COURSE DATA

Data Subject	
Code	36577
Name	Tecnologías de la comunicación III
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1333 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	2	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

This subject is the continuation of Communication Technologies I and II, in which the students have already learned how to use the image capture and editing tools. In its contents it integrates, on the one hand, the deepening in the use of the main post-production, composition, sound and graphics tools for the creation and realization of audiovisual content. Likewise, it incorporates content related to technologies for editing and image work in digital communication environments. Develops the technical part of interactive communication and the creation of multimedia content adapted to digital multicasting.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

Communication technologies I and Communication technologies II

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

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 the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.
- Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.
- Que los estudiantes tengan la capacidad y la creatividad necesarias para asumir riesgos expresivos y temáticos en el marco de las disponibilidades y plazos de la producción comunicativa, aplicando soluciones y puntos de vista fundados en el desarrollo de los proyectos.
- 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 express themselves fluently and effectively in their own languages, as well as in a third language (preferably English), taking advantage of the linguistic and literary resources that are most appropriate for the different forms of media.
- 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 have an understanding of own and other social, historical, economic and cultural aspects within their relevant contexts.
- Students should be able to experiment and innovate through the understanding and use of the applied methods and technologies.
- Students should be able to defend a culture of peace and respect for the fundamental human rights within the processes of communication, specifically in regards to equality between women and men in all types of communication (informative, interpretative, semiotic, dialogic and opinion).
- Students should have an understanding of the different languages, codes and modes of representation used in the different technological and audiovisual mediums such as photography, cinema, radio, television, electronic image and video, internet etc., through their own individual industries and aesthetics, as well as through the evolution of their social and cultural relevance through time. This should generate the ability to analyse stories and audiovisual works, considering the iconic messages of the texts as products of the social, political and cultural conditions in which they were produced.
- Capacidad para realizar la ordenación técnica de los materiales sonoros y visuales conforme a una idea utilizando las técnicas narrativas y las tecnologías necesarias para la elaboración, composición, acabado y masterización de diferentes productos audiovisuales y multimedia y para diseñar y concebir la presentación estética y técnica de la puesta en escena a través de las fuentes lumínicas y acústicas naturales o artificiales, atendiendo a las características creativas y expresivas que propone el director del proyecto audiovisual.

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

- Knowdlege of the codes and modes os representation 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.

- Adapt a staging to the creative and expressive characteristics of an audiovisual story

DESCRIPTION OF CONTENTS

1. Introduction to postproduction

2. Fondamental concepts of postproduction

3. Image and sound processing in post-production

4. Uses and tools of digital post-production

WORKLOAD

ACTIVITY	Hours	% To be attended
Computer classroom practice	45,00	100
Theory classes	15,00	100
TOTAL	60,00	

TEACHING METHODOLOGY

Masster class. Focused on the general explanation of the subject and the necessary methodological notes.

Carrying out audiovisual projects (including practical classes in the audiovisual workshop).

EVALUATION

Exam and/or practices

REFERENCES

Basic

- Faulker, A. (2015). After Effects CC. Madrid: Anaya Multimedia.
- Mcgracth, D. (2001). Montaje y postproducción. Madrid: Océano
- VV.AA. (2012). Aprender Postproducción avanzada con After Effects. S.A. Mancorbo.
- Wright, S. Efectos Digitales en cine y vídeo. Ed. Escuela de cine y video.

ADDENDUM COVID-19

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

HYBRID LEARNING MODE (BLENDED)

1. Contents

No changes

2. Workload and teaching schedule

No changes

3. Methodology

No changes

4. Assessment

No changes

5. Bibliography

No changes