

**COURSE DATA****Data Subject**

Code	36576
Name	Communication technologies II
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

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
FENOLL TOME, FRANCISCO VICENTE	340 - Language Theory and Communication Sciences

SUMMARY

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

PREVIOUS KNOWLEDGE**Relationship to other subjects of the same degree**



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

Other requirements

Handling of video capture devices (cameras), both by hand and with a tripod, in environments ENG 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.
- 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.
- 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

- Adjust 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 diffusion in its different phases.
- Plan human resources.
- Handle 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 mise-en-scène to the creative and expressive characteristics of an audiovisual story.

DESCRIPTION OF CONTENTS

1. Montage and edit

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

2. Video editing I.

Characteristics of non-linear editing. Editing programs. Project setup in Premiere Pro. Project window. Monitor window. Timeline. Editing tools.

3. Video Editing II

Insert and Overlay mode. Video track hierarchy, opacity and alpha channel. Chroma Key. Labels and graphics. Keyframes. Video effects and transitions. Color correction. Color grading.

4. Audio editing

Vumeter and levels. Audio channels and tracks. The waveform. Audio tools. Sound effects.

5. Edition and audiovisual genres

Format differences. Documentary/fiction. News. Editing routines in a multimedia newsroom. DALET editing system.

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
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TEACHING METHODOLOGY

- Lecture.
- Theoretical and practical problem solving.
- Case studies and analysis.
- Classroom exposition and group work.

The theoretical part is based on a lecture where the concepts of the subject are presented. These concepts are contextualized in a practical way through the study and analysis of fragments of audiovisual productions.

In the practical part, a practical application of the knowledge acquired in the theory is made and the resolution of theoretical and practical problems related to audiovisual editing is proposed. The objective is that students have the necessary skills to edit an audiovisual project. Students have to work individually and in groups, in order to become familiar with the division of tasks and team collaboration necessary in the audiovisual sector. They also have to make a classroom presentation of the work done and explain the resolution of contingencies during the production process.

EVALUATION

The general grading system will follow the regulations of the Universitat de València approved by the Consell de Govern on May 30, 2017. ACGUV 108/2017.

Evaluation system:

- 1) Final written test (40%): to check the knowledge acquired both in the theoretical and practical part of the subject.
- 2) Assessment of attitude and participation in class dynamics (10%): continuous evaluation activity.
- 3) Assessment of technical learning (50%): practical work to demonstrate skills in the editing of audiovisual material.

Important: To pass the exam, it is necessary to succeed in the written and practical tests. Attendance to the laboratory classes is compulsory in order to be able to take the first call for the practical part. Up to 20% of absences are admitted, but only if the impossibility to attend due to force majeure has been adequately justified. The students have the right to pass the laboratory practicals failed or not carried out in the second call by taking an exam. The evaluation of attitude and participation in class dynamics is a continuous evaluation activity that cannot be recovered.

Problems with spelling, syntax and/or written expression will be scored negatively and may result in failure of the test.

In case of plagiarism in a student's evaluation work, this may be evaluated with a numerical grade of zero, regardless of the disciplinary procedure that may be initiated and, if applicable, the appropriate sanction



in accordance with current legislation.

Intellectual honesty is vital to an academic community and for the fair evaluation of the student's work. All work submitted in this course must be originally authored by every student. No student shall engage in unauthorized collaboration or make use of ChatGPT or other AI composition software.

REFERENCES

Basic

- Abadía, J. M. y Fumàs, P. V. (2004). Manual básico de tecnología audiovisual y técnicas de creación, emisión y difusión de contenidos. Paidós.
- Freire, A. y Vidal, M. (2015). Manual de montaje y composición audiovisual: técnicas, soluciones, efectos, trucos. Altaria.
- Guía del usuario de Premiere Pro: <https://helpx.adobe.com/es/premiere-pro/user-guide.html>
- Jackson, W. (2016). Digital video editing fundamentals. Apress. <https://link.springer.com/book/10.1007%2F978-1-4842-1866-2>
- López-Olano, C. (2015). Tecnologías de la Comunicación II. Tirant lo Blanch.
- Martínez Abadía, J. (1997). Introducción a la Tecnología Audiovisual. 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. Focal Press. <https://www.sciencedirect.com/book/9780240809717/audio-postproduction-for-film-and-video>

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>