UAB
Universitat Autònoma de Barcelona

Creativity and Production of Sound Messages for Organisations

Code: 107757
ECTS Credits: 12

2025/2026

Degree	Type	Year
Communication in Organisations	OB	1

Contact

Name: Mariluz Barbeito Veloso

Email: mariluz.barbeito@uab.cat

Teachers

Anna Fajula Payet

Marta Ribas Barquet

Teaching groups languages

You can view this information at the end of this document.

Prerequisites

This course has no specific prerequisites.

Objectives and Contextualisation

1. Learn to construct the sound discourse in all its stages: the birth of an idea, the search for information to support it, the elaboration of the argument, the selection and presentation depending on the medium and the subsequent dialogue with the receiver.

2. Use theoretical and practical tools for the elaboration of creative sound messages for organisations.

3. To apply sound in corporate strategic plans.

These general objectives are grouped into four areas:

1. Explain how to selectively increase knowledge about a subject.

2. To help to build up an elaboration criteria, strengthening the relevant elements.

3. To understand how the discourse has to be adapted to the selected medium.

4. To propose strategies for a bidirectional constructive discourse.

Learning Outcomes

1. CM25 (Competence) Create sound and audiovisual documents for any type of medium on topics that generate or affect organisations, in both Catalan and Spanish, while respecting diversity and democratic values.
2. CM25 (Competence) Create sound and audiovisual documents for any type of medium on topics that generate or affect organisations, in both Catalan and Spanish, while respecting diversity and democratic values.
3. CM26 (Competence) Work with cameras, microphones, mixing consoles, editing software and image and sound retouching to create creative, innovative corporate messages.
4. CM26 (Competence) Work with cameras, microphones, mixing consoles, editing software and image and sound retouching to create creative, innovative corporate messages.
5. CM27 (Competence) Communicate informative content of all kinds for social media accurately using specific digital media writing strategies.
6. CM28 (Competence) Develop the communication of organisations' goods, services and values using photography and design, integrating both individual skills and the values of teamwork in the development of any corporate communication activity.
7. CM28 (Competence) Develop the communication of organisations' goods, services and values using photography and design, integrating both individual skills and the values of teamwork in the development of any corporate communication activity.
8. KM24 (Knowledge) Recognise the theoretical-practical tools for creating sound and audiovisual messages for organisations.
9. KM24 (Knowledge) Recognise the theoretical-practical tools for creating sound and audiovisual messages for organisations.
10. KM25 (Knowledge) Describe the expressive and narrative resources involved in the production and implementation of any message (textual, photographic, sound, etc.) generated by organisations.
11. KM25 (Knowledge) Describe the expressive and narrative resources involved in the production and implementation of any message (textual, photographic, sound, etc.) generated by organisations.
12. KM26 (Knowledge) Identify the technological and design tools to make and produce any corporate communication activity.
13. KM26 (Knowledge) Identify the technological and design tools to make and produce any corporate communication activity.
14. SM22 (Skill) Plan sound and audiovisual communication projects about the organisation in all types of media for internal and external audiences, in both Catalan and Spanish, which favour and enhance its corporate identity and image.
15. SM22 (Skill) Plan sound and audiovisual communication projects about the organisation in all types of media for internal and external audiences, in both Catalan and Spanish, which favour and enhance its corporate identity and image.
16. SM22 (Skill) Plan sound and audiovisual communication projects about the organisation in all types of media for internal and external audiences, in both Catalan and Spanish, which favour and enhance its corporate identity and image.
17. SM23 (Skill) Apply the processes and communication techniques of corporate messages for both the organisation's different audiences and the different dissemination platforms.
18. SM23 (Skill) Apply the processes and communication techniques of corporate messages for both the organisation's different audiences and the different dissemination platforms.
19. SM23 (Skill) Apply the processes and communication techniques of corporate messages for both the organisation's different audiences and the different dissemination platforms.
20. SM24 (Skill) Use visual design, infographics and photography as tools to develop corporate messages appropriate to the communication strategies of organisations.
21. SM24 (Skill) Use visual design, infographics and photography as tools to develop corporate messages appropriate to the communication strategies of organisations.

Content

1. Sound as a communicative tool for organisations.

2. The creative value in the construction of the message of organisations.

3. Communicative discourse and technological mediation.

4. The construction of the sound discourse of organisations.

5. Speech utterance and communicative efficacy.

6. New fields for organisational audio communication.

Annotation: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classroom sessions	30	1.2	KM24, KM25, KM24
Practical sessions in the laboratory	66	2.64	CM25, CM26, KM24, SM22, SM23, CM25
Type: Supervised			
Mentoring	10	0.4	KM24, KM25, SM23, KM24
Type: Autonomous			
Readings, preparation of practicals, preparation of tests and completion of assignments.	186	7.44	CM25, KM24, KM25, SM22, SM23, CM25

Although it is a fundamentally practical subject, this subject is based on theoretical contents that will be developed both in the different classroom sessions and in the framework of the practical analysis classes.

The contents of this subject will be developed through different teaching methodologies: Lectures; Collaborative learning; Preparation of papers/reports; Oral presentation of papers; Laboratory practicals and Classroom practicals.

All practical sessions will be face-to-face and compulsory. Their preparation will always form part of the autonomous work that makes up the dedication to this subject.

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 efective 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.

Students will be able to make use of tutorials, which will be set by the teaching staff throughout the semester.

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
Attendance and participation in the practical sessions	15	1.25	0.05	CM25, KM24, KM25, SM22, SM23
Final individual practice	25	1.5	0.06	CM25, CM26, CM27, KM24, KM25, KM26, SM22, SM23
Final laboratory practicals	30	2.75	0.11	CM25, CM26, CM28, KM24, KM25, SM22, SM23, SM24
Theoretical tests	30	2.5	0.1	CM27, KM24, KM25, KM26

This course does not provide for a single-assessment system.

As this is a subject with continuous assessment, attendance at the practical sessions is compulsory and in order to pass the subject it is compulsory to take and pass all the set tests.

The course consists of the following activities:

- THEORETICAL TESTS: 30% of the final grade. Students will have to pass a theoretical test in each semester. In order to calculate the average in this section, each of the tests must have a minimum grade of 5 points.

- FINAL LABORATORY PRACTICES: 30% of the final grade. There will be a final evaluable test at the end of each semester. In order to calculate the average in this section, each of the tests must have a minimum grade of 5 points.

- FINAL INDIVIDUAL PRACTICE: 25% of the final grade.

- ATTENDANCE AND PARTICIPATION IN THE PRACTICAL SESSIONS: 15% of the final grade. Absence without justification for serious reasons (illness, death in the family) will penalise this section.

To pass the course and calculate the weighted average mark, each of the parts will have to be passed with a minimum of 5 points out of 10.

Students will have the right to retake the subject if they have been assessed on all the activities, the weight of which is a minimum of 2/3 of the total grade for the subject.

Re-evaluation activities will be carried out during the week/s fixed in the academic calendar. Students who have not obtained 5 points in the theory tests and/or in the individual laboratory practical will have to take part in these activities. The highest mark that can be achieved in the re-evaluation will be 6.

The final laboratory practicals (in group) will not be subject to re-evaluation (the competences and skills not acquired during the course can hardly be achieved in a couple of weeks).

In case of second enrolment, students will be able to take a single synthesis test consisting of a theoretical-practical test. The grade of the course willcorrespond to the grade of the synthesis test.

This subject does not have a single assessment system.

According to point 9 of article 266 of the UAB Academic Regulations: when it is considered that the student has not been able to provide sufficient evidence of assessment, this subject must be classified as non-assessable. This subject will not be considered as assessable if the student does not complete 80% of the programmed practicals.

Plagarisim.

Any student who commits any irregularity (copying, plagiarism, impersonation,...) will be graded with 0 for this act of evaluation. In case of several irregularities, the final grade of the course will be 0.

Use of Artificial Intelligence.

For this subject, the use of Artificial Intelligence (AI) technologies is allowed exclusively in support tasks, such as bibliographic or information search, the creation of musical pieces related to the content of the subject. Students will have to clearly identify which parts have been generated with this technology, specify the tools used and include a critical reflection on how these have influenced the process and the final result of the activity. Non-transparency of the use of AI in this assessable activity will be considered academic dishonesty and may lead to a partial or total penalty in the grade of the activity, or higher penalties in serious cases.

Bibliography

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Software

Audacity for sound editing.

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	1	Catalan/Spanish	annual	afternoon
(PLAB) Practical laboratories	2	Catalan	annual	afternoon
(TE) Theory	1	Catalan/Spanish	annual	afternoon