: Autonomous			
Preparation and execution of course assignments	150	6	

The methodology of this course includes introductory theoretical classes on key aspects, as well as practical sessions and tutorials with case analysis that illustrate the basic issues of the program.

The course also has a fundamental part of practical application of the content learned in the execution of an audiovisual work project in a team, as well as its presentation and public defense before professionals of the sector.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

The content of the subject will be sensitive to aspects related to the gender perspective and the use of inclusive language.

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
Budget presentation	5%	3	0.12	CM03, CM04
Final project	50%	15	0.6	CM03, CM04, SM06, SM07, SM08
Presentation of the production plan and artistic approach.	5%	3	0.12	CM03, CM04, SM07, SM08
Project Pitch	5%	3	0.12	CM03
Synopsis presentation	5%	3	0.12	CM03, CM04, SM08
Theory test	30%	3	0.12	CM03, CM04, SM07, SM08

The evaluation of the course will consist of three parts that must be passed independently. These are:

-Test-type exam of the theoretical aspects: 30% of the final grade.

-Work with public presentation (presentation of the budget; presentation of the synopsis of the project; presentation of the production plan and artistic approach, and pitching of the project): 20% of the final grade.

-Project production (a short fiction or documentary film between 10 and 15 minutes long): 50% of the final grade.

In order to pass the course, the student must obtain a minimum grade of:

2.5/5 points for the project

1.5/3 points for the Theory Exam

1/2 points of the public presentations of work

A median will not be given if all parts are not passed. In the case of failing one or more parts, the students will have to pass a test designed according to the part they have failed.

The proposed teaching methodology and evaluation may be modified depending on the restrictions imposed by the health authorities.

PLAGIARISM

Suppose a student engages in any form of misconduct that could significantly affect the outcome of an assessment. In that case, they will receive a grade of zero for that particular assessment, regardless of any disciplinary actions that may follow. If multiple instances of misconduct are detected across different assessment components of the same course, the student will receive a final grade of zero for the entire subject.

Non-Assessable

Following point 9 of Article 266 of the UAB Academic Regulations, if it is determined that the student has not provided sufficient evidence to be evaluated, the subject will be classified as *non-assessable.*

Bibliography

BUSTER, Bobette (2013) Do Story. How to tell your story so the world listens. The Do Book Company.

CARPIO VALDEZ, Santiago (2015) Arte y gestión de la producción audiovisual. Lima: Editorial UPC (llibre en línia)

FERNÁNDEZ DÍEZ, Federico , MARTÍNEZ ABADIA, José (1994) La dirección de producción en cine y televisión. Barcelona: Paidós. Papeles de comunicación.

GAWLINSKI, Marc (2003) Producción de televisión interactiva. Andoain: Escuela de cine y video.

MARTÍNEZ ABADÍA, José , FERNÁNDEZ DÍEZ, Federico (2011) Manual del productor audiovisual. Barcelona: UOC (online book)

MIÑARRO, Laura (2013) Cómo vender una obra audiovisual: una aproximación a la distribución de contenidos audiovisuales. Barcelona: UOC (online book)

de ROSENDO, Teresa, GATELL, Josep (2015) Objetivo Writers' Room. Las aventuras de dos guionistas españoles en Hollywood. Barcelona: Alba Editorial.

SÁINZ SÁNCHEZ, Miguel (2002) El productor audiovisual. Síntesis Comunicación Audiovisual.

SNYDER, Blake (2010) ¡Salva al gato! Barcelona: Alba Editorial.

de WINTER, Helen (2006) ...What I really want to do is produce. London: Faber and Faber.

Different references will be recommended throughout the course according to the specific needs of each project.

Software

Writing: any editor or word processor (in the case of scripts, professional formatting will be required, following the model of programs such as Final Draft or Celtx).

Budgeting: any spreadsheet program (Excel style).

Editing: any video editing program available at the school (DaVinci Resolve) or similar (Premiere, Final Cut).

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.

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	41	Catalan	annual	morning-mixed
(PLAB) Practical laboratories	42	Catalan	annual	morning-mixed
(PLAB) Practical laboratories	43	Catalan	annual	morning-mixed
(TE) Theory	4	Catalan	annual	morning-mixed