

1. OVERVIEW

Subject area	Special Effects
Degree	Bachelor's Degree in Audiovisual Communication
School/Faculty	Social Sciences and Communication
Year	3rd
ECTS	6 ECTS
Type	Elective
Language(s)	Spanish
Delivery Mode	On campus
Semester	Second semester

2. INTRODUCTION

This subject area aims to provide students with knowledge of the "Special Effects" industry at national and international level, as well as the handling of the different traditional and most contemporary techniques of the discipline in the audiovisual sector. The student will learn to handle, create and use both analogue and digital special effects, as well as master the different software used in the film and television industry.

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..
- CT8: Information management: Ability to seek, choose, analyse and integrate information from diverse sources.
- CT9: Interpersonal relationship skills: Ability to hold positive relationships with other people through assertive verbal and non-verbal communication. This means being able to express or communicate what you want, think or feel without discomforting, offending or harming the feelings of other people.
- CT11: Planning and time management: Ability to set objectives and choose the right means to fulfil them through efficient use of time and resources.
- CT12: Critical thinking: Ability to analyse an idea, occurrence or situation from different perspectives and adopt a personal viewpoint based on scientific rigour and objective reasoning, rather than intuition.
- CT13: Problem solving: Ability to resolve an unclear issue or complex situation which has no established solution that keeps them from achieving an objective.
- CT14: Innovation/Creativity: Ability to propose and develop new, original solutions that add value to problems that are faced, as well as bringing a different scope to the problem itself.
- CT15: Responsibility: Ability to fulfil commitments to themselves and others when performing a task and trying to achieve a set of objectives as part of the learning process. Ability to face and accept the consequences of actions taken freely.
- CT16: Decision making: Ability to choose between different options or methods to effectively solve varied situations or problems.
- 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):

- 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 obtain the knowledge and tools that enable appropriate handling of the different traditional and classic special effects techniques.
- RA2: The student will have knowledge of the new technologies in the special effects sector and the aesthetic possibilities that they offer.
- RA3: The student will be able to understand and build audiovisual effects production teams: problem analysis, possible solutions, time and cost.

- RA4: The student will learn to handle, create and use both analogue and digital special effects, as well as master the different software used in the audiovisual industry.
- RA5: The student will have the ability to analyse and evaluate the business and structural situation of the special effects sector in the film, television and audiovisual market in general, both nationally and internationally.

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

Skills	Learning outcomes (RA, by their acronym in Spanish)
CB1, CB2, CB4, CB5, CT3, CT4, CT6, CT8, CT9, CT12, CE1, CE2, CE4, CE5, CE12, CE13, CE15, CE16, CE17, CE18, CE22.	RA1: The student will obtain the knowledge and tools that enable appropriate handling of the different traditional and classic special effects techniques.
	RA3: The student will be able to understand and build audiovisual effects production teams: problem analysis, possible solutions, time and cost.
	RA5: The student will have the ability to analyse and evaluate the business and structural situation of the special effects sector in the film, television and audiovisual market in general, both nationally and internationally.
CT1, CT11, CT13, CT14, CT15, CT16, CT17, CT18, CE2, CE3, CE6, CE7, CE8, CE9, CE10, CE14, CE15, CE17, CE19, CE20, CE21, CE22.	RA2: The student will have knowledge of the new technologies in the special effects sector and the aesthetic possibilities that they offer.
	RA4: The student will learn to handle, create and use both analogue and digital special effects, as well as master the different software used in the audiovisual industry.

4. CONTENTS

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

Unit 1: History of special effects.

- 1.1. The North American industry
- 1.2. The arrival of special effects in Spanish cinema and television

The aim of this unit is to "acquire an overall idea of the existing historical precedents and the evolution of special effects".

Unit 2: The industry's current events.

- 2.1. Companies in the special effects sector.
- 2.2. Creation process and development of effects.
- 2.3. The digital age.

The aim of this unit is "to be familiar with the main national special effects companies, the working methods and the performance of these companies".

Unit 3: Analogue special effects, creation techniques and types.

- 3.1. Analogue effects
- 3.2. Illusory effects and Gestalt theory

3.3. Make-up

The aim of this unit is “to be familiar with, and have the ability to create and apply the most important analogue effects in the film and television industry”.

Unit 4: Creation of digital effects. After Effects

4.1. The headers or titles and credits.

4.2. The most commonly used special effects, explosions and gunshots.

4.3. Science fiction and adventures, analysis and creation of the most frequently used effects in this type of cinema.

In-depth knowledge of the main digital tools on the special effects market.

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:

On campus:

Learning activities	Number of hours	% of attendance
Lectures	30 h	100%
Asynchronous lectures	10 h	0%
Project development and design	30 h	50%
Group activities (seminars, forums)	20 h	55%
Group tutorials	10 h	100%
Independent working	30 h	0%
Case studies, problem solving, project development, simulation.	20 h	20%
TOTAL	150h	

7. ASSESSMENT

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

Assessment system	Weighting
Text commentary and discussion on viewings	5%
Projects and Portfolio 1	10%
Project and Portfolio 2	10%
Project and Portfolio 3	10%
Project and Portfolio 4	10%
Project and Portfolio 5	10%
Project and Portfolio 6	10%
Final questionnaire	35%

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

- BERNARD, W. *Manual de efectos especiales para televisión y vídeo*. Madrid, Gedisa, 2009.
- CASTILLO, José María. *Elementos del lenguaje audiovisual*. Unidad didáctica 155. IORTV.
- FAILES, I. *Masters of FX: Behind the Scenes with Geniuses of Visual and Special Effects*. Los Angeles, Focal Press, 2015.
- MEMBA, J. *Historia del cine universal*. Madrid, T&B editoriales, 2008.
- MILLERSON, G. *Realización y producción en televisión*. Madrid, IORTV, 2009.
- SAGASTA, M. Y GOMIS, A. *Efectos especiales de maquillaje*. Madrid, Videocinco, 2011.
- SÁINZ SÁNCHEZ, M. *El productor audiovisual*. Madrid, Síntesis, 1999.