



## 22529 - AUDIOVISUAL MEDIA PRODUCTION (2018-19)

### General

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**Code:** 22529

**Lecturer responsible:**

GARCIA ESCRIVA, VICENTE

<b>Credits ECTS:</b>	<b>6</b>
Theoretical credits:	0,9
Practical credits:	1,5
Distance-base hours:	3,6

### Departments involved

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- **Dept:** COMMUNICATION AND SOCIAL PSYCHOLOGY  
**Area:** AUDIOVISUAL COMMUNICATION AND ADVERTISING  
**Theoretical credits:** 0,9  
**Practical credits:** 1,5  
This Dept. is responsible for the course.  
This Dept. is responsible for the final mark record.

### Study programmes where this course is taught

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- DEGREE IN ADVERTISING AND PUBLIC RELATIONS  
Course type: COMPULSORY (Year: 3)

## Competencies and objectives

### Course context for academic year 2018-19

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“Audio-visual Media Production” is part of the 9th module “*Knowledge and techniques applied to advertising communication*”. By following this course you will achieve these skills, abilities and competences: (1) to manage and implement the film-making and production processes, (2) to identify and appreciate realism, classicism and formalism styles, (3) to reflect on the relationship between form and content.

## Course content (verified by ANECA in official undergraduate and Master's degrees)

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### General Competences:>>Instrumental

- **CG2** : Capacity to put theoretical knowledge into practice.
- **CG3** : Basic understanding of the field of study.
- **CG4** : Basic understanding of the profession.
- **CG9** : Decision making.

### General Competences:>>Interpersonal

- **CG10** : Ability to work in interdisciplinary teams.
- **CG13** : Ethical commitment.
- **CG14** : Abilities for criticism and self-criticism.

### General Competences:>>Systematic

- **CG15** : Capacity to learn.
- **CG16** : Capacity to adapt to new situations.
- **CG17** : Capacity to create new ideas (creativity).

### Specific Competences:>>Knowledge (theoretical)

- **CES34** : Theoretical and practical understanding of production and implementation in printed, audiovisual and hypermedia format.

### Specific Competences:>>Professional (practical)

- **CE35** : Capacity and ability to give messages a creative form.
- **CE36** : Capacity and ability to create, design and develop graphic elements, images, symbols and text.
- **CE39** : Writing, stylistic, narrative and rhetorical resource skills: written, visual and audiovisual.
- **CE47** : Capacity to differentiate and interpret the different artistic, aesthetic and cultural movements and their presence as regards advertising communication and public relations.

- **CE50** : Capacity to understand and use the technological tools of the sector, both at equipment level and computer and audiovisual applications.
- **CE51** : Capacity to communicate effectively with the producer and explain the conceptual and strategic needs to be implemented using all technical options.
- **CE53** : Capacity to communicate effectively with the producer and explain the conceptual and strategic needs to be implemented using all technical options.
- **CE54** : Directing skills to implement the execution.
- **CE56** : Ability to make commercial and institutional videos.

## Exclusive skill taught in this course

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No data

## Learning outcomes (Training objectives)

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No data

## Specific objectives stated by the academic staff for academic year 2018-19

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Recognize the different film theories.

Distinguish the concepts of realism and formalism.

Know the concept of embodiment.

Recognize and appraise the visual style and the *auteur* concept.

Identify and apply the concept *mise-en-scène*.

Distinguish, appreciate and apply the formalistic or realistic use of the images.

Analyze the relationship between form and content.

Be able to write, record and edit a dialogue that breaks the rules of classical discourse.

Be able to write, record and edit an advertising video.

Be able to relate form and content.

Be able to recognize visual metaphors in cinema.

Recognize and value different cinematographic discourses: classical discourse, modern discourse, postmodern discourse.

Understand the role of culture in the development of audiovisual discourse.

Recognize the work of Producer and Executive Producer.

Know the members of the production team and their functions.

Be able to analyze and appreciate the *mise-en-scène*.

## Content and bibliography

### Content for academic year 2018-19

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**Unit 1. Conceptual Framework.** Glossary of terms.

**Unit 2. The realistic-formalistic scale.** Characteristic of the formalism. Characteristics of the classicism. Characteristics of the realism. Case studies.

**Unit 3. The Auteur Theory.** From “La Politique des auteurs” to the Auteur-structuralism. Wes Anderson as a case study of auteurism.

**Unit 4. Mise-en-scène.** Definition. Main elements. Case studies.

**Unit 5. The Soundtrack.** Elements and functions.

**Unit 6. Modes of Representation.** Classical cinema versus other film styles.

**Unit 7. Media Industry.** Conceptual Framework. Types of production companies. Filmmaking process. Crew roles and departments. Related Laws.

## Assessment

### Assessment procedures and criteria 2018-19

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Theoretical contents and practical exercises are strongly related. **It is recommended to attend theory sessions** in order to carry out the practical exercises successfully.

**Written exams are in English** and students have to answer in English. The assessment criteria are: conceptual/theoretical accuracy, relevant answer, arguments in a logical order, clear explanation, acceptable grammar (every basic grammar error will subtract 0,5 marks), acceptable spelling (every misspelled word related to the subject will subtract 0,5 marks).

**Marks are only for the current academic year.** That is, they are not saved for subsequent academic courses.

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Description	Criteria	Type	Weighting system
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Practical Exercises	<p>Every practical exercise will be explained in a previous theory session. So, it is recommended <b>to attend theory sessions in order to carry out the practical exercises successfully.</b></p> <p>Students can choose to use their own filmmaking equipment or use the equipment of the laboratory P1/1-LAB1 at the scheduled time. They must communicate their choice during the first week of the term.</p> <p>Regardless of the equipment used, <b>the practical exercises must be uploaded on Moodle at the dates established in the schedule along with an individual report</b> (and a statement of truth if they use their own filmmaking equipment). Practical exercises that do not include such documents will not be assessed. If the practical exercise is uploaded after the deadline there will be a penalty of the 50% of the mark.</p> <p>Students <b>who regularly attend classes may perform individual work</b> related to theoretical content. This work can be up to the 10% of the mark.</p>	ACTIVITIES OF EVALUATION DURING THE SEMESTER	50
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Midterm exams or final exam	<p><b>Written exams are in English</b> and students have to answer in English.</p> <p>There will be voluntary <b>midterm exams</b>. The dates will be announced at the beginning of the term. It is necessary a minimum of 5 out of 10 to pass a midterm exam.</p> <p>The student may take a <b>final exam</b> if he/she does not pass midterm exams. It is necessary to get a minimum of 4 out 10 to add the practical mark.</p> <p>The exams will have three parts: test exam with 20 questions (5 marks), 3 short questions about theoretical concepts (3 marks), and a video analysis (2 marks).</p> <p>The exams may include:</p> <ul style="list-style-type: none"> <li>• Theoretical and practical contents.</li> <li>• The professor explanations. The uploaded presentations are schemes, examples and materials of support for the student, they are not enough by themselves.</li> <li>• Mandatory readings.</li> <li>• Classroom screenings.</li> </ul>	ACTIVITIES OF EVALUATION DURING THE SEMESTER	50
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## Official exam dates for academic year 2018-19

Exam session	Date	Time	Group - Classroom(s) allocated	Comments
(C1) Pruebas extraordinarias de finalización de estudios	11/10/2018			
(C3) Periodo ordinario para asignaturas de segundo semestre y anuales	14/06/2019			
(C4) Pruebas extraordinarias para asignaturas de grado y máster	12/07/2019			



