



# **ACADEMIC PROGRAM**

## **MEDIA COMMUNICATIONS**

### **B.F.A. IN INTERACTIVE PRODUCT DESIGN**

***MODALITY: ON CAMPUS***

***ACADEMIC YEAR: 2023-2024***

<b>Name of the course:</b>	<b>Media Communications</b>
Degree :	Interactive Product Design
Location:	Centro Universitario de Tecnología y Arte Digital
Modulo:	Transversal Knowledge
Area:	Soft Skills
Year:	3º
Teaching period:	2º
Type:	OB
ECTS credits:	3
Teaching modality:	On campus
Language:	English
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## 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.

## COMPETENCIES AND LEARNING OUTCOMES

### Competencies

#### BASIC AND GENERAL

GC1 - Lifelong learning through self-study and continuous training.

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

GC3 - Develop creativity and innovation and have the ability to present new resources, ideas and methods in order to subsequently turn them into actions.

GC4 - Exercise leadership and negotiation skills.

GC5 - Demonstrate initiative and entrepreneurial spirit.

GC6 - Demonstrate motivation for quality.

GC8 - Demonstrate the ability to work in a team.

GC9 - Be able to manage time effectively.

GC10 - Have the ability to work in an international context, as well as in diverse and multicultural environments.

GC11 - Manage basic skills for interpersonal relations.

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

GC13 - Value the ethical sense of work.

GC14 - Know how to work in a team in multidisciplinary environments.

GC15 - Organisational and planning skills

GC16 - Express oneself correctly in oral and written form.

GC18 - Manage information appropriately.

GC19 - Know how to make decisions and solve problems in the professional field.

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated through the development and defence of arguments and problem solving within their field of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

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

CB5 - That students have developed those learning skills necessary to undertake further study with a high degree of autonomy.

#### TRANSVERSALS

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

CT2 - Show interest in acts of cooperation and civic solidarity.

#### SPECIFIC

SC1 - Know the language necessary to communicate and structure a coherent discourse in the field of sociology, philosophy and psychology in relation to the design of interactive products.

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

SC22 - Understand and communicate clearly and effectively the guidelines for the development of a project.

SC26 - Understand and know how to thematise the relationships between Technology - Society - Culture, in relation to the design of interactive products.

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

SC28 - Detect the implications of the ethical and legal limits of technological innovations.

#### **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

#### **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.

## SUBJECT SYLLABUS

1. The audiovisual communication process: from the idea to the broadcast
2. Effective techniques and creativity.
3. Types of nonlinear editing systems
4. Digital editing tools: Adobe Premiere
5. Basic editing: import, edit, export
6. J&L Cut, track structure, A&B Roll
7. Sound editing: dialogues, SFX and music
8. Titles, VFX and effect properties
9. Delivery Formats
10. The postproduction process: SFX, VFX, CGI and Motion Graphics
11. Digital Tools: After Effects
12. Import, Composition, animation
13. Tracking, stabilizing and 3D tracking
14. Masks and rotobrush
15. Parallax effect
16. Trailer editing & post
17. Audiovisual Creative Development

## TRAINING ACTIVITIES AND TEACHING METHODOLOGIES

### TRAINING ACTIVITIES

LEARNING ACTIVITIES	Total hours	Hours of presence
<i>Theoretical classes</i>	16,67	16,67
<i>Seminars and workshops</i>	2,50	2,50
<i>Practical classes</i>	10,00	10,00
<i>Tutorials</i>	1,67	1,67
<i>Evaluation Activities</i>	1,67	1,67
<i>Group work and study</i>	8,33	0,42

<i>Autonomous and individual study and work</i>	34,17	0,00
<b>TOTAL</b>	75	33

### Teaching methodologies

Expository method/Master lecture

Case studies

Exercise and problem solving

Cooperative learning

### TEMPORAL DEVELOPMENT

Topic 1-5 : 3 weeks

Topic 6-9 : 3 weeks

Topic 10-12 : 3 weeks

Topic 13-15 : 3 weeks

Topic 14-16 : 3 weeks

### EVALUATION SYSTEM

ASSESSMENT SYSTEM	MINIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)	MAXIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)
<i>Assessment of participation in class, exercises or projects of the course</i>	10	30
<i>Assessment of assignments, projects, reports, memos</i>	30	60
<i>Objective test</i>	30	70

### GRADING CRITERIA

ASSESSMENT SYSTEM	ORDINARY EVALUATION	EXTRAORDINARY EVALUATION
<i>Assessment of participation in class, exercises or projects of the course</i>	10	10
<i>Assessment of assignments, projects, reports, memos</i>	50	50
<i>Objective test</i>	40	40

### General comments on the evaluations/assessments

The subject is made up of seven evaluable topics, each of which must be approved with a grade equal to or greater than 5.

To pass the subject, the average grade of all the practices and activities delivered will be prepared, which will compute 50% of the grade. 40% will be the mark of the final exam that will be carried out of the subject. The remaining 10% will depend on their behavior and attitude and the work done in class.

In the extraordinary call, all pending work must be submitted to be able to take the exam and the assessment will be similar to the ordinary call.

The student will demonstrate with his work in the classroom, his partial deliveries, his corrected autonomous exercises, and general attitude towards his learning if he is qualified in the competences that he is expected to develop in this subject.

Final numerical qualification from 0 to 10, it will be an essential requirement to achieve a minimum qualification of 5 points in order to obtain a pass.

Papers out of form and date will not be accepted 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 grade.

The topics are eliminatory, meaning that the student who passes one of the topics is exempt from appearing in the ordinary and extraordinary call for that topic.

Any detection of plagiarism, copying or use of malpractice (such as the use of AIs) in a paper or exam will result in the failure of that paper with a zero, a report to the faculty and academic coordinator and the application of the current regulations, which can lead to very serious penalties for the student.

The use of any kind of smartwatches or smartphones during exams is not allowed. These devices must be stored and out of the student's sight during the exam.

The use of smartphones during classes is not allowed.

## **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

## **REQUIRED MATERIALS, SOFTWARE AND TOOLS**

### **Type of classroom**

Projection equipment and whiteboard

### **Materials:**

Laptop computer

Graphical table

### **Software:**

Adobe suite (After Effects, Premiere, Photoshop, Illustrator y Bridge)

Powerpoint