

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

Code	36608
Name	Interactive projects workshop
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	4	First term
1407 - Degree in Multimedia Engineering	School of Engineering	4	First term

Subject-matter

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	11 - Complementos formativos de carácter optativo	Optional
1407 - Degree in Multimedia Engineering	19 - Optatividad	Optional

Coordination

Name	Department
RAUSELL LLEDO, IGNACIO	340 - Language Theory and Communication Sciences

SUMMARY

This is a practical subject in which you will develop an interactive transmedia content project within a proposal of new formats with a specific communicative function according to the purpose of the media chosen for its development.

Interactive content will be generated, organised and integrated into a transmedia project with good accessibility and usability. The final result will be a project where different contents will be created for different video formats according to the purpose of the message or the medium to which it is addressed. It can be not only a pilot or a final product with several video formats, but also a design project or website content itself.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

No relation with other subjects in the study plan. In any case, it could be a continuation of the Interactive Project Design elective, but with a more technical approach where practical knowledge is used.

OUTCOMES

LEARNING OUTCOMES

Carry out analysis of stories and audiovisual works
Take responsibility for your own project
Develop a creative or investigative work
Update knowledge of the fields of audiovisual communication
Compose an audiovisual or multimedia master
Express intentionality in the use of images
Teamwork
Value your own proposals

DESCRIPTION OF CONTENTS

1. The implementation of the idea: viability, funding, media.

2. Format design and production

resources, interactivity scheme, visual design, usability and accessibility.

**3. Narrative and audiovisual structure of the project**

Development of scripts and audiovisual products based on the project developed by the students.

4. Multimedia resources

Deepening in the use of creative tools.

WORKLOAD

ACTIVITY	Hours	% To be attended
Laboratory practices	60,00	100
Development of group work	50,00	0
Study and independent work	10,00	0
Readings supplementary material	10,00	0
Preparation of practical classes and problem	20,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

Masterful lecture

Study and analysis of cases

Classroom presentation and group work

Realization of audiovisual projects

EVALUATION

Final test (practical group work): 70%

Oral presentation: 10%

Assessment of attitude and participation in class dynamics: 20%.

Intellectual honesty is vital in academic communities, and for the fair evaluation of student work. All work presented in this course must be of original authorship. Works that use fraudulent collaboration or compilation with the help of artificial intelligence (ChatGPT or others) will not be accepted.

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.

Problems with spelling, syntax and/or written expression will be scored negatively and may result in



failure of the test. The general grading system will follow the regulations of the University of Valencia approved by the Governing Council on May 30, 2017.

REFERENCES

Basic

- - Riquelme, Ingrid. Desarrollo de proyectos interactivos.
- - Paniagua, Antonio. Diseño interactivo y multimedia con flash. Editorial Anaya. Madrid, 2011.
- - Orihuela, Jose Luis y Santos, Maria Luisa. Introducción al diseño digital. Concepción y desarrollo de proyectos de comunicación interactiva. Anaya Multimedia. Madrid, 2000.
- - Minguell, M. E. (2002). Interactividad e interacción. Revista Latinoamericana de Tecnología Educativa-RELATEC, 1(1), 23-32.
- - Sora, C. (2015). Etapas, factores de transformación y modelo de análisis del nuevo audiovisual interactivo online. El profesional de la información, 24(4). 424-431.
<https://recyt.fecyt.es/index.php/EPI/article/view/epi.2015.jul.09> (última vez consultado: 21-05-2019)
- - Guarinos, V., & Sédanos, A. (2013). Narrativas audiovisuales digitales: convergencia de medios, multiculturalidad y transmedia. Madrid: Fragua.
- - Galer, M. y Horvat, L. La imagen digital. Editorial Anaya Multimedia. 2006.
- - Li, Z.N. y Drew, M.S. Fundamentals of multimedia. Editorial Prentice Hall. 2004.
- - Galer, M. y Horvat, L. La imagen digital. Editorial Anaya Multimedia. 2006.
- - ROMERO-FRESCO, Pablo. (2013) Accessible Filmmaking: Joining the dots between audiovisual translation, accessibility and filmmaking. The Journal of Specialised Translation.

Additional

- - Nielsen, Jakob / Tahir, Marie (2002). Usabilidad de páginas de inicio: Análisis de 50 sitios web. Ed. Alhambra-Longman
- - Galer, M. y Horvat, L. La imagen digital. Editorial Anaya Multimedia. 2006.
- - Li, Z.N. y Drew, M.S. Fundamentals of multimedia. Editorial Prentice Hall. 2004.
- - Herrero Diz, P., Ramos-Serrano, M., & Nó, J. (2016). Los menores como usuarios creadores en la era digital: del prosumer al creador colaborativo. Revisión teórica 1972-2016.