COURSE DATA

Data Subject

Code	43289
Name	Project design and development of production
Cycle	Master's degree
ECTS Credits	14.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
2149 - M.U. en Contenidos y Formatos Audiovisuales 12-V.2	Faculty of Philology, Translation and Communication	1	Annual
2253 - M.U. en Contenidos y Formatos Audiovisuales	Faculty of Philology, Translation and Communication	1	Annual

Subject-matter

Degree	Subject-matter	Character
2149 - M.U. en Contenidos y Formatos Audiovisuales 12-V.2	7 - Diseño de proyectos y desarrollo de producción	End Labour Studies
2253 - M.U. en Contenidos y Formatos Audiovisuales	7 - Diseño de proyectos y desarrollo de producción	End Labour Studies

Coordination

Name	Department
PERIS BLANES, ALVAR	340 - Language Theory and Communication Sciences

SUMMARY

The subject covers the design and development of several audiovisual projects with a teamwork methodology based on an initial basic idea that must include:

• Approach to work in group dynamics in the genesis and development of ideas for the new audiovisual space.
• Development of narrative and audiovisual treatments of the creative part of the project, with the ability to synthesize the whole through a synopsis.
• Definition of a viability plan that locates the chosen audiovisual format in the audiovisual market.

• Development of a production plan that contemplates the different facets of the productive routines of the industry.
• Development of the different chapters of the project.
• Definition of the financing plan and the exploitation plan.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

The prior knowledge necessary to follow the subject normally will have been introduced in part prior to the master's degree, from subjects related to the production and realization of audiovisual content and formats.

And, on the other hand, the four subjects of more personalized work, which precede this module, will also have made an introduction and contextualization on: the regulatory framework of the current audiovisual system, programming strategies, trends and consumption of formats in the flow of d

OUTCOMES

2149 - M.U. en Contenidos y Formatos Audiovisuales 12-V.2

-   Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

-   Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

-   Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

-   Students should possess and understand foundational knowledge that enables original thinking and research in the field.

-   Dotar de las herramientas necesarias para la integración laboral en el ámbito de los contenidos y formatos audiovisuales.

-   Adquirir las competencias académicas y profesionales convenientes en el ámbito de la creación, diseño y desarrollo de contenidos audiovisuales para la multidifusión digital.

-   Analizar e interpretar les nuevos lenguajes mediáticos asociados a la multidifusión digital.

-   Conocer los proyectos y estudios de búsqueda de nuevas tendencias creativas de formatos y contenidos audiovisuales, en la producción y el consumo, dentro del proceso de convergencia mediática de la era digital.

- Integrar los contenidos teóricos relacionados con los lenguajes mediáticos utilizados en el flujo comunicativo de contenidos y formatos audiovisuales de la sociedad de la información en la praxis profesional.
- Integrar las tecnologías de adquisición, edición, difusión e interactivas propias de la era digital en el diseño y producción de nuevos contenidos y formatos audiovisuales.
- Crear contenidos y diseñar formatos audiovisuales lineales y/o interactivos para el nuevo espacio de la comunicación digital.
- Dominar las diferentes fases de elaboración de una producción audiovisual y los estilos de realización de proyectos en los nuevo espacio audiovisual.
- Crear y desarrollar programas piloto para la génesis de nuevos formatos mediáticos.

LEARNING OUTCOMES

This subject raises the study and analysis of the main components that make up the production of the audiovisual industry, in an environment of fully digitized technological resources, which has reorganized the functionality and operability of new professional profiles. On the other hand, the demands of the current market have introduced other formulas and modalities of external or own production in the independent industry or in the radio and television public corporations, which are also already open to the non-linear flow of content exhibition.

In addition to the theoretical and practical understanding of these concepts, the realization and production of several audiovisual projects are carried out that are worked in a dynamic of multidisciplinary teams, from the elaboration of production plans with the adaptation of said professional profiles; as well as the realization of digital recording and recording processes, editing and post-production of audiovisual products and evaluation and testing of projects. The final result is the realization of a Master's Project / Bible with a purely professional profile, which has been developed from the work of several teams, as the current audiovisual industry works, from the control and learning of their own routines of audiovisual production and realization that external professionals teach them in the design and development process of the project.

Therefore, the final results, beyond the acquisition and understanding of the explicit knowledge in this matter, imply a learning of abilities, skills, work routines, as well as formulas and methods of production and realization of new formats typical of the contemporary creative industries.

DESCRIPTION OF CONTENTS

1. Distribution of tasks for the development of audiovisual projects

Content to be developed: Teams' building and group dynamics and routines and work practices of the audiovisual industry.
Tutoring the ideas of individual projects. Elaboration of materials for the presentation of the individual projects. Pitching of individual projects to teachers and professionals. From these projects will emerge the 4/5 projects of the Master, resulting from the opinions and assessments of the teaching staff and professionals and also students. Information on the projects selected to be developed in the Master.

Explanation of contents of the subject 1. Formation of the teams and dynamics of group. Explanation of the routines and work practices of the audiovisual industry.

2. Design and elaboration of a narrative and audiovisual treatment

Content to be developed: The project file, synopsis and storyline; planning the narrative structure of the project: explain what; and the definition of the audiovisual elements that will be used in the realization of the project: explain how.

Explanation of contents from topic 1 to 2. Formation of the teams and group dynamics. Explanation of the routines and work practices of the audiovisual industry. Preparation of a project file, synopsis and storyline. Preparation of a project file, synopsis and storyline. Deepening in the narrative treatment. Narrative structures of fiction and documentary. The estructure. Explain the elements of audiovisual treatment.

3. Design and development of a viability plan

Content to be developed: The market study: analysis of existing supply and competition, and the screen proposal and dissemination platform. Deepening and definition of the narrative and audiovisual treatment of each of the projects.

Monitoring of narrative and audiovisual treatment. Explanation of contents of topic 3. What is a viability plan and how to develop it according to each project. Monitoring of narrative and audiovisual treatment. Monitoring of the viability plan.

4. Design and development of a production plan

Content to be developed: The production breakdown and drafting of a production plan, and the preparation of a budget. Explanation of contents of topic 4. Concepts of production breakdown and production plan. Making a budget. Development and preparation of a budget. Monitoring of the production breakdown and the budget. Review of the project and review of the different sections. Update what is done and what remains to be done.

5. Design and development of a financing plan and an explotation plan

Content to be developed: The preparation of a financing proposal in accordance with the production formula, and the consideration of other public and private income derived from its commercial exploitation and other associated products.

Explanation of topic contents 5. Explain the production formulas. Development of a financing plan and an operating plan. Monitoring of the financing plan and the exploitation plan. Balance of the whole module and explanation of the guidelines for the next module.

WORKLOAD

ACTIVITY	Hours	% To be attended
Laboratory practices	120,00	100
Seminars	20,00	100
Development of group work	25,00	0
Study and independent work	110,00	0
Preparation of evaluation activities	20,00	0
Preparing lectures	20,00	0
Preparation of practical classes and problem	35,00	0
TOTAL	350,00	

TEACHING METHODOLOGY

The contents of the subject are introduced based on the previous knowledge that the students have acquired in the previous modules. Students should be actively involved in the development of learning. Each group will develop an audiovisual project and the teachers will have to check that the indicated sections are followed for their correct realization.

As for the contact hours, the course is structured in 4-hour sessions that will be eminently practical, both those taught by the teaching staff of the University of Valencia and the sessions carried out by professional experts. In each of the sessions, the teacher will introduce the concepts that are new, will make available to students the work material they consider and will give the appropriate instructions to do assignments and plan the development of the subject. External professionals will help students in defining the different sections and how to move forward in each of them.

Most of the sessions will be team work, which will be developing the audiovisual project that will also form the TFM of each of the students. In these sessions, there will be follow-up by the teaching staff of the University of Valencia, based on the concepts and guidelines introduced by both the teaching staff themselves and external professionals.

The class will be participatory and group dynamics will be generated in such a way that students can be autonomous in managing their time and work, as teachers will not be able to be with all groups at all times. In this sense, it is especially recommended:

a) selection and work with various documentary sources,
b) cooperation with classmates,
c) analytical / critical observation of audiovisual formats,
d) ability to write the different sections of the project,
e) application of prior knowledge and that which is being introduced.

Teachers are committed to continuing to help and guide students once the class is over, through personalized tutorials, email tutorials, virtual classroom, or virtual room in Blackboard Collaborate. For non-contact hours, it is generally recommended:

a) the study and preparation of the theoretical-practical classes,

b) the preparation and realization of the different sections of the project.

EVALUATION

The subject is passed by obtaining a grade higher than 5 on a scale of 1 to 10 based on the assessment of the audiovisual project (or bible) developed by the team and the individual project from which the Master's projects will emerge. As for the audiovisual project in equio, this consists of two parts: the bible or memory on paper and the audiovisual teaser, and corresponds to 70% of the module grade (7 out of 10). The grade will be the same for the whole team, unless there is some behavior that prevents it. For its part, the individual audiovisual project will be integrated in the first days of the module and will be a document of a maximum of 10 pages. At the right time, the teaching staff will provide the tools to be able to carry out the individual project with maximum guarantees. This document will correspond to 30% of the module grade (3 out of 10).

The sum of these two grades will coincide with the grade of the TFM (Final Master's Thesis).

Correction criteria:

1) Delivery of the Bible of the audiovisual project correctly edited and modeled with the corresponding audiovisual teaser.

2) Correct wording (expression, language, punctuation) of the different sections developed in the project bible.

3) Class attendance and regular participation in discussions.

4) Correct dynamics of teamwork, involvement of students in the classes and adequate distribution of leadership and different professional roles.

5) Delivery of the individual projecte correctly edited and modeled.

Exam date:

The evaluation of the module does not foresee the completion of an exam.

REFERENCES

Basic

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Additional

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