# COURSE DATA

## Data Subject

| | |
|---|---|
| **Code** | 36576 |
| **Name** | Communication technologies II |
| **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 | Second term |

## Subject-matter

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

## Coordination

| Name | Department |
|---|---|
| LOPEZ OLANO, CARLOS JAVIER | 340 - Language Theory and Communication Sciences |

# SUMMARY

Training in the use and performance of the main editing, post-production, composition, sound and graphics tools for the creation and production of audiovisual content. This course is a continuation of Communication Technologies I, in which the students have already learned how to use the capture tools.

The contents of this subject have a practical theoretical nature, both complementary. The subject is the continuation of Communication Technologies I, first year, and wants to establish and expand the knowledge acquired in it. These contents shall refer to the use and performance of the main tools of editing, post-production, composition, sonorization and graphics for the creation and realization of audiovisual content. To the realization, management and production of projects for television broadcasting, as well as the acquisition of skills for the use of appropriate technological tools in the different phases of the audiovisual process. Use and management of the set of tools and devices necessary for the collection of audiovisual resources and achieve the maximum performance of the main technological formats and dissemination systems.

# PREVIOUS KNOWLEDGE

## Relationship to other subjects of the same degree

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

## Other requirements

Use of capturing devices (cameras) of video, either by hand or with a tripod, in ENG environments and study.

# OUTCOMES

## 1333 - Degree in Audiovisual Communication

- 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.

- 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 must be able to carry out the technical arrangement of sound and visual materials according to a set idea, using the necessary narrative techniques and technologies for the conception, composition, completion and mastering of different audiovisual and multimedia products and design. They must be able to conceive the aesthetic and technical presentation of the staging using both natural and artificial light as well as acoustic sources, taking into account the creative and expressive characteristics proposed by the director of the audiovisual project.

# LEARNING OUTCOMES

Measure light in image capture processes.
- Adjust color in image editing processes.
- Build the chromatic and light texture of images in visual and audiovisual productions.
- To apply the techniques and processes of audiovisual production and diffusion in its different phases.
Plan human resources.
- Manage the technologies applied to the media.
- Know the codes and modes of representation of audiovisual communication.
- Identify the social, cultural and historical relevance of the aesthetic proposals of the audiovisual

industries.
- To 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.
- Adapt a staging to the creative and expressive characteristics of an audiovisual story.
Solid and well-founded critical capacity for the analysis of the different types of current audiovisual products from the point of view of practice.
Group and collaborative work. Assumption of different professional roles.
Critical and resolute study of Broadcast quality audiovisual developments.

## DESCRIPTION OF CONTENTS

### 1. Montage and edit

Psychological foundations. The classic montage. The avant-gardes. Influence of technology in editing

### 2. Video editing I.

Features of nonlinear edition. Editing programs. Project settings in Premiere. Project window. Monitor window. Timeline. Editing tools.

### 3. Video Editing II

Insert and Overlay mode. Video track hierarchy, opacity, and alpha channel. Chroma Key. Signs and graphics. Video effects and transitions. Postproduction in After Effects. Color grading.

### 4. Audio editing

VU meter and levels. Channels and tracks. The waveform. Audio tools. Sound effects. Live sound. Audition.

### 5. Edition and genres

News: Planning the news. Editing routines in a multimedia newsroom. DALET editing system. Format differences between platforms. The importance of Script.
Documentary
Fiction

# WORKLOAD

| ACTIVITY | Hours | % To be attended |
|---|---|---|
| Laboratory practices | 45,00 | 100 |
| Theory classes | 15,00 | 100 |
| Attendance at events and external activities | 5,00 | 0 |
| Development of group work | 10,00 | 0 |
| Development of individual work | 20,00 | 0 |
| Study and independent work | 10,00 | 0 |
| Readings supplementary material | 10,00 | 0 |
| Preparation of evaluation activities | 10,00 | 0 |
| Preparing lectures | 10,00 | 0 |
| Preparation of practical classes and problem | 15,00 | 0 |
| TOTAL | 150,00 | |

# TEACHING METHODOLOGY

Master lecture.
Resolution of theoretical and practical problems.
Study and analysis of cases.
Classroom exposition and group work.

The general working methodology proposed in the subject of Communication Technologies II is based on regular assistance to the classroom-workshop, where the theoretical and explanatory basis of the subject will be given. Then, in the practical application of the acquired knowledge, through the handling of audiovisual material, and non-linear and post-production editing equipment. In order to acquire skills in the handling of the devices, it will be proposed to carry out practical work, always directed by the teacher. The goal is that students have the necessary training to edit an audiovisual project. The exercises will also serve to familiarize students with the division of tasks and the necessary team collaboration in the audiovisual sector.

# EVALUATION

The evaluation of the course will be based on the assessment of two tests:
1) individual written exam to check the knowledge acquired both in the theoretical and practical part of the course.
2) Technical learning assessment: practical audiovisual work in teams to demonstrate the ability to use the tools, applications and equipment available at the Audiovisual Workshop.
The evaluation will be made as a result of the sum of the individual written exam (50%) and the group editing practice (50%). Important:
In order to be able to evaluate it is necessary that the student has attended 80% of the sessions and has passed the two tests.

# REFERENCES

## Basic

- Abadía, J. M. y Fumàs, P. V. (2004). Manual básico de tecnología audiovisual y técnicas de creación, emisión y difusión de contenidos. Barcelona: Paidós.

  Freire, A. y Vidal. M. (2015). Manual de montaje y composición audiovisual: técnicas, soluciones, efectos, trucos. Tarragona: Altaria.

- Jackson, W. (2016). Digital video editing fundamentals. Berkeley: Apress. https://link.springer.com/book/10.1007%2F978-1-4842-1866-2

  López-Olano, C. (2015). Tecnologías de la Comunicación II. Valencia: Tirant lo Blanch.

  Martínez Abadía, J. (1997). Introducción a la Tecnología Audiovisual. Barcelona: Paidós.

- Morales, F. (2014). Montaje audiovisual: teoría, técnica y métodos de control. Editorial UOC.

  Premiere Pro tutorials. https://helpx.adobe.com/premiere-pro/tutorials.html

  Rose, J. Audio postproduction for film and video. Oxford: Focal Press. https://www.sciencedirect.com/book/9780240809717/audio-postproduction-for-film-and-video

  Smith, J. (2013). After effects CC digital classroom. https://ebookcentral.proquest.com/lib/univalencia/detail.action?docID=1629165

## Additional

- Castillo, J. M. (2014). Elementos del lenguaje audiovisual en televisión, IORTV, UD 155.

  Dalet Digital Media Systems. https://www.youtube.com/watch?v=S8OnWFOu86I

  Fenoll, V. (2019). Imaginarios de la crisis de 2001 en el cine argentino. Análisis de la película Mercano el marciano. Revista Austral de Ciencias Sociales, 35, 99-110. http://revistas.uach.cl/index.php/racs/article/view/4197

  Fenoll Tomé, F. V. (2019). La Representación de la dictadura en el cine de animación argentino. Vivat Academia, 2019, 149, 45-66. http://www.vivatacademia.net/index.php/vivat/article/view/1178

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