

1. OVERVIEW

Subject area	Video Post-Production
Degree	Bachelor's Degree in Audiovisual Communication
School/Faculty	Social Sciences and Communication
Year	3rd
ECTS	6 ECTS
Type	Compulsory
Language(s)	Spanish
Delivery Mode	Campus-based
Semester	Second semester

2. INTRODUCTION

"Video Post-Production" is a compulsory subject area within the curriculum of the Bachelor's Degree in Audiovisual Communication at the Universidad Europea de Madrid. This subject area integrates the knowledge necessary to complete a full production of audiovisual material. It specifically deals with the final stage before distribution, that is, the post-production stage.

This subject area aims to provide students with knowledge of one of the final stages in the creation of audiovisual works, video "post-production". The student will learn to handle the different necessary tools and theoretical and practical knowledge about colour correction, colour grading, insertion of graphics, transitions and the most commonly used effects.

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 technological tools, how they can be used and applied to audiovisual communication.
- 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 use their own digital tools applied to the generation of multiplatform audiovisual content.
- 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, taking into account the social environments in which the project will be developed.
- 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 the technical tools used in the recording, post-production and reproduction of sound in all its forms in the different types of audiovisual industries.
- CE21: Ability to know and correctly apply the English language both spoken and written in the professional field as a basic tool of the audiovisual industry.
- 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.

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

- RA1: The student will develop the skills and knowledge involved in the technical and theoretical processes of audiovisual post-production.
- RA2: The student will learn the tools of digital image and sound processing.
- RA3: The student will be able to apply and create audiovisual post-productions in the field of film, television, advertising and music.
- RA4: The student will learn to understand and manage the use of colour and graphics in audiovisual post-production.

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

Skills	Learning outcomes
CB1, CB2, CB5, CE10, CE15, CE18, CE19, CE22	RA1: The student will develop the skills and knowledge involved in the technical and theoretical processes of audiovisual post-production.
CB5, CT1, CT3, CT13, CT17, CT18, CE3, CE6, CE7, CE8, CE9, CE14, CE17, CE21.	RA2: The student will learn the tools of digital image and sound processing.
	RA3: The student will be able to apply and create audiovisual post-productions in the field of film, television, advertising and music.
	RA4: The student will learn to understand and manage the use of colour and graphics in audiovisual post-production.

4. CONTENTS

The subject is organised into four learning units, which in turn are divided into themes:

Unit 1: Introduction to the post-production or final stage of video editing.

- 1.1. Post-production definition and processes
- 1.2. The importance of post-production
 - 1.2.1 Fiction
 - 1.2.2 Advertising
 - 1.2.3 Videoclips
 - 1.2.4 Infotainment

The aim of this unit is "to know and understand video post-production and its purpose in the audiovisual sector".

Unit 2: Correct use of tools or specialised software in audiovisual post-production.

- 2.1. Types of editing and post-production software (key)
- 2.2. Types of Colour Grading Software
- 2.3. Types of graphics software
- 2.4. Final audio and video mixing.

The aim of this unit is "to know and learn the main digital post-production tools"

Unit 3: Digital colour grading, colour correction and image enhancement techniques.

- 3.1. Colour psychology
- 3.2. The use of colour in fiction
- 3.3. The use of colour in video clips
- 3.4. The use of colour in advertising and infotainment.

The aim of this unit is "to learn the use colour in different audiovisual products".

Unit 4: Most commonly used transitions and effects in non-linear editing.

- 4.1. Integration of graphics in video compositions.
- 4.2. The importance of font.

4.3. The narrative of transitions and effects.

The aim of this unit is "to learn how to handle and use the different graphic possibilities of transitions and graphics narratively and aesthetically".

5. TEACHING-LEARNING METHODS

The types of teaching-learning methods are as follows:

- Lecture.
- Case studies.
- Collaborative learning.
- Problem-based 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 activities	Number of hours	% of attendance
Lectures	20h	100%
Asynchronous lectures	10h	0%
Project development and design	50h	20%
Group activities (seminars, forums)	30h	100%
Group tutorials	10h	100%
Independent working	30h	0%
TOTAL	150h	

7. ASSESSMENT

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

Assessment system	Weighting
Knowledge test / Final questionnaire	30%
Continued practices for tool use portfolio.	20%
Text commentary and discussion on viewings	5%
Observation of performance and knowledge	5%
Final project	40%

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.

8. BIBLIOGRAPHY

The recommended bibliography is indicated below:

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