

1. BASIC DETAILS

Course	Video Editing 2
Degree	Bachelor's Degree in Advertising
School/Faculty	Social and Communication Sciences
Year	3º
ECTS	6 ECTS
Type	Compulsory
Language(s)	Spanish
Delivery Mode	On campus
Semester	2nd semester

2. INTRODUCTION

The main objective of the Video Editing 2 course is to go more deeply into the knowledge and skills acquired in Video Editing 1 and broaden the understanding of the fundamental concepts of audiovisual production. This is a practical subject in which students will learn how to carry out more complex audiovisual projects and deal with real situations in the production process.

The themes that will be covered in the course include planning of audiovisual projects, pre-production and design of technical scripts, production and post-production of promotional, advertising and corporate videos, and use of advanced post-production techniques such as colour correction, audio editing and creation of visual effects.

Students will have the chance to work with professional video editing tools and software, and collaborate in team projects, which will allow them to develop leadership, communication and teamwork skills.

At the end of the course, students will be capable of producing high-quality videos, meeting the professional standards of the audiovisual industry. They will also be able to work independently on the planning, production and post-production of audiovisual projects.

Students will also learn how to work as a team and collaborate on projects, which will allow them to develop communication and teamwork skills, as well as gain experience in project management and decision-making.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, by their acronym in Spanish):

CB2 - Students can apply their knowledge to their work or vocation in a professional manner and possess the skills which are usually evident through the forming and defending of opinions and resolving problems within their study area

CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

CB5 - Students have developed the learning skills necessary to undertake further study in a much more independent manner

Transversal skills (CT, by their acronym in Spanish):

CT2 - Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT6 - Adapting to change: Be able to accept, consider and integrate different perspectives, adapting your own approach as required by the situation at hand, and to work effectively in ambiguous situations

CT8 - Entrepreneurial spirit: Ability to take on and carry out activities that generate new opportunities, foresee problems or lead to improvements

CT9 - Global mindset: Be able to show interest in and understand other customs and cultures, be aware of your own biases and work effectively as part of a global community.

Specific skills (CE, by their acronym in Spanish):

CE25 - Ability to describe the processes involved in the use of technology, estimate the resources required to efficiently design a communication product and defend the proposal made.

CE26 - Ability to identify and criticise the procedures established in the use of technology, as well as plan the way in which it should be used.

CE27 - Ability to use communication technology appropriately, discovering new uses of existing communication technology and predicting its ephemeral nature to be updated.

Learning outcomes (RA, by their acronym in Spanish):

- RA1: Students will acquire skills and knowledge involved in the technical and theoretical processes of film montage.
- RA2: Learning about tools used in montage. They will also acquire knowledge about the different montage theories and how they are put into practice in film and television audiovisual projects.

Skills	Learning outcomes
CB2, CT2, CE25	RA1
CB2, CT2, CE25	RA2

4. CONTENTS

- Study of the main film montage theories.
- Evolution of these theories through analysis of classical and contemporary works.
- Specific placements to assimilate said theories.

5. TEACHING/LEARNING METHODS

ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Collaborative learning
- Project-based learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	20
Asynchronous lectures	10

Debates and discussions	10
Case study analysis	20
Problem-solving	20
Independent working	30
Workshops and/or laboratory work	40
TOTAL	150

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
On-campus knowledge tests	20.0
Case study/problem scenario	30.0
Laboratory work	20.0
Portfolio of learning	30.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

The work of reference for follow-up of the course is:

The recommended bibliography is indicated below:

- Adelson, B. (2017). *Editing techniques for filmmakers*. Routledge.
- Benyahia, S. (2016). *An introduction to video editing*. Routledge.
- Dancyger, K. (2017). *The technique of film and video editing: History, theory, and practice*. Routledge.
- Laney, M. (2018). *The power of video editing*. Simon & Schuster.
- Long, B. (2019). *The art of video editing: Techniques for creating dynamic, engaging content*. Pearson.
- McGregor, H. (2017). *Video production handbook*. Routledge.
- Rosenblatt, J. (2018). *Beyond the cut: Editing techniques for filmmakers*. Focal Press.
- Weynand, D. (2016). *Editing and postproduction*. Peachpit Press.