

Degree programme	Type	Course
Audiovisual Communication	OB	1

Contact lecturer

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Teaching staff

Joaquín Puig Gonzalez

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Group languages

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

Prerequisites

Basic Knowledge of:

- 1) History of universal literature and art
- 2) General theory of image and audiovisual construction
- 3) Operation of simple video and audio editors

Objectives

The aim of the course is to train students in the construction of audiovisual content based on specific narrative models, deepening their understanding of different narrative and dramaturgical theories, as well as enabling them to recognize narrative structures in exemplary audiovisual content.

Learning outcomes

- CM02 (To create new ways of telling stories through audiovisual products by integrating the gender perspective based on a synthesis of the various narrative models.) To create new ways of telling stories through audiovisual products by integrating the gender perspective based on a synthesis of the various narrative models.
- KM04 (To identify the basic narrative elements present in audiovisual products.) To identify the basic narrative elements present in audiovisual products.
- KM05 (To link literary narrative models and narrative models specific to Audiovisual Communication.) To link literary narrative models and narrative models specific to Audiovisual Communication.

- KM06 (To recognise the characteristics of radio, audiovisual and transmedia storytelling.) To recognise the characteristics of radio, audiovisual and transmedia storytelling.
- SM03 (To analyse the narrative of radio, audiovisual and transmedia products.) To analyse the narrative of radio, audiovisual and transmedia products.

Contents

The course "Audiovisual Narrative" focuses on the study of the mechanisms and narrative elements involved in the construction of audiovisual stories. Its theoretical and practical dimensions result in dual objectives: first, to acquire the necessary knowledge for constructing audiovisual narratives, and second, to apply this knowledge in both written and audiovisual construction processes.

Although the course is annual, it is divided into two parts, each of which will cover the following theoretical contents:

1st Semester: Basic Concepts of Narrative

1. Introduction to Audiovisual Narrative:

- Definition and Perspectives of Study.
- World Models.
- Codes and Structures of Audiovisual Narration.
- Mimesis and Diegesis

2. Narrative Structure and Its Acts

- Narrative as a process: theme, plot and story
- Different types of narrative structure
- The components of the story: characters, actions, and transformations in an audiovisual narrative.

3. Elements of Audiovisual Narrative (I)

- Audiovisual Enunciation
- Main enunciative figures
- Point of view and focalization
- The narrator and the voice in audiovisual storytelling
- Characters: roles and functions

4. Elements of Audiovisual Narrative (II)

- Space and Time in audiovisual storytelling: characteristics and perspectives of temporal and spatial dimensions

5. Theories of Adaptation and Intermediality

- Literary adaptation: from novel to film and television
- Theatrical adaptation: from theater to film and televisión.

2nd Semester: Applied Narrative

6. Radio Narrative

- The construction of sound space
- Expressive elements of sound discourse
- Selected examples: the narrative podcast

7. Television Narrative

- Narrative specificities of television
- Narrative codes and categories in television
- Selected examples

8. New Digital Narratives

- Narrative characteristics of new digital formats.
- Transmedia worlds and principles.
- Multimedia, cross-media, and transmedia storytelling.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Autonomous workload	174	6.96	
Practices and project	75	3	
Exam	6	0.24	
Lecture	30	1.2	

The course sessions will be conducted through different types of activities, grouped into lectures, seminars, and practical sessions. The lectures will be given in the same classroom with the entire group; the seminars and practical sessions will be conducted in three separate subgroups, each in its classroom and practice laboratories, with a different profesor.

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 the various teaching materials deemed appropriate by the instructors 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.

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
Seminars	30% on the final grade	5	0.2	KM04, KM05, KM06, SM03
Theory Exam	20% on the final grade	5	0.2	KM04, KM05, KM06, SM03
Practical Work	50% on the final grade	5	0.2	CM02, KM05, KM06

The final grade for the course will be calculated as the weighted average of the different assessment components according to the following criteria:

- Participation in seminars, including their completion and presentation: 30%
- Written theoretical examination: 20%
- Practical assignments: 50%

To pass the course, class attendance is mandatory, as is the submission of all assessed activities. In addition, students must pass at least two of the three assessment components in order for the final grade to be calculated.

Resit Assessment

The following components may be retaken:

- a) The written theoretical examination, provided that the student requests the resit and has obtained a minimum grade of 3/10.
- b) The practical assignments, provided that the student requests the resit.
- c) The final course grade may be improved if the student, having obtained a minimum overall grade of 8/10, completes a comprehensive synthesis assessment at the end of the resit period.

Analysis seminars are not eligible for resit, nor are some of the practical assignments.

NOT EVALUABLE

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 assessment evidence, the course must be graded as not evaluable."

ARTIFICIAL INTELLIGENCE

In this course, the use of Artificial Intelligence (AI) technologies is not permitted at any stage. Any assignment containing content generated by AI 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.

Bibliography

Required Bibliography

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CRUZ, Coral. *Imágenes Narradas: Cómo hacer visible lo invisible en un guión de cine*. Barcelona: Laertes, 2014.

GAUDREAULT, André; JOST, François. *El relato cinematográfico*. Barcelona: Paidós, 1995.

GENETTE, Gérard. *Figuras III*. Barcelona: Lumen, 1989.

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JENKINS, Henry (2006). *Convergence Culture: Where Old and New Media Collide*. Nueva York: New York University Press, cop.

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DARLEY, Andrew (2002): *Cultura Visual digital. Espectáculo y nuevos géneros en los medios de comunicación*. Barcelona: Paidós.

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LAVANDIER, Yves (2003): *La dramaturgia. Los mecanismos del relato: cine, teatro, ópera, televisión, cómic*. Madrid: Ediciones Internacionales Universitarias.

SÁNCHEZ NAVARRO, Jordi (2006): *Narrativa audiovisual*. Barcelona: Editorial UOC.

Software

Celtx, DaVinci Resolve or others and Audacity

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	annual	morning-mixed

(PLAB) Practical laboratories	41	Catalan	annual	morning-mixed
(PLAB) Practical laboratories	42	Catalan	annual	morning-mixed
(PLAB) Practical laboratories	43	Spanish	annual	morning-mixed