



Course guide

804467 - PRAV - Audiovisual Production and Broadcast

Last modified: 09/07/2024

Unit in charge: Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre.

Degree: BACHELOR'S DEGREE IN DIGITAL DESIGN AND MULTIMEDIA TECHNOLOGIES (Syllabus 2023).
(Compulsory subject).

Academic year: 2024 **ECTS Credits:** 6.0 **Languages:** Spanish

LECTURER

Coordinating lecturer: González Otero, María

Others:

TEACHING METHODOLOGY

- Expository method
- Participative class
- Case studies
- Independent work

LEARNING OBJECTIVES OF THE SUBJECT

Knowledge or contents

Identify the technological concepts and processes involved in the formation and recording of photographic images, both still and moving, in the context of the production of visual content.

Skills

Elaborate scripts and shooting plans for audiovisual projects from the initial idea to its complete execution, to be used in the multimedia field.

Correctly use capture equipment and computer programmes for the editing, production and post-production of image and sound in the development of audiovisual contents.

Properly apply the procedures and techniques for the acquisition, editing, production, post-production of images and sound in audiovisual and multimedia productions.

Apply concepts related to the control of the visualisation of objects and scenes by means of viewfinders and synthetic cameras and stage lighting techniques, recreating real or imaginary environments, in multimedia audiovisual productions.

-Phases of audiovisual production of different types of pieces and genres. Identifying the different methods and specialities.

-Constructing theoretical proposals for their technical development.

-Applying the creation process of audiovisual pieces, recognising and applying the phases and work methodology from the conceptualisation of the idea to its distribution.

STUDY LOAD

Type	Hours	Percentage
Guided activities	12,0	8.00
Hours large group	30,0	20.00
Hours medium group	18,0	12.00
Self study	90,0	60.00



Total learning time: 150 h

CONTENTS

Theme 1. Pre-production

Description:

1. Preparing for the creation of a project
 - 1.1 Script and pre-production documents
 - 1.2 Creating a PPM dossier
2. Techniques and listings
 - 2.1 Material for capturing images
 - 2.2 Filming equipment
 - 2.3 Referents and design of the proposal
3. Genres and audiovisual pieces

Full-or-part-time: 50h

Theory classes: 25h

Self study : 25h

Theme 2. Production

Description:

Theme 2. Production

1. Image capture techniques
 - 1.2 Production process by department
 - 1.3 Narrative and planning
2. Set practice
 - 2.1 Still and moving image
 - 2.2 Image distribution
 - 2.3 Montage theory
3. Colour theory
 - 3.1 Image technique and styles

Full-or-part-time: 50h

Theory classes: 25h

Self study : 25h

Topic 3. Realisation

Description:

1. Production studio set-up
 - 1.2 Single and Multi-Camera Production
2. Visual composition. Case studies
 - 2.2 Practices: camera and verbals
3. Effective single-camera production
 - 3.2 Direct and recorded multi-camera production
4. TV genres and filmmaking

Full-or-part-time: 50h

Theory classes: 25h

Self study : 25h

GRADING SYSTEM

Individual practical exercises: 40%

Partial exam: 20%

Final exam: 30%

Participation and learning attitude: 10%

Students who take part in the continuous assessment and do not pass this subject may sit the re-evaluation test in which the theoretical content part (partial exam and final exam) will be re-evaluated.

Irregular actions that may lead to a significant variation in the grade of one or more students constitute a fraudulent performance of an assessment act. This action will result in a descriptive grade of fail and a numerical grade of 0 for the ordinary global assessment of the subject, without the right to re-evaluation.

If the teachers have evidence of the use of AI tools that are not permitted in the assessment tests, they may summon the students involved to an oral test or a meeting to verify the authorship.

BIBLIOGRAPHY

Basic:

- Fernández Díez, F. . Arte y técnica del guión [on line]. 1996 Available on: <http://hdl.handle.net/2099.3/36332>. ISBN 8483011492.
- Comparato, Doc. El guió: art i tècnica d'escriure per al cinema i la televisió. Bellaterra: Universitat Autònoma de Barcelona, 1989. ISBN 8474886775.
- Fernández Díez, F. . Manual básico de lenguaje y narrativa audiovisual. Barcelona: Paidós, 1999. ISBN 8449306043.
- Sánchez-Biosca, V. . El montaje cinematográfico: teoría y análisis. Barcelona: Paidós, 1996. ISBN ISBN 8449306043.
- Reisz, K.; Millar, G. . Técnica del montaje cinematográfico. Barcelona: Plot, 2003. ISBN 8486702607.

Complementary:

- Mckee, Robert. El guión story: sustancia, estructura, estilo y principios de la escritura de guiones. 7a. Barcelona: Alba, 2012. ISBN 9788484284468.
- Selinger, Valeria C.. Los secretos del guión cinematográfico: método para elaborar un guión desde la idea inicial hasta el punto final. Selinger, Valeria C. . Barcelona: Grafein, 1999. ISBN 8492310634.
- Martin, Marcel. El lenguaje del cine. 2a. Barcelona: Gedisa, 2008. ISBN 9788474323818.
- Marzal Felici, J.; López Cantos, F.. Teoría y técnica de la producción audiovisual. València: Tirant lo Blanch, 2008. ISBN 9788498762204.
- Worthington, Charlotte. Producción. Barcelona: Parramón, 2009. ISBN 9788434235564.
- Bergstrom, Bo. Tengo algo en el ojo: técnicas esenciales de comunicación visual. Barcelona: Promopress, 2009. ISBN 9788493588199.
- Aumont, Jaques . Estética del cine: espacio filmico, montaje, narración, lenguaje. 2a. Barcelona: Paidós, 1996. ISBN 8475093302.
- Puyal, Alfonso. Teoría de la comunicación audiovisual. Madrid: Fragua, 2006. ISBN 9788470742064.
- Rabiger, Michael. Dirección de cine y vídeo: técnica y estética. 2a. Madrid: Instituto Oficial de Radio y Televisión, 2000. ISBN 8488788371.
- Sánchez-Biosca, Vicente. El montaje cinematográfico: teoría y análisis. Barcelona: Paidós, 1996. ISBN 8449303192.
- Zunzunegui, Santos. Pensar la imagen. 4a. Madrid: Cátedra: Universidad del País Vasco, 1998. ISBN 8437608155.