

Course guide

804399 - NAV - Audiovisual Narrative

Last modified: 18/05/2026

Unit in charge: Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre.

Degree: BACHELOR'S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2023). (Compulsory subject).

Academic year: 2026 **ECTS Credits:** 6.0 **Languages:** Catalan

LECTURER

Coordinating lecturer: Torelló Oliver, Josep

Others:

TEACHING METHODOLOGY

- Master demo classes.
- Class participation.
- Case studies.
- Autonomous Work.

LEARNING OBJECTIVES OF THE SUBJECT

- Identify the dramaturgical resources for the articulation of a narrative in an audiovisual context
- Recognize the elements of audiovisual language in film and animation.
- Analyze critically and formally, in a historical and aesthetic way, singular audiovisual proposals.

STUDY LOAD

Type	Hours	Percentage
Hours medium group	18,0	12.00
Guided activities	12,0	8.00
Self study	90,0	60.00
Hours large group	30,0	20.00

Total learning time: 150 h

CONTENTS

1. Audiovisual Narrative

Description:

1. The narrative and dramaturgy
2. The Fiction's Mechanisms
 - 2.1 Basic Mechanisms
 - 2.2 Structural Mechanisms
 - 2.3 Local Mechanisms
3. The Hero's Journey
4. Genres

Full-or-part-time: 45h

Theory classes: 20h

Self study : 25h

2. Audivisual Language

Description:

1. Definition of the Diegesis: Articulation of the Space-Time
2. Manners of Cinematographic Representation
 - 2.1 Primitive Manners of Representation
 - 2.2 Institutional Manners of Representation
 - 2.3 Modern Manners of Representation
 - 2.4 Postmodern Manners of Representation
3. Types of Shots
- 4 Colour in Storytelling
5. Sound and Music in the Audiovisual
6. The Script
7. Montage
 - 7.1 Montage's Theory
 - 7.2 Editing with Adobe Premiere

Full-or-part-time: 45h

Theory classes: 20h

Self study : 25h

3. Audiovisual Analysis

Description:

Anàlisi de propostes audiovisual en funció de les dades tècnico-artístiques, el marc històric, la sinopsi argumental, l'anàlisi aspectes formals/narratius i l'valoració personal

Full-or-part-time: 60h

Theory classes: 20h

Self study : 40h

GRADING SYSTEM

- Individual practices: 40% of the final mark of the course.
- There will be one Partial Exam: 20% of the final mark of the course.
- Final Exam: 30% of the final mark of the course.
- Participation and attitude: 10% of the final mark of the course.
- Students who participate in the continuous evaluation and do not exceed this subject, may submit to the reevaluation test in which only the theoretical part will be reevaluated.

EXAMINATION RULES.

- The exercises will be done in autonomous work time. The value of the exercises as a whole is 40% of the course and each counts as follows: Exercise 1 (5%), Exercise 2 (10%), Exercise 3 (10%), Exercise 4 (15%).
- Its late delivery will behave to suspend the practice.
- The content of the exercises and their correct writing will be assessed.

Irregular actions that can lead to a significant variation in the grade of one or more students constitute a fraudulent performance of an assessment act. This action entails the descriptive qualification of suspension and a numerical grade of 0 in the overall ordinary assessment of the subject, without the right to re-evaluation.

If the teachers have indications of the use of AI tools not allowed in the assessment tests, they can call the students involved to an oral test or a meeting to verify their authorship.

BIBLIOGRAPHY

Basic:

- Aristóteles. Poética. 2ª ed. Madrid: Alianza, 2013. ISBN 9788420678801.
- Bordwell, D. La narración en el cine de ficción. Barcelona: Paidós, 1996. ISBN 8449301777.
- Casetti, F.; Chio, F. di. Cómo analizar un film. Barcelona: Paidós, 1991. ISBN 8475096689.
- Chion, M. Como se escribe un guión. Madrid: Cátedra, 1998. ISBN 8437607647.
- Gutiérrez San Miguel, B. Teoría de la narración audiovisual. Madrid: Cátedra, 2006. ISBN 9788437622972.
- Sánchez Navarro, J. Narrativa audiovisual. Barcelona: UOC, 2006. ISBN 9788484690900.

Complementary:

- Aumont, J.; Marie, M. Análisis del film. 2ª ed. Barcelona: Paidós, 1993. ISBN 8475096204.
- Bazin, A. ¿Qué es el cine?. Madrid: Rialp, 1990. ISBN 8432111473.
- Duran, J. La ficció cinematogràfica, avui. Barcelona: Publicacions i Edicions de la Universitat de Barcelona, 2011. ISBN 9788447535101.
- Font, D. Paisajes de la modernidad: cine europeo, 1960-1980. Barcelona: Paidós, 2001. ISBN 9788449312250.
- Marx, Christy. Writing for animation, comics and games [on line]. Independence: CRC Press, 2012 Available on: <https://www.sciencedirect-com.recursos.biblioteca.upc.edu/book/9780240805825/writing-for-animation-comics-and-games>. ISBN 9786610729067.
- McKee, R. El guión story: sustancia, estructura, estilo y principios de la escritura de guiones. 7ª ed. Barcelona: Alba, 2012. ISBN 9788484284468.
- Torelló, Josep. La música en las maneras de representación cinematográfica [on line]. Barcelona: Laboratori de Mitjans Interactius - Universitat de Barcelona, 2015 Available on: https://www.lmi-cat.net/sites/default/files/8_musica.pdf. ISBN 9788460839774.
- Salter, James. L'art de la ficció: sobre llegir i escriure. Barcelona: L'altra, 2016. ISBN 9788494655609.
- Zunzunegui, S. Pensar la imagen. Madrid: Cátedra: Universidad del País Vasco, 1998. ISBN 8437608155.