Course guide
804329 - NAV-A - Visual Narratives

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

LECTURER

Coordinating lecturer: Torelló Oliver, Josep

Others:

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:
CEAAD 8. Relate and apply the principles of audiovisual narrative and use the various associated techniques.
CEAAD 12. Implement and manage design and animation projects, including planning, direction, execution and evaluation.

Transversal:
06 URI N2. EFFECTIVE USE OF INFORMATI0N RESOURCES - Level 2. Designing and executing a good strategy for advanced searches using specialized information resources, once the various parts of an academic document have been identified and bibliographical references provided. Choosing suitable information based on its relevance and quality.
05 TEQ. 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.
04 COE N3. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 3. Communicating clearly and efficiently in oral and written presentations. Adapting to audiences and communication aims by using suitable strategies and means.
04 COE N2. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 2. Using strategies for preparing and giving oral presentations. Writing texts and documents whose content is coherent, well structured and free of spelling and grammatical errors.
06 URI. 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.
07 AAT N1. SELF-DIRECTED LEARNING - Level 1. Completing set tasks within established deadlines. Working with recommended information sources according to the guidelines set by lecturers.

TEACHING METHODOLOGY

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

LEARNING OBJECTIVES OF THE SUBJECT

- To conceive the traditional narrative theory in the context of audiovisual and its connection with digital world.
- To identify the main elements of the story and audiovisual fiction, their triggers factors and their mechanisms of space-time?s representation.
- To develop critical and reflective capacity about of narrative in the media.
- To analyze correctly the audiovisual narratives, its classical or contemporary structure.
- To enable the student in the use of interactivity as a tool of narrative expression.

STUDY LOAD

Type	Hours	Percentage
Self study	90,0	60.00
Hours large group	24,0	16.00
Guided activities	14,0	9.33
Hours medium group	22,0	14.67

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

ACTIVITIES

Exercise E01. Audiovisual Portrait or Self Portrait [5%]

Description:
Student must record a portrait or an audiovisual self-portrait.

Full-or-part-time: 10h
Self study: 10h

Exercise 02. Analysis of the Narrative Model of an Audiovisual [5%]

Description:
The student has to choose an audiovisual product and analyze extensively its narrative model.

Full-or-part-time: 5h
Self study: 5h

Pràctica P03. Comentari del color, el so i la música [5%]

Full-or-part-time: 5h
Self study: 5h

Exercise 04. Editing Exercise [25%]

Description:
Part 1: To convert to Storyboard a narration given by the teacher.
Part 2: To edit storytelling developing an animatic with Adobe Premiere.

Full-or-part-time: 20h
Self study: 20h

GRADING SYSTEM

Any academic fraud, plagiarism or use or possession of unauthorised means in an assessment activity leads to a mark of zero (0) for the affected test or assignment. Furthermore, in accordance with the University's regulations, if disciplinary proceedings are initiated the subject is recorded as "Pending Assessment" until a decision is reached. These incidents are managed in accordance with the **Action Framework for Academic Integrity in Assessment at the UPC**.

- 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.

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.
- Duran, J. Narrativa audiovisual i cinema d'animació per ordinador. Barcelona: Universitat de Barcelona, 2009. ISBN 9788469293140.
- Gutiérrez San Miguel, B. Teoría de la narración audiovisual. Madrid: Cátedra, 2006. ISBN 9788437622972.
- Lavandier, Y. La dramaturgia: los mecanismos del relato: cine, teatro, ópera, televisión, cómic. Madrid: Ediciones Internacionales Universitarias, 2003. ISBN 9788484690900.
- Sánchez Navarro, J. Narrativa audiovisual. Barcelona: UOC, 2006.

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.
- Bordwell, D. El significado del filme: inferencia y retórica en la interpretación cinematográfica. Barcelona: Paidós, 1995.
- Burch, N. El tragaluz del infinito: contribución a la geneaología del lenguaje cinematográfico. Madrid: Cátedra, 1987. ISBN 843760642X.
- 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 [Consultation: 07/10/2022]. 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.
- Mercader, A.; Suárez, R. Puntos de encuentro en la iconosfera: interacciones en el audiovisual. Barcelona: Universitat de Barcelona, 2013. ISBN 9788447536986.
- Torelló, Josep. La música en las maneras de representación cinematográfica [on line]. Barcelona: Laboratori de Mitjans Interactius, 2015 [Consultation: 18/04/2018]. Available on: http://www.lmi.ub.es/transmedia21/pdf/8_musica.pdf. ISBN 9788460839774.
- Zunzunegui, S. Pensar la imagen. Madrid: Cátedra: Universidad del País Vasco, 1998. ISBN 8437608155.
- Salter, James. L'art de la ficció: sobre llegir i escriure. Barcelona: L'altra, 2016. ISBN 9788494655609.