COURSE DATA

Data Subject	
Code	33439
Name	Interactive audiovisual technologies
Cycle	Grade
ECTS Credits	4.5
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
1301 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	3	Second term

Subject-matter

Degree	Subject-matter	Character
1301 - Degree in Audiovisual Communication	16 - Compl. training optional in year 3	Optional

Coordination

Name	Department
ASENSIO BELLOT, ANTONIO	340 - Language Theory and Communication Sciences

SUMMARY

To give basis technological roots to make interactive software and communication.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Basic handling with computers.
Knowledge of the WEB, and the communication possibilities of it.
To search different ways of distribution of WEB and interactive products by different streams, channels, etc.

OUTCOMES

1301 - Degree in Audiovisual Communication

- Knowledge of communication as a process and the different elements that comprise it. The ability to assimilate knowledge of the specificity of discourse, as well as the representation methods proper to the different technological and audiovisual media. Familiarity with the different theories, methods and problems involved in audiovisual communication and its different languages.
- The ability to apply this knowledge (See Competence 2314) to transmit it in an ethical and professional way and in a manner that is comprehensible for people.
- The ability to transmit ideas, problems and solutions within the field of audiovisual communication.
- Knowledge of the different languages, codes and representation methods of the different technological and audiovisual media: photography, cinema, radio, television, video and electronic image, the Internet, etc. through their aesthetic and industrial proposals and their evolution over the years, which should generate a capacity to analyse audiovisual narratives and works, taking into account iconic messages such as the texts and products of the socio-political and cultural conditions of a given historic era.
- Students must be able to deepen their acquired knowledge and to develop and apply these skills in the various fields of audiovisual communication.

LEARNING OUTCOMES

To understand the communication process in the multimedia interactive products, and the necessary technological roots to do possible it too.

DESCRIPTION OF CONTENTS

1. Computers arquitecture

To know the different parts of a computer, their functions and the relationships between them

2. WEB knowledge

Understand the WEB dynamics and performance, about ítems as servers, software, programming

3. Technology for interactive software

Software functions in interactive designs.
Multimedia and interactive design
Digital signal and digital archives.
The electronic picture in different systems: RGB, CMYK, Composite, Components

4. Digital Signal

Deep in the digital signal characteristiques.

5. Codecs. File Format Types.

Understand códec functions and the different Files formats types process.

6. Digital Compression

Undertand the digital compression process.

7. Design and creation of interactive software

Practice with creation of interactive products like this:
WEB Site, educational software, videogames, presentations

WORKLOAD

ACTIVITY	Hours	% To be attended
Laboratory practices	45,00	100
Development of group work	25,00	0
Development of individual work	12,00	0
Study and independent work	18,00	0
Preparation of evaluation activities	12,00	0
TOTAL	**112,00**	

TEACHING METHODOLOGY

Practice is the principal method to adquire knowledge.

EVALUATION

The evaluation will be based on three aspects:- The attitude, participation and attendance to the classes, which will have both theoretical and practical content

- The note derived from a final written examination, of the short answer type

- The note derived from the work done by groups

The final grade will be extracted from the average of the previous concepts as follows:

Note Theoretical exam = 45%

Note of work by groups = 45%

Attitude, participation and attendance = 10%

It is necessary to take into account that, in order to be able to make the averages and, therefore, to have the possibility to approve, the attendance to the practical part is obligatory, where in addition there will be a series of individual practices, that although they will not count for the final note , They will be indispensable to be able to carry out this average.It is also necessary to have both the theoretical part (the written test) and the group work approved, in order to be able to carry out the averages. It is understood, therefore, that each one of them must have at least a five.

REFERENCES

Basic

- David Crowder/Andrew Bailey: CREACIÓN Y DISEÑO WEB. Anaya Multimedia, 2005
- Cliff Wootton: COMPRESIÓN DE AUDIO Y VÍDEO. Anaya Multimedia, 2005
- Andy Beach: TÉCNICAS DE COMPRESIÓN DE VÍDEO. Anaya Multimedia, 2009

Additional

- VV.AA.: DISEÑO Y DESARROLLO MULTIMEDIA. Sistemas, Imagen, Sonido y Vídeo. Ra-Ma, 2002
- VV.AA.: INTRODUCCIÓN AL DISEÑO DIGITAL. Anaya Multimedia, 1999
- VV.AA.: ¡PÁSATE A LINUX!. Inforbooks, 2007
- Guillem Bou: El Guión Multimedia, Anaya Multimedia, 1997 (Descatalogado)
- http://www.w3.org/
- http://www.desarrolloweb.com/
- http://www.imageandart.com/

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

English version is not available