

Course guide

804463 - NAV - Audiovisual Narrative

Last modified: 15/07/2024

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

Degree: BACHELOR'S DEGREE IN DIGITAL DESIGN AND MULTIMEDIA TECHNOLOGIES (Syllabus 2023).
(Compulsory subject).

Academic year: 2024 **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

Knowledge or contents

Recognising the fundamental concepts of audiovisual communication theory, as well as reflecting on the image and audiovisual discourse in relation to the field of digital and multimedia design.

Skills

Apply the process of making an audiovisual or multimedia product, especially focusing on the initial stages of pre-production.

STUDY LOAD

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

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: 25h

Self study : 20h

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.

Irregular actions that may lead to a significant variation in the grade of one or more students constitute a fraudulent performance of an evaluation act. This action will lead to a descriptive grade of fail and a numerical grade of 0 for the ordinary global assessment of the subject, without the right to re-evaluation.

If the teachers have evidence of the use of AI tools that are not permitted in the assessment tests, they may summon the students involved to an oral test or a meeting to verify the authorship.

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.

BIBLIOGRAPHY

Basic:

- Aristóteles. Poética. Madrid: Alianza, 2013. ISBN 9788420678801.
- Andrew, D.. Las Principales teorías cinematográficas . Barcelona [etc.] : Gustavo Gili, 1978. ISBN 8425207177.
- Aumont, J.; Marie, M. Análisis del film. Barcelona: Paidós, 1993. ISBN 8475096204.
- Bordwell, D. La narración en el cine de ficción. Barcelona: Paidós, 1996. ISBN 8449301777.
- Campbell, J.. El heroe de las mil caras. Atalanta, 2020. ISBN 9788412213003.
- Chion, M. Como se escribe un guión. Madrid: Cátedra, 1998. ISBN 8437607647.
- Lavandier, Y. La dramaturgia. Los mecanismos del relato: cine, teatro, ópera, televisión, cómic. Madrid : Ediciones Internacionales Universitarias, 2003.
- Marimón, J.. El montaje cinematográfico - Del guion a la pantalla. Barcelona: Universitat de Barcelona, 2014. ISBN 9788447538065.
- Marx, C.. Writing for animation, comics and games. CRC Press, 2012. ISBN 9786610729067.
- McKee, R. El guión story: sustancia, estructura, estilo y principios de la escritura de guiones. 7ª ed. Barcelona: Alba, 2012. ISBN 9788484284468.
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- Tubau, D.. El guión del siglo 21 - El futuro de la narrativa en el mundo digital. Barcelona: Alba, 2011. ISBN 9788484286127.

Complementary:

- Aranda, D.; de Felipe, F.. Guión audiovisual. Barcelona: UOC, 2006. ISBN 8497885066.
- Bazin, A. ¿Qué es el cine?. Madrid: Rialp, 1990. ISBN 8432111473.
- Bozal, V.. Historia de las ideas estéticas y de las teorías artísticas contemporáneas. Madrid: Machado libros, 2004.
- Duran, J. La ficció cinematogràfica, avui. Barcelona: Publicacions i Edicions de la Universitat de Barcelona, 2011. ISBN 9788447535101.
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- Gutiérrez San Miguel, B. Teoría de la narración audiovisual. Madrid: Cátedra, 2006. ISBN 9788437622972.
- Tarkovski, A.. Narraciones para cine - Guiones literarios. Buenos Aires: Mardulce, 2018. ISBN 9788494686535.
- Tarkovski, A.. Esculpir en el tiempo. Madrid: Rialp, 1996. ISBN 9788432147227.
- Salter, J.. L'art de la ficció: sobre llegir i escriure. Barcelona: L'altra, 2016. ISBN 9788494655609.