

1. OVERVIEW

Subject area	Audiovisual Technology
Degree	Bachelor's Degree in Audiovisual Communication
School/Faculty	Social Sciences and Communication
Year	1st
ECTS	6 ECTS
Type	Core
Language(s)	Spanish/English
Delivery Mode	Campus-based
Semester	S1/S2
Year	2023/2024
Coordinating professor	Miguel Ángel Alonso Guisande

2. INTRODUCTION

Audiovisual Technology is a core subject area that focuses on the use of the tools necessary for the production of audiovisual works in the capture and recording phase. The use of new video technologies is essential in this subject. It will lay the foundations for video making in the rest of the subjects of the Bachelor's Degree.

3. SKILLS AND LEARNING OUTCOMES

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

- CB1: Students have demonstrated knowledge and understanding of a study area originating from general secondary school education, and are usually at the level where, with the support of more advanced textbooks, they may also demonstrate awareness of the latest developments in their field of study.
- CB2: Students know how to apply their knowledge to their work or vocation professionally and have the skills that are usually demonstrated by forming and defending opinions and solving problems within their study area.
- CB5: Students have developed the necessary learning skills to undertake further studies with a high degree of independence.

Cross-curricular skills (CT, by their acronym in Spanish):

- CT1: Independent Learning: Ability to choose the most effective strategies, tools and opportunities for learning and independently put into practice what has been learnt.
- CT3: Ability to adapt to new situations: Being able to evaluate and understand different points of view, adapting one's own approaches to suit the situation.
- CT13: Problem solving: Ability to resolve an unclear issue or complex situation which has no established solution that keeps them from achieving an objective.
- CT17: Group work: Ability to integrate oneself and collaborate actively with other people, departments and/or organisations to achieve shared objectives.
- CT18: Use of information and communication technology (ICT): Ability to effectively use information and communication technology such as tools for searching, processing and storing information, as well as for the development of communication skills.

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

- CE3. Knowledge of the foundations and techniques of technology applied to audiovisual communication, as well as how to employ and use them practically.
- CE6. Ability to apply creative techniques to audiovisual product design in an innovative way.
- CE7. Knowledge of the technological tools, from audiovisual equipment to the specific hardware and software required for the creation, project production and exchange and the broadcast of audiovisual products.
- CE8. Knowledge of the techniques and uses of graphic design applied to the media and new audiovisual environments, following aesthetic, audiovisual, artistic criteria, etc., adding value to each project through the creative process.
- CE9. Ability to identify and use their own digital tools applied to multi-platform audiovisual content creation.
- CE10. Knowledge of the foundations and techniques of photography and how to apply them for digital image creation.
- CE14. Knowledge of technical tools in order to select those that are most appropriate for the development of both 2D and 3D animation projects.
- CE15. Ability to design, shape and develop audiovisual projects, favouring the student's overall and specific vision in the different current environments.
- CE17. Ability to create special effects in audiovisual productions.
- CE18. Ability to identify trends in each of the communication disciplines in terms of their application within the audiovisual sector.
- CE19. Knowledge of sound expression and its application in the different audiovisual industries, as well as the techniques of sound recording, post-production and reproduction in all its forms.
- CE22. Knowledge of the correct use of Spanish, both spoken and written, as a means of transmitting information in the audiovisual field and in a professional environment.

General skills (CG, by their acronym in Spanish):

- CG2: Ability to understand and transmit the different social, cultural and political realities in audiovisual products, and apply the current regulations from an open and tolerant viewpoint.
- CG3: Ability to develop audiovisual projects and products.
- CG4: Ability to apply new technologies in professional environments in the field of Audiovisual Communication.
- CG5. Ability to act in accordance with fundamental rights and the equality between men and women, equal opportunities and universal accessibility for people with disabilities and with the values of a culture of peace and democratic values in an audiovisual communication environment.

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

- LEARNING UNIT 2. Basic operation of technical video recording systems.

The following table shows how the skills developed in the subject area relate to the intended learning outcomes:

Skills	Learning outcomes
CB1, CB2, CB5, CT1, CT3, CT13, CT17, CT18, CE3, CE6, CE7, CE8, CE9, CE10, CE14, CE15, CE17, CE18, CE19, CE21, CE22, CG2, CG3, CG4, CG5.	LEARNING UNIT 2. Basic operation of technical video recording systems.

4. CONTENTS

The subject is organised into five learning units, which in turn are divided into themes (four or five themes depending on the units):

Learning Unit 1 (UA1 by its acronym in Spanish)

Image capture and recording

Learning Unit 2 (UA2 by its acronym in Spanish)

The audiovisual chain and workflows

Learning Unit 3 (UA3 by its acronym in Spanish)

Digital image and video

Learning Unit 4 (UA4 by its acronym in Spanish)

UHD digital cinema production

Learning Unit 5 (UA5 by its acronym in Spanish)

Video and audio streaming

5. TEACHING-LEARNING METHODS

The types of teaching-learning methods are as follows:

- Lecture.
- 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:

Campus-based:

Learning activity	Number of hours
Lectures	20
Asynchronous lectures	10
Project development and design	30
Group activities (seminars, forums)	40
Group tutorials	10
Case studies, problem solving, project development, simulation.	20
Independent working	20
TOTAL	150

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

Campus-based:

Assessment system	Weighting
-------------------	-----------

Knowledge tests	40%
Projects	40%
Performance observation	10%
Portfolio	10%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessable tasks and the deadlines and assessment procedures for each task.

7.1. Ordinary exam period

To pass the subject area in the ordinary exam period you must obtain a grade higher than or equal to 5.0 out of 10.0 in the final grade (weighted average) for the subject area.

In any case, it is necessary that you obtain a grade higher than or equal to 4.0 in the final exam, so that it can be averaged with the rest of the tasks.

7.2. Extraordinary exam period (resits)

To pass the subject area in the ordinary exam period you must obtain a grade higher than or equal to 5.0 out of 10.0 in the final grade (weighted average) for the subject area.

In any case, it is necessary that you obtain a grade higher than or equal to 4.0 in the final exam, so that it can be averaged with the rest of the tasks.

Tasks not passed in the ordinary exam period, or those not delivered, must now be delivered after having received the relevant corrections to them by the teacher.

8. TIMELINE

The timeline with delivery dates of assessable tasks in the subject area is indicated in this section:

Assessable tasks	Date
Activity 1. Image capture and recording	Weeks 4-5
Activity 2. Advanced image capture and recording	Weeks 6-7
Activity 3. Objective multiple-choice test - initial	Weeks 9-10
Activity 4. Image and sound capture and recording	Weeks 12-13
Activity 5. Objective multiple-choice test - intermediate	Weeks 14-15
Activity 6. Video signal measurement and control	Weeks 16-17
Activity 7. Final test	Week 18

The timeline may be subject to modifications for logistical reasons. Students will be informed of any changes in due time and course.

9. BIBLIOGRAPHY

The bibliographic search is part of the student's independent work. The professor will be able to guide the student in this search.

In addition, there is the following recommended bibliography:

Armenteros, M. & Utray, F. (2013). *La Señal de Vídeo*. Madrid: E-Archivos Universidad Carlos III de Madrid.
Barroso García, J. (1996). *Realización de los géneros televisivos*. Madrid: Síntesis.
Bestard Luciano, M. (2011). *Realización audiovisual*. Barcelona: Editorial UOC.
Bustos, M. (2010). *Qué es la televisión hd y qué características tiene*.

Carlson, S., & Gutiérrez de Frutos, D. (2000). *Manual profesional de cámara*. Madrid: Instituto Oficial de Radio y Televisión.

Cebrián Herreros, M. (1992). *Géneros informativos audiovisuales: Radio, televisión, periodismo gráfico, cine, video*. Madrid: Ciencia 3 Distribución.

Elkins, D. E. (2012). *El manual del ayudante de cámara (2a ed.)*. Andoain Guipúzcoa: Escuela de Cine y Vídeo.

Küppers, H., & Faber-Kaiser, M. (2002). *Fundamentos de la teoría de los colores*. México: Gustavo Gili.

Mcgrath, D. (2001). *Montaje & posproducción*. Barcelona: Océano.
Millerson, G. (2001). *Realización y producción en televisión*. Madrid: IORTV

Muñoz, A. V. (2012). *Principios de color y holopintura* Editorial Club Universitario.
Musburger, R. B., & Sainz, M. Á. (2001). *Producción en vídeo con una cámara*. Madrid: IORTV.

Navalpotro, J. (2007). "La alta definición. ¿es conveniente, deseable o necesaria?". *Televisión en HD*.

Nicolás, F.R. (2000): *Colorimetría*, IORTV, Madrid.

Ohanian, T.A. (1996) *Edición digital no lineal*. Madrid: IORTVE.

Oliva, L., & Sitjá, X. (2007). *Las noticias en radio y televisión: Periodismo audiovisual en el siglo XXI*. Barcelona: Omega.

Oliva, L., Sitjá, X. (1992). *Las noticias en televisión*. Barcelona: Instituto Oficial de Radio y Televisión, Centro de Formación de RTVE.

Parramón, J. M. (1988). *Teoría y práctica del color* Parramón Ediciones, SA.

Prosper Ribes, J., & López Catalán, C. J. (1998). *Elaboración de noticias y reportajes audiovisuales*. Valencia: Fundación Universitaria San Pablo C.E.U.

Raimondo Souto, H. M. (2003). *Manual del cámara de cine y vídeo*. Madrid: Cátedra.
Ray, S. F. (1993). *Las lentes y sus aplicaciones* Escuela de Cine y Vídeo.

Río Reynaga, J. D. (1991). *Teoría y práctica de los géneros periodísticos informativos*. Mexico: Diana.

Ruiz, F. T. (2000). *Sistemas audiovisuales*. Edicions UPC.

Thompson, R. (2001) *Manual de montaje: gramática del montaje cinematográfico*. Madrid: Plot.
Tornquist, J. (2008). *Color y luz: Teoría y práctica* Gustavo Gili.

Ward, P. (1997) *Composición de la imagen en cine y televisión*, Madrid: IORTV.
Ward, P. (2002). *Cámara de vídeo digital*. Andoain: Escuela de Cine y Vídeo.

Watkinson, J. (1996) *Compresión en audio y vídeo*. Madrid: IORTV.

Wootton, C. (2006). *Compresión de audio y vídeo*. Madrid: Anaya Multimedia.
Yorke, I. (1991) *Principios básicos del reportaje televisivo*. Madrid: IORTV.

10. DIVERSITY AWARENESS UNIT

Students with special educational needs:

To ensure equal opportunities, curricular adaptations or adjustments for students with special educational needs will be outlined by the Diversity Awareness Unit (UAD, Spanish acronym).

As an essential requirement, students with special educational needs must obtain a report about the curricular adaptations/adjustments from the Diversity Awareness Unit by contacting unidad.diversidad@universidadeuropea.es at the beginning of each semester.

11. STUDENT SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, the degree and the learning process.

These surveys will be available in the surveys area of your virtual campus or by email.

Your opinion is essential to improve the quality of the degree.

Many thanks for taking part.