

CENTRO UNIVERSITARIO DE TECNOLOGÍA Y ARTE DIGITAL



ACADEMIC PROGRAM

MEDIA COMMUNICATIONS

1. BASIC INFORMATION/GENERAL INFORMATION.

Degree:	Bachelor in Interactive Product Design
Faculty or Centre:	Centro Universitario de Tecnología y Arte Digital (U-TAD)
Area:	Soft Skills
Course:	Media Communications
Year:	Third
Teaching period:	Second
Type:	Compulsory subject
ECTS credits:	3
Teaching modality:	classroom-based course
Language:	English
Lecturer/Teacher:	Daniel Villa
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2. SUBJECT DESCRIPTION

Area description

This area refers to the study and practice of the set of communication techniques and skills. In the subjects that belong to this area, content related to philosophical foundations, knowledge of the environment, the philosophy of innovation, business ethics, design and social responsibility, sociology of communication, etc. will be covered in relation to the humanist and generalist orientation of the degree. In addition, the relationship of this knowledge with artistic development will be addressed.

Subject description

This subject belongs to the module of Transversal Knowledge and within this to the subject of General Skills.

The basic knowledge of audiovisual communication is related to the general knowledge of the degree and specific knowledge of Communication. The scope of the subject is tangential and, at times, directly related to the subject matter of other first-year subjects, such as Communication Skills and Digital Society.

It provides essential knowledge for the analysis, understanding and invoicing of audiovisual and interactive products, as well as research and development in communication.

3. SKILLS AND LEARNING OUTCOMES

3.1 Skills

GC1 Lifelong learning through self-study and lifelong learning.

GC2 Knowing how to adapt to change and new situations with flexibility and versatility.

GC4 Exercising leadership and negotiation skills.

GC6 To demonstrate motivation for quality.

GC8 Demonstrate the ability to work in a team.

GC9 Knowing how to manage time effectively.

GC12 Express a critical and self-critical sense and the ability to analyse in order to evaluate different alternatives.

GC16 Expressing oneself correctly orally and in writing.

GC18 Adequately manage information.

CB3 That students have the ability to gather and interpret relevant data (normally within their area of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

CB4 Students are able to transmit information, ideas, problems and solutions to both specialist and non-specialist audiences.

CT1 To deploy their knowledge, activities and values in cultural, sporting and social fields.

TC2 Show interest in acts of cooperation and civic solidarity.

SC16 Understand the processes of the elements involved in an interactive artistic production.

SC27 Recognise the philosophical, social and political implications of technological designs and innovations.

3.2 Learning outcomes

Communicate effectively, both formally and informally, in the work environment

Communicate information, ideas, problems and solutions to both specialized and non-specialized audiences

Writing documents specific to their specialty.

To lead a work team motivating its components.

Use methods of problem solving in work teams

Use creative thinking techniques in the professional environment

Propose ideas that can be transformed into designs and developments

Analyze critically proposals related to game design

4. CONTENTS

- The process of persuasive communication
- Communication tools in digital environments
- Verbal and non-verbal communication.
- Effective Written Communication Techniques
- Presentation techniques
- Communication, thought and language.

5. SUBJECT SYLLABUS:

Theme 1 The audiovisual communication process

Theme 2 Digital tools: Premiere

Theme 3 Effective techniques and creativity.

Theme 4 Digital tools: After Effects

Theme 5 Creative Audiovisual Development.

6. TRAINING ACTIVITIES AND TEACHING METHODS

Teaching methods

The subject will be developed through the following general methods and techniques, which will be applied differently depending on the characteristics of the subject:

- **Expository method/Master lecture:** the lecturer will develop the contents of the syllabus through master classes and dynamic lectures.
- **Case studies:** analysis of real cases related to the subject.
- **Exercise and problem solving:** students will develop the appropriate solutions by applying transformation procedures to the information available and interpreting the results.
- **Cooperative learning:** students work in groups to carry out tasks collectively.

Training activities

LEARNING ACTIVITIES	Total hours	Hours of attendance	% attendance
Theory classes	17	17	100
Seminars and workshops	3	3	100
Practical classes	10	10	100
Tutoring	2	2	100
Evaluation activities	2	2	100
Study and group work	8	0	5
Self-study and individual work	34	0	0

7. TEMPORAL DEVELOPMENT

Subject	Week
Theme 1 The audiovisual communication process	1,2,3
Theme 2 Digital tools: Premiere	4,5,6
Theme 3 Effective techniques and creativity.	7,8,9
Theme 4 Digital tools: After Effects	10,11,12
Theme 5 Creative Audiovisual Development.	13,14,15

8. EVALUATION SYSTEM

ASSESSED ACTIVITY	MINIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)	MAXIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)
SE1 Assessment of participation in class, practicals or projects of the subject.	10%	30%
SE2 Evaluation of assignments, projects, reports, reports, reports	30%	60%
SE3 Objective assessment	30%	70%

Grading criteria:

EVALUATION ACTIVITY	EVALUATION CRITERIA	EVALUATION CRITERIA ASSESSMENT IN RELATION TO THE FINAL GRADE (%)
SE1 Assessment of participation in class, practicals or projects of the subject.	Students will be assessed on their active participation and the correct delivery of the practicals in due time and form. Demonstration of assimilation of concepts, quality of work, effort made, presentation.	10%
SE2 Evaluation of assignments, projects, reports, reports, reports		50%
SE3 Objective assessment		40%

General comments on the evaluations/assessments:

- The course is made up of seven assessable subjects, each of which must be passed with a mark of 5 or more.
- In order to pass the course, the average mark of all the practices and activities handed in will be calculated as 50% of the grade. The 40% will be the grade of the final exam that will be taken. The remaining 10% will depend on your behaviour and attitude and the work done in class.
- In the extraordinary exam, all the pending work must be presented in order to be able to sit the exam and the evaluation will be similar to the ordinary exam.
- The student will demonstrate with their work in the classroom, their partial deliveries, their corrected autonomous exercises, and their general attitude towards their learning if they are able to develop the competences expected of them in this subject.
- Final numerical grade from 0 to 10, it will be an essential requirement to achieve a minimum grade of 5 points in order to obtain a pass.
- Work will not be accepted out of form and date without justified cause, each delivery is understood as an exam and will have the right to review. And if they are accepted it will be with a considerable reduction in the mark.
- The subjects are eliminatory, which means that the student who passes one of the subjects is exempt from taking that subject in the ordinary and extraordinary exams.

9. LIST OF REFERENCES (BOOKS, PUBLICATIONS, WEBSITES):

Key references

MURCH, Walter. En el momento del parpadeo: un punto de vista sobre el montaje cinematográfico. Ocho y medio, Madrid, 2003.

Recommended references

TRUFFAUT, François. El cine según Hitchcock. Alianza editorial. Madrid, 2010.

TARKOVSKI, Andrei. Esculpir en el tiempo. RIALP. Madrid, 1996.

EINSESTEIN, Sergei. Hacia una teoría del montaje. Grupo Planeta. Barcelona, 2001.

10. Required materials, software and tools

Type of classroom:

Projection equipment and whiteboard

Materials:

Laptop computer
Webcam
Microphone
Tableta gráfica

Software:

Projection equipment with Powerpoint
Adobe suite (After Effects, Premiere, Photoshop, Illustrator y Bridge)