

Degree programme	Type	Course
Audiovisual Communication	OP	3

Contact lecturer

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Prerequisites

It would be interesting if the students had taken a script course as well as Television Theory and Analysis course.

Group languages

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

Objectives

This course has a strongly practical and professional focus and is therefore designed as a workshop format, where various creative techniques are applied in the classroom with the aim of ideating, designing, pre-producing, and presenting a non-fiction television entertainment format proposal before a panel of professionals from the audiovisual sector.

The ultimate goal of the course is the ideation, design, and development of a television format within the entertainment macro-genre, suitable for pitching to production companies and television networks. We will work on both the creative and content-related aspects of television entertainment, as well as on the economic, technical, and production aspects. This includes format development, pre-production, and pitching of a television format.

A full format bible will be developed, including production, direction, and budget elements, as well as a sales dossier for the final format and its pitch to television networks. Essentially, this involves creating a paper prototype of a television pilot accompanied by its corresponding format bible.

Secondary objectives derived from the core practice include:

- Understanding different theoretical approaches to the study of television genres
- Learning the expressive and narrative conventions of various television genres (excluding news and fiction genres)
- Introduction to the ideation, design, production, and execution of television formats

Learning outcomes

- KM15 (To define the main theories and models related to television and film genres.) To define the main theories and models related to television and film genres.
- SM14 (To demonstrate the skills necessary to create content adapted to each audiovisual genre.) To demonstrate the skills necessary to create content adapted to each audiovisual genre.
- SM15 (To apply imagination and creativity in content creation.) To apply imagination and creativity in content creation.

Contents

This course is structured around three main content areas:

1. Television genres: a theoretical approach using case studies.
2. Ideation, production, and execution of television genres.
3. Typology of genres and their expressive and communicative keys (non-fiction formats).

These contents will be developed in two phases:

Phase 1

In this phase, different creativity techniques will be explored in order to generate a catalog of format ideas from which to select a final project to develop. This will take place before the Easter break, and by then, students should have a clear idea of the final project, including the structure and content of the format. After Easter, students must present their selected project, fully developed with its content, structure, and a rundown of the proposed format.

The exercises in this phase will include:

Technique 1: Inside-Out Creativity

Connecting with one's own experience to generate creative material. Some television examples.

Practical exercise: Starting to create through one's own personal biography.

Technique 2: Hybridization

The hybridization of two different contents as a driver of innovation. Some television examples.

Practical exercise: The Frankenstein approach.

Technique 3: Surprise

Originality and surprise as an element of attraction.

Practical exercise: The extreme starting point.

Technique 4: Naming

Learning how to name programs and content.

Practical exercise: Tell me what it's called and convince me to buy it.

Technique 5: Magazine Sections

Using magazine sections as a creative tool for developing a new format.

Practical exercise: Inventing sections for a magazine program.

Technique 6: Iconicity

Creating elements of attraction and surprise in the script through visual appearance.

Practical exercise: Creating icons.

Technique 7: Branded Content

Creating content for brands.

Practical exercise: Designing a format with a brand.

Phase 2

From the end of April onwards, and through tutorials with the instructor, students will develop the production, financial, aesthetic, and technical aspects of their format. At the same time, they will prepare for the format's pitch presentation (teaser, dossier, etc.) through specific skills-based sessions. This stage will include specialized tutorials covering commercial and legal aspects, set design and staging, directing criteria, graphic design, production planning, budgeting, and more.

The process will culminate in a final format pitch at the end of the academic year, presented before professionals with responsibilities in content development.

The final presentation must compulsorily include a demo/teaser of the format and a sales dossier, both of which will be developed independently during the final weeks of the course.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Reading of academic papers, preparing and planning the project.	83	3.32	KM15, SM14
Seminars	15	0.6	KM15
Theoric Sessions	15	0.6	KM15, SM15
Supervision	7.5	0.3	KM15, SM14, SM15
Laboratory	22.5	0.9	SM14, SM15

1. Theoretical sessions and seminars, where the fundamental keys for the acquisition of the competences associated with the subject will be given, as well as the analytical viewing of products.

2. Practical sessions through a creativity workshop and seminars, where students must plan, discuss critically and execute a television product.

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 subject deemed by the instructors.

Note: The course content will be sensitive to issues related to 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

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
TV format development and the production of the teaser	40 %	1	0.04	KM15, SM14, SM15
Pitching	20%	1	0.04	KM15, SM14, SM15
Creative Exercises for TV formats	40%	5	0.2	KM15, SM14, SM15

The course can only be passed through continuous assessment.

To pass the course, it is mandatory to attend the creativity workshop sessions and submit all exercises, as well as present all the required documents and deliver a presentation or defense of the format before the panel of professionals convened for this purpose. Attendance at tutorials and follow-up sessions, along with the documents, presentation, defense, and program bible, will account for 100% of the final grade according the following:

Assignments	Execution	% of Final Grade
Exercises from each technique of the Creativity Workshop	group/individual	40%
Final bible of the developed format	Group	40%
Format defense/pitch (sales dossier, flyer, teaser, PowerPoint, etc.)	Group	20%

Students will have the right to retake the evaluation activity of the format bible.

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*

ARTIFICIAL INTELLIGENCE

The use of Artificial Intelligence (AI) technologies is not allowed in any stage of this course, with the sole exception of the naming exercise and the images of the teaser. Any work that includes AI-generated content will be considered a breach of academic integrity and may result in partial or full penalties on the activity's grade, or more serious sanctions in severe cases.

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.

Bibliography

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Software

Students must use the software of their choice necessary for the editing of their audiovisual projects.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	4	Catalan	second semester	morning-mixed
(PLAB) Practical laboratories	41	Catalan	second semester	morning-mixed