VNIVERSITAT DVALÈNCIA

# COURSE DATA

## Data Subject

| Code | 36575 |
|---|---|
| Name | Communication technologies I |
| Cycle | Grade |
| ECTS Credits | 6.0 |
| Academic year | 2022 - 2023 |

## Study (s)

| Degree | Center | Acad. year | Period |
|---|---|---|---|
| 1333 - Degree in Audiovisual Communication | Faculty of Philology, Translation and Communication | 1 | First term |

## Subject-matter

| Degree | Subject-matter | Character |
|---|---|---|
| 1333 - Degree in Audiovisual Communication | 10 - Tecnologías de los medios audiovisuales | Obligatory |

## Coordination

| Name | Department |
|---|---|
| HUGUET CLEMENTE, MARIA CARMEN | 340 - Language Theory and Communication Sciences |
| RAUSELL LLEDO, IGNACIO | 340 - Language Theory and Communication Sciences |

# SUMMARY

Acquisition of theoretical and practical knowledge of audiovisual capture technologies. Training, use and handling of cameras, video recorders, microphones and other devices for capturing audiovisual resources, as well as knowledge and performance of the main technological formats and broadcasting systems.The contents of this subject have a theoretical and practical character, both complementary. These contents are mainly focused on the proper use and operation of cameras, microphones and basic lighting.

# PREVIOUS KNOWLEDGE

## Relationship to other subjects of the same degree

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

## Other requirements

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

# OUTCOMES

## 1333 - Degree in Audiovisual Communication

- Students must have acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.

- Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.

- Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.

- Students should have the capacity and creativity to take expressive and thematic risks within the availability and time constraints of the communicative production, applying solutions and perspectives based on the development of the projects.

- Students should be able to adapt to technological and socio-occupational changes.

- Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.

- Students should possess the ability to organise and plan their tasks, performing them in an orderly manner and prioritising the journalistic processes in a logical manner.

- Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.

- Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).

- Students should have initiative, creativity, credibility, honesty, leadership spirit and responsibility, both personally and professionally.

- Students should be able to experiment and innovate through the understanding and use of the applied methods and technologies.

- Conocimiento teórico-práctico de las tecnologías aplicadas a los medios de comunicación audiovisuales (fotografía, radio, sonido, televisión, vídeo, cine, y soportes multimedia), incluyendo la capacidad para utilizarlos en la construcción y manipulación de los diversos productos que abarca el ámbito de la comunicación audiovisual.

- Students should have both a theoretical and practical understanding of the scientific fundamentals of optics and the ability to process measurements in relation to the amount of light and chromatic quality during the construction of images, both in the professional field of photography and in the direction of photography for film and other video-graphic productions.

## LEARNING OUTCOMES

- Measure light in image capture processes.

- Adjust the color in image editing processes.

- Build the chromatic and light texture of images in visual and audiovisual productions.

- Apply the techniques and processes of audiovisual production and dissemination in its various phases.

- Plan human resources.

- Manage the technologies applied to the media.

- Know the codes and modes of representation typical of audiovisual communication.

- Identify the social, cultural and historical relevance of the aesthetic proposals of the audiovisual industries.

- Carry out analysis of stories and audiovisual works.

- Order sound and visual materials in relation to a narrative.

- Compose an audiovisual and/or multimedia master's degree.

## DESCRIPTION OF CONTENTS

### 1. Fundamentals of capturing the image. The digital video camera

 Introduction to the process and workflow of an audiovisual project: operating phases at TAU workspace.
 Visual and photographic composition
 Basic photography concepts: types of optics and objectives. ISO, aperture, shutter speed, color temperature. Focal length, depth of field and focus.
 JPEG and RAW
 Introduction to the management of digital video cameras: typology of cameras and management of tripods.
 Video levels and settings: White Balance, Gain, Digital Formats / Compatibility.
 Interlaced video vs. progressive video.
 Recording formats and camera resolution. Transfering archives, formats, codecs and compression.

## 2. Audiovisual language grammar

Shots: types of shots according to scale and according to angulation
Composition of the shot or frame
Time: transitions, flashback, flasdforward, ellipsis.
Stages in the creation of videos
Audiovisual narrative: the scene, the sequence, the filmic space
The continuity or raccord
Making news: voice-overs, resources and interviews

## 3. Lighting basics

General concepts of light. Concepts Low Key and High Key.
Types of light
Properties of light
Color temperature
Materials and lighting equipment. Some types of spotlights.
Filters and accessories.
Basic lighting schemes.
Applied lighting: Lighting designs for different formats: Interviews, informative, objects, etc.

## 4. Professional audio

Sound physics. The audio and its characteristics
Basic classification of microphones
Some micros models
Audio connectors
Voice over. Idioms
Basics of Sound Design
Types of sound in audiovisual narrative
Lossless audio formats and formats with loss of quality

## WORKLOAD

| ACTIVITY | Hours | % To be attended |
|---|---|---|
| Laboratory practices | 45,00 | 100 |
| Theory classes | 15,00 | 100 |
| Development of group work | 45,00 | 0 |
| Study and independent work | 45,00 | 0 |
| TOTAL | 150,00 | |

## TEACHING METHODOLOGY

Master lesson.

Resolution of theoretical-practical problems.

Study and analysis of cases.

Presentation in the classroom and group work.

The general work methodology proposed in the subject of communicationtechnologies is based on the attendance in the classroom-workshop, in thepersonal and group work, in the study of the theoretical material of the subjectbased on the bibliography and the audiovisual material.The realization of projects in class is proposed as an expression and practice ofthe competences acquired by the student. The projects to be carried out in classare (recording for a later edition in the Asignatura II communication theconologies in the next semester):
1. Scales of plans and camera movements: exercises on stage types: lighting byfictional scene; Narrative composition; Non-fiction composition; Lighting for informational...
2. Sequence with raccord

3. News contents

4. Free style

## EVALUATION

 The evaluation of the subject will be based on two principles: a) Assessment of the theoretical base knowledge according to the syllabus, of everything related to the technical knowledge and operations of the audiovisual equipment proposed by means of a theoretical test.b) Knowledge, use and development of the tools and equipment available in the Audiovisual Workshop, through the actual development of audiovisual projects by teams.
The evaluation will be done as a result of:1. Final written test (30%).2. Assessment of individual technical learning (20%)3. Assessment of technical learning in audiovisual projects carried out in class (50%)
Important: To be able to evaluate it is necessary to have attended 80% of the sessions. In the practical classes at the TAU there will be a roll call.Note: To pass the course it is essential to have passed all parts.

**Course Guide**
**36575 Communication technologies I**

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# REFERENCES

## Basic

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  KATZ, Steven (2000). Plano a plano. Plot: Madrid.
  VILLAIN, Dominique (1997). El encuadre cinematográfico. Paidós Comunicación: Barcelona.

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