

1. OVERVIEW

Subject area	Multi-Platform Audiovisual Production
Degree	Bachelor's Degree in Audiovisual Communication
School/Faculty	Social Sciences and Communication
Year	4th
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish/English
Delivery Mode	On campus
Semester	Second

2. INTRODUCTION

Fundamentals of transmedia in audiovisual content. Analysis of current audiovisual consumption forms. On-demand audiovisual product platforms and their operating system. New procedures in the production of on-demand audiovisual content or specialised platforms.

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.
- CT2: Self-confidence: Ability to evaluate one's own results, performance and abilities with the self-belief of being able to complete tasks and face any challenges encountered.
- 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):

- LEARNING UNIT 2. 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.
- LEARNING UNIT 2. Knowledge of the main narrative techniques to apply them to the process of generating audiovisual fiction content.
- LEARNING UNIT 2. Knowledge of technological tools, how they can be used and applied to audiovisual communication.
- LEARNING UNIT 2. Ability to critically analyse, reflect on and explain objective aspects of audiovisual products.
- LEARNING UNIT 2. 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.
- LEARNING UNIT 2. Ability to apply creative techniques to audiovisual product design in an innovative way.
- LEARNING UNIT 2. 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.
- LEARNING UNIT 2. 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.
- LEARNING UNIT 2. Ability to use their own digital tools applied to the generation of multiplatform audiovisual content.
- LEARNING UNIT 2. Knowledge of the foundations and techniques of photography and how to apply them for digital image creation.

- 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 recognise and apply basic legal regulations, ethics and deontology in the audiovisual communication sector as a whole.
- LEARNING UNIT 2. Knowledge of technical tools in order to select those that are most appropriate for the development of both 2D and 3D animation projects.
- LEARNING UNIT 2. Ability to design, shape and develop audiovisual projects, taking into account the social environments in which the project will be developed.
- LEARNING UNIT 2. 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.
- LEARNING UNIT 2. Ability to create special effects in audiovisual productions.
- LEARNING UNIT 2. Ability to identify trends in each of the communication disciplines in terms of their application within the audiovisual sector.
- LEARNING UNIT 2. 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.
- LEARNING UNIT 2. 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):

- LEARNING UNIT 2. The student will develop knowledge and skills related to audiovisual production systems for multiplatform broadcasting and new media.

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)
BASICS: CB1, CB2, CB4 and CB5. GENERAL: CG1, CG2, CG3, CG4, CG5 CROSS-CURRICULUM: CT1, CT3, CT4, CT6, CT8, CT9, CT11, CT12, CT13, CT14, CT15, CT16, CT17 and CT18. SPECIFIC: CE1, CE2, CE3, CE4, CE5, CE6, CE7, CE8, CE9, CE10, CE12, CE13, CE14, CE15, CE16, CE17, CE18, CE19, CE20, CE21, CE22.	LEARNING UNIT 2. The student will develop knowledge and skills related to audiovisual production systems for multiplatform broadcasting and new media.

4. CONTENTS

The subject is organised into five learning units:

- LEARNING UNIT 1. FUNDAMENTALS OF AUDIOVISUAL PRODUCTION
- LEARNING UNIT 1. INTRODUCTION TO TRANSMEDIA PRODUCTION
- LEARNING UNIT 2. THE CONCEPTION OF THE TRANSMEDIA PRODUCT
- LEARNING UNIT 1. MULTI-PLATFORM DISTRIBUTION ENVIRONMENT
- LEARNING UNIT 1. TECHNICAL ADAPTATION OF CONTENT ON NEW VOD (VIDEO ON DEMAND) PLATFORMS

- LEARNING UNIT 1. ANALYSIS OF CURRENT CASE STUDIES

5. TEACHING-LEARNING METHODS

The types of teaching-learning methods are as follows:

- Lecture.
- Case studies.
- 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 activity	Number of hours
Lectures	30 h
Asynchronous lectures	10 h
Case studies, problem solving, project development, simulation.	20 h
Project development and design	30 h
Group activities (seminars, forums)	20 h
Group tutorials	10 h
Independent working	30 h
TOTAL	150

7. ASSESSMENT

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

On campus:

Assessment system	Weighting
On-campus knowledge tests	40%
Projects	35%
Performance observation	10%
Portfolio	15%

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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