1. OVERVIEW

Subject area	Audiovisual Production
Degree	Bachelor's Degree in Audiovisual Communication
School/Faculty	Social Sciences and Communication
Year	2nd
ECTS	6 ECTS
Type	Core
Language(s)	Spanish
Delivery Mode	On campus
Semester	S4

2. INTRODUCTION

Assimilation of audiovisual production filming dynamics. Study of the distinctive features of multiple productions, carrying out projects in which the different production roles are linked to the theory that justifies them.

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.

General skills (CG, by their acronym in Spanish):

- CG1: Ability to identify, interpret, formulate and solve problems arising in the field of Audiovisual Communication.
- CG2: Ability to understand and transmit the different social, cultural and political realities in audiovisual products, and apply the current regulations from an open and tolerant viewpoint.
- CG3: Ability to develop audiovisual projects and products.
- CG4: Ability to apply new technologies in professional environments in the field of Audiovisual Communication.
- LEARNING UNIT 2. Ability to act in accordance the with fundamental rights and the equality between men and women, equal opportunities and universal accessibility for people with

disabilities and with the values of a culture of peace and democratic values in an audiovisual communication environment.

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):

- 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):
- RA1: Develop knowledge and skills linked to the audiovisual sector and the different phases that make up its projects.
- RA2: Assimilate the different audiovisual production filming dynamics.
- RA3: Study the distinctive features of the multiple typologies of productions.
- RA4: Carry out audiovisual projects focused on understanding and putting into practice the different parts of audiovisual productions.
- RA5: Develop general skills.

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, CG1, CG3, CG4, CG5, CT1, CT3, CT4, CT6, CT8, CE1, CE2, CE3, CE4, CE5, CE6, CE7, CE8, CE9, CE10, CE12, CE13, CE14, CE15, CE16, CE18, CE19, CE20, CE22	RA1: Develop knowledge and skills linked to the audiovisual sector and the different phases
CB2, CB4, CB5, CG1, CG2, CG3, CG4, CT1, CT3, CT4, CT6, CE1, CE2, CE3, CE4, CE6, CE7, CE8, CE9, CE10, CE12, CE13, CE14, CE15, CE16, CE17, CE18, CE19, CE20, CE22	RA2: Assimilate the different audiovisual production filming dynamics.
CB1, CB2, CB4, CB5, CG1, CG2, CG3, CG4, CT1, CT3, CT4, CT6, CT7, CT8, CE1, CE2, CE3, CE4, CE5, CE6, CE7, CE9, CE10, CE12, CE13, CE14, CE19, CE20, CE21, CE22	RA3: Study the distinctive features of the multiple typologies of productions.
CB1, CB2, CB4, CB5, CG1, CG2, CG3, CG4, CG5, CT1, CT3, CT4,	RA4: Carry out audiovisual projects focused on understanding and putting into practice the different parts of audiovisual productions.

CT6, CE1, CE2, CE3, CE4, CE5, CE6, CE7, CE8, CE9, CE10, CE12, CE13, CE14, CE15, CE16, CE17, CE18, CE19, CE20, CE21, CE22	
CB1, CB2, CB4, CB5, CG1, CG2, CG3, CG4, CG5, CT1, CT3, CT4, CT6, CT7, CT8, CE1, CE2, CE3, CE4, CE5, CE6, CE7, CE8, CE9, CE10, CE12, CE13, CE14, CE15, CE16, CE17, CE18, CE19, CE20, CE21, CE22	RA5: Develop general skills.

4. CONTENTS

The subject is organised into five learning units:

LEARNING UNIT 1. INTRODUCTION TO AUDIOVISUAL PRODUCTION

LEARNING UNIT 2. PRODUCT CONCEPTION

LEARNING UNIT 3. THE PRODUCTION'S FINANCIAL ENVIRONMENT

LEARNING UNIT 4. THE PRODUCTION STAGES

LEARNING UNIT 5. PRODUCTION PRODUCTS AND PROCESSES

5. TEACHING-LEARNING METHODS

The types of teaching-learning methods are as follows:
- Collaborative learning
- Project-based learning
- Flipped classroom

6. LEARNING ACTIVITIES

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

Learning activity	Number of hours
Independent working	32 h
Project development and design	15 h
Drawing up reports and written work	10 h
Workshops and/or laboratory work	30 h

Case studies, problem solving, project development, simulation.	20 h
Debates and discussions	10 h
Lectures	18 h
Asynchronous lectures	5 h
Group tutorials	10 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
Laboratory work	30%
Projects	30%
Oral presentation	20%
On-campus knowledge tests	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 works of reference for following up this subject area are:

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SQUIRE, Jason (Ed.), El juego de Hollywood: The Movie Business Book, Madrid, T&B, 2006.

TESA, Pablo de, Desarrollo de proyectos audiovisuales, Geka/Nobuko, 2012

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