

1. OVERVIEW

Subject area	Fiction screenplay II
Degree	Bachelor's Degree in Audiovisual Communication
School/Faculty	Social Sciences and Communication
Year	4th
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	Second semester

2. INTRODUCTION

"Fiction screenplay II" is an elective subject area in the fourth year and corresponds to the mention of "Fiction". During the semester, the techniques for creating serial narratives will be studied and put into practice. Built on the narrative concepts of the subject area "Fiction screenplay", this subject area delves into more complex and sustained formulas over time, from anthology series to soap operas or web series.

3. SKILLS AND LEARNING OUTCOMES

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

- 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.
- 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.
- 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.
- 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.
- CT16: Decision making: Ability to choose between different options or methods to effectively solve varied situations or problems.

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

- LEARNING UNIT 2. Knowledge of the main narrative techniques to apply them to the process of generating audiovisual fiction content.
- LEARNING UNIT 2. Ability to critically analyse and reflect on audiovisual products.
- LEARNING UNIT 2. Ability to apply creative techniques to audiovisual product design in an innovative way.
- LEARNING UNIT 2. Knowledge of linguistic resources and audiovisual communication techniques for their application in the production of audiovisual productions.
- LEARNING UNIT 2. Ability to design, shape and develop audiovisual projects, favouring the student's overall and specific vision in the various current environments.
- LEARNING UNIT 2. Ability to identify trends in each of the communication disciplines in terms of their application within the audiovisual sector.

- CE20. Ability to innovate, analyse and criticise new proposals and products in the audiovisual media and other aids when creating new audiovisual formats.
- LEARNING UNIT 2. 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.
- LEARNING UNIT 2. 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 have developed the necessary skills in the production of screenplays for film, television and web fiction.

RA2: Ability to analyse audiovisual scenes.

RA3: Practical implementation of a fictional series guide.

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)
CB2, CB4, CB5, CT12, CT14, CT16, CE6, CE15, CE21, CE22	RA1: The student will develop the knowledge and skills related to the creation process of a fiction series.
CB2, CB4, CB5, CT1, CT6, CT8, CT12, CE2, CE4, CE12, CE18, CE20, CE21, CE22	RA2: Ability to analyse audiovisual scenes.
CB2, CB4, CB5, CT12, CT14, CT16, CE6, CE12, CE13, CE15, CE20, CE21, CE22	RA3: Practical implementation of a fictional series guide

4. CONTENTS

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

Theme 1. Series analysis

Theme 2. Generation of ideas, guides and series

screenplays. Theme 3. Production strategies.

Theme 4. Distribution strategies.

5. TEACHING-LEARNING METHODS

The types of teaching-learning methods are as follows:

- Lecture
- Problem-based learning (ABP, as per the Spanish acronym)
- Collaborative learning

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On campus:

Learning activity	Number of hours
Independent working	30
Workshops and/or laboratory work	70
Case studies, problem solving, project development, simulation.	25
Debates and discussions	25
TOTAL	150

ASSESSMENT

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

Assessment systems	Weighting and maximum	
Portfolio	Min: 30%	Max: 40%
Projects	Min: 40%	Max: 50%
Oral presentation	Min: 10%	Max: 20%

Assessment system	Weighting
Portfolio	40%
Projects	50%

In the Virtual Campus, when you access the subject area, you will be able to see in detail the assessable tasks to be performed, as well as the delivery dates and assessment procedures for each of them.

7. BIBLIOGRAPHY

The recommended bibliography is indicated below:

- BOURDAA, Melanie (2011): "Quality television: Construction and de-construction of seriality". En: PÉREZ GÓMEZ, Miguel Ángel (ed.). *Previously on*. Sevilla. Biblioteca de la Facultad de Comunicación Universidad de Sevilla, pp. 33-43.
- CASCAJOSA VIRINO, Concepción (2005): *Prime time. Las mejores series de tv americanas. De C.S.I. a Los Soprano*. Madrid. Calamar.
- CLEMENS, Steve (2004): *Showrunner: producing variety & talk shows for television*. Estados Unidos. Silman-James Press.
- GORDILLO, Inmaculada (2009): *Manual de narrativa televisiva*. Madrid. Síntesis.
- SIMON, Sam (2010): "Introducción". En: VV.AA. *The wire. 10 dosis de la mejor serie de televisión*. Madrid. Errata Naturae.