

1. BASIC DATA

Subject	Direction of Photography and Lighting
Degree	Degree on Audiovisual Communication
Faculty	Faculty of Economics, Business and Communication Sciences
Year	Second
ECTS	6 ECTS
Nature	Basic
Language	English
Modality	In-person
Semester	S2
Academic year	2024/2025
Coordinator teacher	Teresa Rodríguez Seco

2. INTRODUCTION

The study and work on expressive resources allow us to understand the photography and lighting department in the cinematographic context. It is essential to develop conceptual skills to establish aesthetic and content criteria for a message and determine the most appropriate visual treatment.

Encouraging the student's communicative and expressive abilities through film language and developing observation, analysis, and evaluation habits is fundamental.

Additionally, it is necessary to understand the mechanisms and use of various light sources for lighting projects in cinematographic photography.

3.LEARNING OUTCOMES

AREAS OF EXPERTISE

- **EXP 1:** Describing the fundamentals of communication, its techniques, and creative processes.
- **EXP 2:** Recognizing the resources and procedures of digital environments and narratives applied to persuasive communication in audiovisual markets.
- **EXP 3:** Identifying the procedures of technical and artistic composition in different audiovisual formats, including creative, fiction, animation, and documentary.
 - Learning the tools used in montage.
 - Gaining knowledge of different editing theories and their practical application in cinematographic and television audiovisual projects.

SKILLS

- **SKILL 1:** Applying audiovisual procedures for image treatment in the audiovisual field.
- **SKILL 2:** Applying audiovisual creation and dissemination techniques and processes in digital environment design.
- **SKILL 3:** Designing the stages of audiovisual productions representative of the industry.
- **SKILL 4:** Acquiring the necessary skills for creative and technical processes in cinematographic photography and its specific development.

COMPETENCIES

- **COMP1:** Ability to identify, interpret, formulate, and solve problems within the field of Audiovisual Communication.
- **COMP2:** Ability to understand and convey different social, cultural, and political realities in audiovisual productions and apply current regulations with an open and tolerant perspective.
- **COMP4:** Ability to apply new technologies in professional environments within the field of Audiovisual Communication.
- **COMP5:** Ability to act according to fundamental rights, gender equality, equal opportunities, universal accessibility for people with disabilities, and values related to a culture of peace and democratic values in an audiovisual communication environment.

4.CONTENTS

The course is organized into four learning units, each divided into topics:

- **Learning Unit 1 (UA1):** Fundamentals of capturing and interpreting moving images.
- **Learning Unit 2 (UA2):** The art of the storyboard.
- **Learning Unit 3 (UA3):** Psychology of color in cinematographic photography and lighting.
- **Learning Unit 4 (UA4):** Avant-garde and experimental cinema.

5. TEACHING AND LEARNING METHODOLOGIES

The following teaching/learning methodologies will be applied:

- Lectures.
- Independent study.
- Oral presentations.
- Case analysis and problem-solving.
- Audiovisual project development.
- Knowledge assessments.

6. TRAINING ACTIVITIES

The following training activities will be carried out, along with the student's allocated hours:

In-person modality:

Training activities	Number of hours
Lectures and hands-on classes	25
Independent study/work	20
Oral presentations	50
Case analysis and problem-solving	25
Audiovisual project development	10
Knowledge assessment	15
TOTAL	150

7. ASSESSMENT

Below are the assessment systems and their weight on the final grade:

In-person modality:

Assessment systems	Weight
Knowledge assessments	40%
Activities	50%
Performance	10%

On the Virtual Campus, you can check the specific evaluation activities, their submission deadlines, and evaluation procedures.

7.1. Regular Exam Period

To pass the course in the regular exam period, you must achieve a final weighted average grade of at least 5.0 out of 10.0.

Additionally, you must obtain at least a 4.0 in the average score of multiple-choice objective tests to be averaged with the rest of the activities.

7.2. Extraordinary Exam Period

To pass the course in the extraordinary exam period, you must achieve a final weighted average grade of at least 5.0 out of 10.0.

Additionally, you must obtain at least a 4.0 in the final test for it to be averaged with the rest of the activities.

You must submit the activities not passed during the regular exam period after receiving the corresponding corrections from the professor, or submit those that were not previously turned in.

8. SCHEDULE

This section includes the schedule with submission deadlines for assessable course activities:

Assessable activities	Date
Introduction to Direction of Photography and Lighting	Week 1-4
Visual narrative	Week 4-5
Lighting design	Week 6-7
Storyboarding	Week 8-9
Indoor / Outdoor lighting	Week 10-12
Color psychology and treatment	Week 12-13
Projects	Week 13-16
Emerging technologies and experimentation in the field	Week 17-18

This schedule may be modified due to logistical reasons related to activities. Any changes will be communicated to students in a timely manner.

9. BIBLIOGRAPHY

Bibliographic research is part of the student's independent study. The professor may guide students in this search.

Additionally, the following recommended bibliography is available:

- BARNWELL, J. 2009. *Fundamentos de la creación cinematográfica*, ed. Parramón, Barcelona.
- BORDWELL, D. y THOMPSON, K. *El arte cinematográfico*. Paidós, Barcelona.
- BROWN, B. 2012. *Cinematography Theory and Practice. Image Making for Cinematographers and Directors*. Focal Press.
- GARCÍA JIMÉNEZ, J. 2003: *Narrativa audiovisual*. Madrid, Cátedra.
- KINGDOM, T. *Total Directing: Integrating Camera and Performance in Film and Television*. Silman James Press.
- MACKENDRICK, A. 2013. "On Film Making. Manual de escritura y realización cinematográfica". Jaguar.
- RABIGER, M. *Dirección cinematográfica*. Omega.
- REISZ, K. *Técnica del montaje cinematográfico*. Taurus, Madrid.

- UTRAY, F., ARMENTEROS, M. BENÍTEZ, A.J. 2015. Postproducción Digital: una perspectiva contemporánea. Dykinson.
- WARD, P. Composición de la imagen en cine y televisión. IORTV, Madrid.

10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

The Educational Guidance and Diversity Unit (ODI) provides support to students throughout their university life to help them achieve academic success. Other key objectives include supporting students with specific educational needs, ensuring universal accessibility across university campuses, and promoting equal opportunities.

The Unit offers students:

1. Support and follow-up through personalized guidance plans for those needing to improve academic performance.
2. In the area of diversity, non-significant curricular adjustments (methodology and assessment) for students with specific educational support needs to ensure equal opportunities.
3. Various extracurricular training resources to help develop competencies that enhance personal and professional growth.
4. Vocational guidance through tools and advisory sessions for students uncertain about their career path or those who feel they have chosen the wrong degree.

Students needing educational support can contact us
at: orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

The European University encourages you to participate in satisfaction surveys to identify strengths and areas for improvement regarding faculty, degree programs, and the teaching/learning process.

Surveys will be available in the survey section of your virtual campus or via email.

Your feedback is essential for improving the quality of the degree program.

Thank you for your participation!