

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

Code	36624
Name	Tecnologías de la comunicación II
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1334 - Degree in Journalism	Faculty of Philology, Translation and Communication	1	Second term

Subject-matter

Degree	Subject-matter	Character
1334 - Degree in Journalism	7 - Información periodística y su tecnología	Obligatory

Coordination

Name	Department
MARCO LEON, JOSE VICENTE	340 - Language Theory and Communication Sciences

SUMMARY**English version is not available**

Estudio de las herramientas tecnológicas aplicadas en la creación, edición y transmisión de contenidos audiovisuales.

- Edición y tratamiento de audio (*Sony Sound Forge, Audacity*, etc.). Tratamiento digital de imágenes (*Adobe Photoshop*, etc.)
- Edición audiovisual (*Adobe Premiere, Apple Final Cut*, etc.)
- Diseño gráfico (*Adobe Flash*, etc.)



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

Se trata de una Materia Obligatoria que requiere los conocimientos adquiridos en Tecnologías de la Comunicación I.

La coordinación de las tecnologías de la comunicación con los géneros periodísticos se concibe como estrechamente relacionadas de manera docente y organizativa porque los lenguajes informativos y las tecnologías de las que se sirven para su transmisión no son asuntos separados y porque cada vez más se produce una convergencia multimediática, en la que se combinan géneros y medios o modalidades.

OUTCOMES

1334 - Degree in Journalism

- Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.
- Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.
- 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 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 be able to experiment and innovate through the understanding and use of the applied methods and technologies.
- Students should be able to recover, organize, analyse and process information and communication with the purpose of private or collective uses through various media and supports or in the creation of productions of any kind.
- Students must be able to communicate in their own language through traditional forms of media (the press, photography, radio, television), through new combined forms (multimedia), through new digital forms (the internet), or through hypertextuality.
- Students must be able to use the communicative and informative technologies and techniques in different medias and combined/interactive systems (multimedia).
- Students must be able to design both formal and aesthetic aspects in written, graphic, audiovisual and digital media, as well as the use of computer techniques for the representation of facts and data through infographic systems.



LEARNING OUTCOMES

English version is not available

DESCRIPTION OF CONTENTS

1. RADIO

- The radio studio:
 - o General architecture and functional areas.
 - o Performance control.
 - o Radio transmission.
- The sound:
 - o Nature of sound.
 - o Human hearing system.
 - o Characteristics of the sound.
 - o Principles of acoustics.
- Introduction to radio language:
 - o Elements of radio language.
 - o Introduction to radio script.
- Microphones and speakers:
 - o Types of microphones and their use.
 - o Technical characteristics of microphones.
 - o Speakers and stereo.
- Mixing table:
 - o Elements and use.
- Audio recording and editing:
 - o Analog and digital recording.
 - o Digital audio formats and their conversion.
 - o Audio supports: analog, electronic and optical.
 - o Sound recording practice. Techniques.
 - o Knowledge and handling of audio editing programs.
 - o Assembly and non-linear audio editing.



2. TELEVISION AND VIDEO

- Introduction to audiovisual language:

- o Framing.
- o Dimension and shape of the image: formats.
- o Types of shots.
- o The camera's point of view (angles)
or camera movements.
- o Space in the field and out of the field.

- The optical image:

- o Nature and perception of light and colour.
- o Lenses and types of lenses.
- o The depth of field.

- The video camera:

o Optical unit:

Viewfinder and focusing system.
Diaphragm and "f" numbers.
Shutter.

o Electronic unit:

Camera tubes.
CCD and CMOS
Video signal.
Electronic color treatment.

o Camera settings.

- o Camera supports (Tripod, steady, wescam, camcar, dolly, peseta, easyring ...)
- o New recording technologies: HD, Red One.

- Video recording:

- o Analog and digital recording.
- o Analog and digital video formats.
- o Recording media. (tapes, dvd, optical, solid state memories)
or Progressive - Interlocking. PAL - NTSC

- Lighting:

- o Basic parameters: Quantity, quality, direction and color.
- o Color temperature.



o Introduction to lighting techniques.

- Edition:

o Linear and non-linear editing: Concept, modes and functions.

o Some basic considerations about editing.

o Non-linear editing:

EDL creation.

Image capture.

How to deal with an assembly. Skeleton, statements, etc ...

Compilation of the material.

- Post-production:

o Digital effects and electronic graphics.

o Color correction.

o Post-production programs.

- Basic notions of TV production:

o Live programs.

o Post-production programs.

- TV studio.

o Introduction to multi-camera production.

o General architecture and functional areas.

o Set equipment.

o Equipment of the production control.

WORKLOAD

ACTIVITY	Hours	% To be attended
Computer classroom practice	40,00	100
Theory classes	20,00	100
Development of group work	15,00	0
Development of individual work	10,00	0
Study and independent work	25,00	0
Preparation of evaluation activities	15,00	0
Preparing lectures	25,00	0
TOTAL	150,00	



TEACHING METHODOLOGY

Theoretical classes: Verbal explanation in the classroom using, in addition to the blackboard, all the complements and audiovisual resources available (Internet, computer, projector ...). Theoretical explanations will take place on the TV set in the television part, and in the radio studio in the radio part, which will allow us to illustrate and intertwine theory with practice.

Practical classes: The objective of these classes is that the students materialize the concepts learned in the theoretical part and develop enough skills to carry out audiovisual and radio products in all the phases of their production.

For the practices it is necessary to subdivide the course in groups, in order to achieve a good development of the class.

The methodology of the practical classes can be sequenced as follows:

- 1- Explanation to the students of the task to be performed and the means to be used.
- 2- Explanation of the tools in small groups.
- 3- Realization of the practices by the students.

The distribution of the practices will be carried out in the following way:

Television practices:

PRACTICE
CONTENTS
WEEKS

1A
01-02-22
Presentation. Getting to know the camera.

1
1B
02-02-22
Presentation. Getting to know the camera.

1
2A
08-02-22
Getting to know the camera, tripod, division into groups.

1
2B
09-02-22
Know camera, tripod, division into groups.

1
3A
15-02-22
Seizure 1 (recording + artistic)
1



3B

16-02-22

Seizure 1 (recording + artistic)

1

4A

22-02-22

Seizure 2 (artistic + recording)

1

4B

23-02-22

Seizure 2 (artistic + recording)

1

5A

01-03-22

Knowing non-linear editing

1

5B

02-03-22

Knowledge of non-linear editing

1

6A

08-03-22

Seizure editing / Promter+speech+casting

1

6B

09-03-22

Seizure edition / Promter+speech+casting

1

A

15-03-22

Audiovisual professional talk

1

16-03-22

FESTIVAL

1

7A

22-03-22

Promter+speech+casting / Seizure edition

1

7B

23-03-22

Promter+speech+casting / Seizure edition

1

8A

29-03-22

Viewing + Camera review + Paired news recording with your cell phone.

1



8B

30-03-22

Viewing + Camera review + News recording in pairs with your cell phone.

1

9A

05-04-22

Editing news in pairs + editing + editing + exam questions

1

9B

06-04-22

News montage in pairs + editing + editing + exam questions

1

10A

12-04-22

A1 recording exam

1

10B

13-04-22

Recording exam B1

1

11A

26-04-22

A2 recording exam

1

11B

27-04-22

Recording exam B2

1

12A

03-05-22

Editing and editing exam A1

1

12B

04-05-22

B1 edition assembly exam

1

13A

10-05-22

A2 edition editing exam

1

13B

11-05-22

B2 edition assembly exam

1

14A



17-05-22

Finalize work and delivery

1

14B

18-05-22

Finalize work and delivery 1

Radio Practices:

PRACTICE
CONTENTS
WEEKS

1

03-02-22 A

24-03-22 B

Class at the beginning of the course.

Listening, explanation of news...

Recording statements for 2 news

+ off in studio.

1

2

10-02-22 A

31-03-22 B

Explanation of audio editing program

+ mixing console

+ Start news edition 1

1

3

17-02-22 A

07-04-22 B

News edition 1 + audition

1

4

24-02-22 A

28-04-22 B

News edition 2 + audition

1

5 03-03-22 A 05-05-22 B Radio test (recording+editing) / voice over 1

6 10-03-22 A 12-05-22 B Radio test (recording+editing) / voice-over 1

7 19-05-22 AB PROFESSIONAL TALK 1



EVALUATION

The evaluation of the student will be carried out continuously, throughout the practices of the year. There will not be a theoretical exam of the given subject, on the contrary, at a practical level there will be a test in which the student will have to demonstrate the knowledge and skills learned during the practices of the year.

Evaluation Criteria

The following points will be evaluated continuously:

Attendance to the practices. Two unexcused absences will result in failure of the course. Punctuality and attitude in class. Teamwork when performing the practices. Care of the technical material used. Loss, breakage or forgetfulness of any material will result in failure of the course. Organization in the delivery of practices. Evaluation of the practices carried out at a technical and creative level. To pass the course it is necessary to pass both parts, radio and TV.

The distribution of the score is as follows:

Radio: 2 points out of 10.

Television: 6 points out of 10. (False direct 2 points, news 2 points and the rest of the practices another 2 points).

Attendance and attitude: 2 points out of 10.

REFERENCES

Basic

- MARTÍNEZ ABADÍA, José (2003): Introducción a la tecnología audiovisual: televisión, video, radio. Barcelona Paidós (edición revisada).
- LLORENS, Vicente (1995): Fundamentos tecnológicos de video y televisión, Barcelona, Paidós.
- MILLERSON, Gerald (1994): Iluminación para televisión y cine, Madrid, Instituto Oficial de Radio Televisión.
- MILLERSON, Gerald (2001): Realización y producción en televisión, Madrid, Instituto Oficial de Radio Televisión Española.
- CASTILLO, José María (2004): Televisión y lenguaje audiovisual, Madrid, Instituto Oficial de Radio y Televisión.
- FERNÁNDEZ, F. y MARTÍNEZ, J. (1999): Manual básico de lenguaje y narrativa audiovisual, Barcelona, Paidós.
- FELDMAN, Simon (1995): La composición de la imagen en movimiento, Barcelona, Gedisa.
- VILLAIN, Dominique(1994): El montaje, Madrid, Cátedra.

Additional

- LÓPEZ VIDALES, Nereida y PEÑAFIEL SAIZ, Carmen (2000): La tecnología en radio. Principios básicos, desarrollo y revolución digital, Bilbao, Universidad del País Vasco.
- BORWICK, John (1996): Micrófonos. Tecnología y aplicaciones, Andoain (Guipúzcoa) Escuela de cine y video.
- ORTIZ, Miguel Ángel y VOLPINI, Federico (1995): Diseño de programas en radio. Guiones, géneros y fórmulas, Barcelona, Paidós.



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 TEACHING MODALITY

1. Contents

The contents included in the DG are maintained.

In hybrid teaching, asynchronous methodology will be used: periodically, and in accordance with the class schedule, both synopses of basic contents and audiovisual material for consultation and textual sources or links that contribute to the work of documentation and study of the subject will be provided. Exercises and tests will be carried out in this way so that teaching and access to materials can be coordinated.

2. Workload and time planning of teaching

The contents included in the GD are maintained.

3. Teaching methodology

The contents included in the DG are maintained.

4. Evaluation

The evaluation of the student will be carried out continuously throughout the year. There will be a practical exam in which the student will have to demonstrate the knowledge and skills learned during the practices of the four-month period.

In case of hybrid teaching, the practical exam will be carried out in a non face-to-face way.

The evaluation criteria are maintained with respect to the contents included in the GD.

5. Bibliography

They are maintained with respect to the contents included in the GD.

NON FACE-TO-FACE TEACHING MODALITY

1. Contents

The contents initially included in the Teaching Guide are maintained.

2. Workload and time schedule of the course

Reduction of the weight of some activities and substitution by others, maintaining the workload as stated in the original teaching guide.

3. Teaching methodology

Synchronous Videoconference BBC + Tutorials by videoconference + assignments by AV.

4. Evaluation

In the event that a new confinement in January would make face-to-face evaluation impossible, online evaluation or evaluation by academic work would be considered.



5. Bibliography

The recommended bibliography is maintained because it is accessible. Those that are not accessible online, will be provided through the AV in compliance with the provisions of the UV in terms of copyright.

