

1. OVERVIEW

Subject area	Television 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	First semester

2. INTRODUCTION

Production work is very specific to television. It involves the professional who is responsible for the technical invoice of the programme.

The producer decides on the camera positions and leads the team made up of an assistant, mixer, floor manager and other technical professionals involved in television production.

The producer works with the director of the programme, who is in charge of the artistic side (presenters, actors, content), and therefore must be able to adapt to their needs while maintaining the technical quality criteria.

Therefore, the aim of this subject area is to provide students with the knowledge necessary to produce an audiovisual product by learning the audiovisual language, its implementation in the creative audiovisual storytelling process and the use of audiovisual tools for project creation.

All this from a professional perspective through experiential learning.

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.
- CB4: Students can convey information, ideas, problems and solutions to both specialist and non-specialist audiences.
- 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.
- CT4: Ability to analyse and synthesize: Being able to break down complex problems into manageable blocks, as well as evaluate alternatives and perspectives to find the ideal solution. Synthesising to reduce complexity and better understand the situation and/or solve problems.
- CT6: Oral or written communication: Ability to convey and receive information, ideas, opinions and attitudes to achieve understand and action. Oral communication by means of words and gestures and written communication by means of written and/or visual aids.
- CT7: Awareness of ethical values: Ability to think and act in line with universal principles based on the individual's value, contributing to his/her full development and involving commitment to certain social values.
- CT8: Information management: Ability to seek, choose, analyse and integrate information from diverse sources.

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

- CE1. Knowledge of the specific hierarchical structure of the audiovisual industry at national and international level, as well as the peculiarities of this sector and its role in the global economy.
- CE2. Knowledge of the main narrative techniques to apply them to the process of generating audiovisual fiction content.
- CE3. Knowledge of technological tools, how they can be used and applied to audiovisual communication.
- CE4. Ability to critically analyse, reflect on and explain objective aspects of audiovisual products.
- CE5. Knowledge of the historical evolution of audiovisual communication in the different processes of social, technological and economic transformation which it has undergone in the different fields of cultural industries.
- 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.
- CE12. Knowledge of linguistic resources and audiovisual communication techniques for their application in the production of audiovisual productions.
- CE13. Ability to recognise and apply basic legal regulations, ethics and deontology in the audiovisual communication sector as a whole.
- 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.
- CE16. Ability to set up and create audiovisual companies, being familiar with all the processes related to the business models and distribution of current audiovisual products.
- 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.

- CE20. Ability to innovate, analyse and criticise new proposals and products in the audiovisual media and other aids when creating new audiovisual formats.
- 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 knowledge and skills linked to audiovisual language and the theories for its implementation.
- RA2: Production of audiovisual projects focused on the use of audiovisual language.

The following table shows how the skills developed in the subject area match up with the intended learning outcomes:

Skills	Learning outcomes
CB1, CB2, CB4, CB5, CT1, CT4, CT6, CT7, CT8, CE1, CE4, CE5, CE16, CE18, CE20, CE21, CE22	RA1: The student will develop knowledge and skills linked to audiovisual language and the theories for its implementation.
CB1, CB2, CB4, CB5, CT1, CT3, CT4, CT7, CT8, CE2, CE3, CE6, CE7, CE8, CE9, CE10, CE12, CE13, CE14, CE15, CE17, CE19, CE21.	RA2: Production of audiovisual projects focused on the use of audiovisual language.

4. CONTENTS

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

Topic 1. Production, definitions, terminology and audiovisual language

Topic 2. Pre-production

Topic 3. Production.

Topic 4. Live production and post-production

Topic 5. Workshop: Making a multi-camera programme

5. TEACHING-LEARNING METHODS

The types of teaching-learning methods are as follows:

- Lecture
- Workshops and/or laboratory work
- Problem-based learning
- Debates and discussions

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	35
Workshops and/or laboratory work	70
Case studies	15
Independent working	20
Debates and discussions	10
TOTAL	150

7. ASSESSMENT

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

Assessment system	Weighting
Knowledge test	30%
Portfolio (workshop and laboratory work)	50%
Oral presentations (analysis and debates)	20%

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:

- BARROSO GARCÍA, J. Realización de los géneros televisivos. Síntesis, 1996
- BARROSO GARCÍA, J. Técnicas de realización y documentales para tv. RTVE, 1998
- HART, J. La técnica del storyboard en cine, tv y animación. IORTV, 2001
- PÁRAMO De, J.A. Diccionario de cine y tv: terminología técnica del mundo audiovisual. ESPASA CALPE, 2002
- Vv.aa. Realización y producción en tv. Instituto Oficial de radio y televisión, 2001
- ZETTL, H. El manual de producción para vídeo y televisión. Escuela de cine y vídeo, 1996
- ZÚÑIGA REDENAS, J. Realización en tv. Escuela de cine y video de Andoain, 2006