

804031 - CA-M - Audiovisual Communication

Coordinating unit: 804 - CITM - Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre
Academic year: 2019
Degree: BACHELOR'S DEGREE IN MULTIMEDIA STUDIES (Syllabus 2009). (Teaching unit Compulsory)
ECTS credits: 9 Teaching languages: Catalan, Spanish

Teaching staff

Coordinator: Lapaz Castillo, Dolores
Others: González Otero, María

Degree competences to which the subject contributes

Specific:

7. (ENG) Aplicar els conceptes fonamentals de la teoria de la comunicació audiovisual i els elements que la constitueixen i capacitat per a la reflexió entorn de la imatge i el discurs audiovisual.
5. (ENG) Identificar el proceso de realización de un producto audiovisual o multimedia: adquisición, edición, producción, postproducción.
8. (ENG) Elaborar l'estructura d'un guió audiovisual i els diferents tipus de guions i planificar i elaborar guions audiovisuals i multimèdia.
6. (ENG) Utilizar los equipos de captación y los ordenadores y programas informáticos para la edición y postproducción, y aplicar los procedimientos y técnicas adecuadas para la adquisición, edición, producción, postproducción de producciones audiovisuales.

Transversal:

2. EFFICIENT ORAL AND WRITTEN COMMUNICATION. Communicating verbally and in writing about learning outcomes, thought-building and decision-making. Taking part in debates about issues related to the own field of specialization.
4. EFFECTIVE USE OF INFORMATION RESOURCES. Managing the acquisition, structure, analysis and display of information from the own field of specialization. Taking a critical stance with regard to the results obtained.
3. TEAMWORK. Being able to work as a team player, either as a member or as a leader. Contributing to projects pragmatically and responsibly, by reaching commitments in accordance to the resources that are available.
1. SELF-DIRECTED LEARNING. Detecting gaps in one's knowledge and overcoming them through critical self-appraisal. Choosing the best path for broadening one's knowledge.

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Teaching methodology

Class sessions are divided, in general, into two activity strips:

1. Participatory part in which activities such as:
 - to. Resolution of doubts regarding the contents studied or the exercises proposed in the previous session.
 - b. Explanation and defense of the exercises solved.
 - c. debates or discussion forums on the contents taught in the previous class.
 - d. knowledge test on the theoretical contents taught in the previous class or the exercises in development.
2. Expository part, in which the teacher makes an introduction presentation of the new contents and describes the materials (work plan, notes, presentations, links, statements of exercises, etc.) that he contributes to the study or completion during the next week.

These activity bands are modulated depending on the complexity of the exercises and the corresponding contents.

Learning objectives of the subject

1. Understand the fundamental concepts of the theory of audiovisual communication and reflection around the image and audiovisual discourse.
2. Apply the process of making an audiovisual or multimedia product.
3. Develop different types of audiovisual and multimedia scripts.
4. Select creative tools for the elaboration of audiovisual messages.
5. Prepare documents of definition and planning of the audiovisual project from the initial idea to its complete execution.
6. Know and be able to use the collection equipment and computers and software for editing and postproduction.
7. Properly apply the procedures and techniques for the acquisition, edition, production, postproduction of audiovisual productions.
8. Use strategies to prepare and complete oral presentations and write texts and documents with consistent content, adequate structure and style, and a good spelling and grammar level.
9. After identifying the different parts of an academic document and organizing the bibliographic references, designing and executing a good advanced search strategy with specialized information resources, selecting the relevant information taking into account criteria of relevance and quality.
10. Contribute to consolidate the team, planning objectives, working effectively and promoting communication, distribution of tasks and cohesion.

Study load

Total learning time: 225h	Hours large group:	0h	0.00%
	Hours medium group:	90h	40.00%
	Hours small group:	0h	0.00%
	Guided activities:	0h	0.00%
	Self study:	135h	60.00%

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Content

<p>Unit 1. Art and technique of writing scripts</p>	<p>Learning time: 10h Practical classes: 4h Self study : 6h</p>
<p>Description: 1. Need, importance and rationale of the script. 2. Origins and historical evolution of script writing. 3. The creative process.</p> <p>Related activities: Exercises proposed in practice 1.</p> <p>Specific objectives: Understand the importance of the script as a tool in the production of an audiovisual.</p>	
<p>Unit 2. The script in the production of audiovisual applications</p>	<p>Learning time: 10h Practical classes: 4h Self study : 6h</p>
<p>Description: 1. The script in the audiovisual production scheme. 2. The structure of the audiovisual script.</p> <p>Related activities: Exercises proposed in practice 2.</p> <p>Specific objectives: Distinguish the different phases that are part of an audiovisual script.</p>	
<p>Unit 3. The audiovisual script</p>	<p>Learning time: 35h Practical classes: 14h Self study : 21h</p>
<p>Description: 1. Conventions and resources of audiovisual language. 2. Rules, phases and models for writing an audiovisual script. 3. Approach: from the idea to the scale. 4. Development: from literary script to technical script. 5. The storyboard. 6. Narrative resources. 7. The audio in the script.</p> <p>Related activities: Exercises proposed in practices 3, 4 and 5.</p> <p>Specific objectives: Learn to prepare an audiovisual script following all phases and using the conventions of this tool.</p>	

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<p>Unit 4. The advertising script</p>	<p>Learning time: 5h Practical classes: 2h Self study : 3h</p>
<p>Description: 1. Definitive features of the audiovisual advertising. 2. Rhetorical resources. 3. Basic concepts of the advertising script.</p> <p>Specific objectives: Learn to prepare an audiovisual script keeping in mind the specific characteristics of advertising products.</p>	
<p>Unit 5: Introduced to Audiovisual Communication</p>	<p>Learning time: 5h Practical classes: 2h Self study : 3h</p>
<p>Description: - History of film technology and analog / digital video. - Differentiation between analog-digital - Differentiation between TV and Cinema - Online Edition - Offline. Mounting versions - Phases of Audiovisual Production and Development. - Introduction to Digital Video technology: cameras, new technologies, formats and codecs - Audiovisual genres and new technologies</p> <p>Related activities: Exercises proposed in practice 06.</p> <p>Specific objectives: - Know the history of cinematography and digital video. - Know the different digital video production equipment.</p>	

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<p>Unit 6: Introduction to Pre-production</p>	<p>Learning time: 10h Practical classes: 4h Self study : 6h</p>
<p>Description:</p> <ul style="list-style-type: none"> - Fundamentals of audiovisual communication. - Functions of audiovisual narration. - Reading and composition of the audiovisual image - Plans in relation to assembly. Plans in relation to the narration. - Audiovisual rhetoric (figures, tropes, metaphors, symbols, etc.). Connotation-denotation of the plane. - Narration applied to audiovisual production: realization of the frame, sequence, shot, shot. - Pre-production documents - Team tasks <p>Related activities: Exercises proposed in practice 06.</p> <p>Specific objectives:</p> <ul style="list-style-type: none"> - Identify the fundamentals of audiovisual communication. - Distinguish the functions of audiovisual narration. 	
<p>Unit 7: Audiovisual production</p>	<p>Learning time: 25h Practical classes: 10h Self study : 15h</p>
<p>Description:</p> <ul style="list-style-type: none"> - Preproduction phase; Organization, requirements. - Agency, producer. Functions of the production team. - Adobe Premiere Pro edition, structuring and organization of the project: folders, material capture, tracks, sequences, workspaces. - Axis laws, continuity, raccord errors. - Filming methods: angles, movements, set equipment. - Plans in relation to assembly. Plans in relation to the narration. - Simple planes and complex planes: camera stands, frames, etc. <p>Related activities: Exercises proposed in practices 7, 8, 9 and 10.</p> <p>Specific objectives:</p> <ul style="list-style-type: none"> - Identify the process of carrying out an audiovisual or multimedia project: acquisition, edition, production and postproduction. - Know how to distinguish the technical equipment necessary for audiovisual production. - Know the preproduction stage and how a video montage project is organized in Adobe Premiere. - Apply the process of realization and production of an audiovisual or multimedia project. - Know and be able to use computer capture equipment and the computer program for editing and postproduction. - Know the technical material for the realization of a video project. 	

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<p>Unit 8. Lighting</p>	<p>Learning time: 35h Practical classes: 14h Self study : 21h</p>
<p>Description: <ul style="list-style-type: none"> - Light characteristics: direction, quality, contrast, color, specularity. - Light sources and luminaires - Lighting and narrative - Solar paths <p>Related activities: Exercises proposed in practices 8 and 12</p> </p>	
<p>Unit 9: Audiovisual capture equipment</p>	<p>Learning time: 15h Practical classes: 6h Self study : 9h</p>
<p>Description: <ul style="list-style-type: none"> - Video and cinema equipment - Types of cameras - Types of objectives - The use of the camera - Equipment for camera movements <p>Related activities: Exercises proposed in practices 8 and 12</p> </p>	
<p>Unit 10: audiovisual postproduction</p>	<p>Learning time: 60h Practical classes: 24h Self study : 36h</p>
<p>Description: <ul style="list-style-type: none"> - History of assembly and postproduction - Film and audiovisual montage theory - Editing tools with Adobe Premiere - Color correction - Sound <p>Related activities: Exercises proposed in practices 11 and 12</p> </p>	

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Planning of activities

<p>PRACTICE 1 AUDIOVISUAL COMMUNICATION</p>	<p>Hours: 2h Practical classes: 1h Self study: 1h</p>
<p>Description: The practice consists of the viewing of different audiovisuals and the subsequent comment of own resources of the audiovisual language.</p> <p>Support materials: Statement of practice, notes and / or readings and links.</p> <p>Descriptions of the assignments due and their relation to the assessment: It will be specified in the practice statement.</p> <p>Specific objectives:</p> <ol style="list-style-type: none"> 1. Know the concept of topic / argument. 2. Approach the study of the narrative rhythm. 3. Know the proper discipline of communicative analysis. 	
<p>PRACTICE 2 AUDIOVISUAL COMMUNICATION</p>	<p>Hours: 2h Practical classes: 1h Self study: 1h</p>
<p>Description: The practice is an introduction in one of the key concepts of the audiovisual narrative: the structure and its importance in the process of writing a script. Techniques designed to work creativity will also be exercised.</p> <p>Specific objectives:</p> <ol style="list-style-type: none"> 1. Demonstrate that in any audiovisual work there is an internal structure. 2. Learn to use creativity exercise techniques. 	
<p>PRACTICE 3 AUDIOVISUAL COMMUNICATION</p>	<p>Hours: 2h Practical classes: 1h Self study: 1h</p>
<p>Description: Each student will project and analyze an audiovisual sequence in class. The chosen sequence may belong to the film, television, animation, video clip, espot, etc.</p> <p>Specific objectives:</p> <ol style="list-style-type: none"> 1. Know the types of plans. 2. Know the camera movements. 3. Know the angulation. 4. Analyze the narrative function of music. 5. Distinguish the types of characters. 6. Analyze the dialogues. 	

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<p>PRACTICE 4 AUDIOVISUAL COMMUNICATION</p>	<p>Hours: 2h Practical classes: 1h Self study: 1h</p>
<p>Description: From a story, it is about writing the scale and a sequence in literary script format.</p> <p>Specific objectives:</p> <ol style="list-style-type: none"> 1. Work the audiovisual adaptation of a story. 2. Learn to make a scale. 3. Prepare a literary script following conventions and own format. 	
<p>PRACTICE 5 AUDIOVISUAL COMMUNICATION</p>	<p>Hours: 2h Practical classes: 1h Self study: 1h</p>
<p>Description: Taking as a starting point a sequence in literary script format, the technical script corresponding to that same sequence will be carried out.</p> <p>Specific objectives:</p> <ol style="list-style-type: none"> 1. Know the step from the literary script phase to the technical script phase. 2. Learn to prepare a technical script following the conventions and the format of this tool. 	
<p>PRACTICE 6 AUDIOVISUAL COMMUNICATION</p>	<p>Hours: 3h Self study: 3h</p>
<p>Description: The exercise is individual and involves the analysis of a sequence.</p> <p>Based on a free choice film, a complete sequence will be analyzed describing the type of general planning and each of the types of plans used in it, interpreting each one in relation to the narration, montage, characters and vision of the director and key elements of the rest of departments.</p> <p>Specific objectives:</p>	
<p>PRACTICE 7 AUDIOVISUAL COMMUNICATION</p>	<p>Hours: 4h Self study: 4h</p>
<p>Description: Group practice that consists of recreating a frame.</p> <p>A frame of a film will be chosen and a recreation as faithful as possible will be made, taking into account: props, point of view, lighting, framing, etc.</p> <p>Support materials:</p>	

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Specific objectives:

PRACTICE 8 AUDIOVISUAL COMMUNICATION

Hours: 4h
Practical classes: 4h

Description:

Group practice consisting of the realization of an audiovisual piece.

From a piece of free choice, an audiovisual production will be carried out in which the knowledge of the three main blocks is put into practice. Within the group the filming profiles will be divided.

Support materials:

Specific objectives:

PRACTICE 9 AUDIOVISUAL COMMUNICATION

Hours: 4h
Practical classes: 4h

Description:

The exercise will consist of recording, capturing and creating a video sequence in Adobe premiere.

Specific objectives:

- Know and be able to use computer capture equipment and the computer program for editing and postproduction.
- Know the technical material for the realization of a video project.
- Identify raccord failures of a project.

PRACTICE 10 AUDIOVISUAL COMMUNICATION

Hours: 6h
Practical classes: 6h

Description:

The practice consists in the color correction of video plans to adjust them to reference images.

Specific objectives:

- Make use of advanced color editing and editing tools
- Work according to guidelines and color guides established in a visual moodboard.

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Qualification system

A screenplay exam (partial exam 1): 10%

An exam of the Production and Postproduction part (partial exam 2): 10%

An exam of the Production and Postproduction part (partial exam 3): 10%

5 Script Practices: 10%

5 Production and Postproduction Practices: 20%

A Final Exam: 30%

Participation and learning attitude: 10%

(The evaluation of the student's participation in the training activities of the subject, and the learning attitude, will be evaluated by monitoring their interventions in class and the proportion of exercises or practices presented).

Reevaluation: The reevaluation will consist of a single test lasting two hours. The reevaluation will be in the form of a single theoretical and / or practical exam, will evaluate the degree of achievement of the learning outcomes of the subject. The reevaluation will be of the whole section of tests, controls and exams and not only of a part. The reassessment note will replace the test, controls and exams grade score obtained during the continuous evaluation, provided it is higher than this. The overall grade for the subject of the reevaluation result will be calculated by applying the weights specified in the evaluation system of the teaching guide of the subject.

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Regulations for carrying out activities

The practice exercises are carried out following the instructions given in the document Practice Sheet, and the indications that have been given for this purpose in the part of the class. The practices are carried out individually or in groups, according to the statement of each exercise.

The resolved practice must be deposited in the Virtual Campus. Each Practice Sheet incorporates a delivery date; Only those practices delivered on the indicated date will be taken into account for the evaluation.

Group practices will be delivered using the following nomenclature:

Group number_number of practice_.doc
For example: GMM_G1_P1.doc

Individual practices will be delivered in PDF format using the following nomenclature:
First_Name_P1.PDF

The practices in PREMIERE will be delivered according to the specification of the corresponding Statement of Practice document.

The evaluation of the practices not only involves the resolution of the proposed exercises, but also the defense that is made of the results when the group is required for it at the beginning of the classes.

The documents must be completed following the instructions given in them, especially as regards the labeling of file names. In no case will the layout of the document be modified or saved in a format or version other than the one indicated. The correct management of the documentation provided is an aspect related to the skills to be acquired and is, therefore, subject to evaluation.

Partial exams are done for a limited time through the Virtual Campus.

The questions and problems proposed in the exams refer to both the theoretical content of the subject and the exercises solved in the different practices.

Partial exams may also be taken orally.

The revisions and / or claims regarding the exams will be made exclusively on the dates and times established in the Academic Calendar.

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Bibliography

Basic:

Comparato, Doc. El guió: art i tècnica d'escriure per al cinema i la televisió. Bellaterra: Universitat Autònoma de Barcelona, 1989. ISBN 8474886775.

Fernández Díez, F. Arte y técnica del guión [on line]. Barcelona: Edicions UPC, 1996 [Consultation: 09/01/2017]. Available on: <<http://hdl.handle.net/2099.3/36332>>. ISBN 8483011492.

Fernández Díez, F. Manual básico de lenguaje y narrativa audiovisual. Barcelona: Paidós, 1999. ISBN 8449306043.

Sánchez-Biosca, V. El montaje cinematográfico: teoría y análisis. Barcelona: Paidós, 1996. ISBN 8449303192.

Reisz, K.; Millar, G. Técnica del montaje cinematográfico. Barcelona: Plot, 2003. ISBN 8486702607.

Complementary:

Chion, Michel. Cómo se escribe un guión. Madrid: Cátedra, 1988. ISBN 8437607647.

Field, Syd. El libro del guión: fundamentos de la escritura de guiones: una guía paso a paso, desde la primera idea hasta el guión acabado. Madrid: Plot, 1994. ISBN 8486702275.

Field, Syd. El manual del guionista: ejercicios e instrucciones para escribir un buen guión paso a paso. Madrid: Plot, 1995. ISBN 8486702283.

Mckee, Robert. El guión story: sustancia, estructura, estilo y principios de la escritura de guiones. 7ª ed. Barcelona: Alba, 2012. ISBN 9788484284468.

Seeger, Linda. Cómo convertir un buen guión en un guión excelente. 6ª ed. Madrid: Rialp, 1999. ISBN 8432127248.

Selinger, Valeria C. Los secretos del guión cinematográfico: método para elaborar un guión desde la idea inicial hasta el punto final. Barcelona: Grafein, 1999. ISBN 8492310634.

Vilches, Lorenzo. Taller de escritura para cine. Barcelona: Gedisa, 1998. ISBN 8474326575.

Vilches, Lorenzo. Taller de escritura para televisión. Barcelona: Gedisa, 1999. ISBN 8474327121.

Martin, Marcel. El lenguaje del cine. 2ª ed. Barcelona: Gedisa, 2008. ISBN 9788474323818.

Marzal Felici, J.; López Cantos, F. Teoría y técnica de la producción audiovisual. Valencia: Tirant lo Blanch, 2008. ISBN 9788498762204.

Worthington, Charlotte. Producción. Barcelona: Parramón, 2009. ISBN 9788434235564.

Bergstom, Bo. Tengo algo en el ojo: técnicas esenciales de comunicación visual. Barcelona: Promopress, 2009. ISBN 9788493588199.

Aumont, Jaques [et al.]. Estética del cine: espacio filmico, montaje, narración, lenguaje. 2ª ed. Barcelona: Paidós, 1996. ISBN 8475093302.

Puyal, Alfonso. Teoría de la comunicación audiovisual. Madrid: Fragua, 2006. ISBN 9788470742064.

Rabiger, Michael. Dirección de cine y vídeo: técnica y estética. 2ª ed. Madrid: Instituto Oficial de Radio y Televisión, 2000. ISBN 8488788371.

Sánchez-Biosca, Vicente. El montaje cinematográfico: teoría y análisis. Barcelona: Paidós, 1996. ISBN 8449303192.

Zunzunegui, Santos. Pensar la imagen. 4ª ed. Madrid: Cátedra: Universidad del País Vasco, 1998. ISBN 8437608155.

Others resources:

Llistat d'enllaços per a descarregar guions:

<http://www.script-o-rama.com/table.shtml>

<http://www.imsdb.com/>

<http://www.simplyscripts.com/>

<http://www.joblo.com/movie-screenplays-scripts/>

<http://www.cinefania.com/script/>

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Recursos d'interès sobre guions, guionistes i associacions:

<http://www.guionistes.cat/>
<http://guio.cat/>
<https://guionistasvlc.wordpress.com/>
<https://bloguionistas.wordpress.com/>
<http://www.sindicatoalma.es/>
<http://www.damautor.es/>
<http://www.abcgionistas.com/>

Bases de dades:

<http://imdb.com/>
<http://bit.ly/2t1I7ZP>

Llenguatge audiovisual:

<http://www.xtec.cat/xripoll/lengua.htm>

Software:

<https://www.celtx.com/index>

Text anàlisi fílmic i comunicació audiovisual:

www.miradas.net
www.exitmedia.net

Enllaços sobre postproducció audiovisual:

<http://www.adobe.com/support/premiere/>
<http://www.creativecow.net>
<http://www.toolfarm.com>
<http://www.studiodaily.com>

Al llarg del curs s'aniran ampliant aquests recursos online segons les necessitats i interessos del curs.