

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

Code	43290
Name	External internships in content design
Cycle	Master's degree
ECTS Credits	10.0
Academic year	2021 - 2022

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

Subject-matter

Degree	Subject-matter	Character
2149 - M.U. en Contenidos y Formatos Audiovisuales 12-V.2	8 - External internships in content design	External Practice

Coordination

Name	Department
FRANCES DOMENECH, MIQUEL	340 - Language Theory and Communication Sciences

SUMMARY

The purpose of this module is for the students to carry out internships in audiovisual companies in the field of audiovisual projects' design and development. This entails their participation in the different processes of audiovisual production, from the script to the development of the production plan, both in linear and interactive projects. Also, the practices contemplate the work with the budget, human resources and technical resources. The students take part, depending on the profile of the practice, in the management, production, recording and editing processes of audiovisual projects, as well as in the tasks of layout, marketing and promotion of audiovisual products.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

It is preferable to have audiovisual knowledge at a practical level. If the student doesn't have them, during the first months of the master he/she would acquire them to go to the company in the second internship period with the basic knowledge already acquired. Likewise, an attempt is made to adapt the profile of the practice to the capacities of the students.

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 demonstrate self-directed learning skills for continued academic growth.
- 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.
- Identificar los segmentos estratégicos de la industria audiovisual en un contexto de innovación constante en la sociedad de la información.
- 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.
- Administrar las destrezas adquiridas en la proyección y construcción de un diseño curricular coherente.
- 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.
- Analizar las tendencias de consumo y los estudios de mercado de contenidos audiovisuales en las industrias mediáticas.
- Interpretar la estructura de la empresa audiovisual, la dinámica del mercado y la naturaleza de los diferentes productos audiovisuales en los flujos mediáticos emergentes.
- Planificar y crear estudios de análisis y prospectiva de las tendencias en el consumo de los contenidos y formatos audiovisuales emergentes en el espacio multidifusivo.

LEARNING OUTCOMES

Students must be able to get involved in the creation of content and the design of linear and/or interactive audiovisual formats demanded by the industry, within the new space of digital communication. This entails mastering the different production phases and the styles of realization of interactive television, multimedia and network projects, as well as other audiovisual projects. In this sense, it should be noted that the concrete results will be duly adapted to the specific profile of each practice, given the wide range of professional profiles existing in the field of audiovisual production.

DESCRIPTION OF CONTENTS

1. Design of projects

How a project is designed according to the construction of TV grills and the two types of production: in house and external.

2. Make TV formats

To know the different phases and parameters necessary to make the bible of a television program. Constructions outside the professional parameters can be invalided formally.

3. Audience interpreting

To know the audition data and the likes of the spectators is fundamental to develop projects that can become a hollow in the tv agenda.

**4. Development of projects**

To know how they are developed to the basic parameters of a TV fiction format and nonfiction: the planning, the locations, the plan of work and the budget.

5. Preproduction and recording

To know the routines made during the phase of preproduction and run of a project: preparation and planning, hiring, budget, coordination and recording.

6. Professionals and technical equipment

Knowledge of the different technicians who work in the accomplishment of formats televising (as much technicians as artistic).

WORKLOAD

ACTIVITY	Hours	% To be attended
Tutorials	15,00	100
Internship	235,00	0
TOTAL	250,00	

TEACHING METHODOLOGY

The student will go to the company with basic knowledge that will allow acquiring the professional routines in the development of this type of formats in the companies of the audiovisual sector. After having an interview with the student, the tutor will be in charge of offering different companies to them that fit with their profile and the professional direction of the masters. It will be talked, previously at the beginning of the practice, with the person in charge of the company to value together the work to make as well as the schedule. The academic tutor will be in charge to maintain the contact with the student and the tutor of the company to supervise the work that makes there.

EVALUATION

The evaluation is continuous during the stay in the company of the students. Upon completion, they will carry out an internship report as directed by the tutor. They must clearly reflect the professional routines acquired and the detailed explanation of the work carried out there. By means of the memory and the evaluation of the tutor of the company they will be assigned the final mark of the module.



REFERENCES

Basic

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- ROWLANDS, Andrew. 1985. El Guión en el Rodaje y la Producción. IORTV. Instituto Oficial de Radio y Televisión (TVE). Madrid.
- SAINZ, Miguel. 1990. Iniciación a la Producción en Televisión. IORTV Instituto Oficial de Radio y Televisión (TVE). Madrid.
- Martínez Badía, J. et al. (2004). Manual básico de tecnología audiovisual y técnicas de creación, emisión y difusión de contenido. 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

The CCA of the master's degree, meeting on May 26th 2021, has agreed to ratify the contents and evaluations methods of the official teaching guides in force for the 2020/2021 academic year. Changes resulting from the adaptation of face-to-face teaching to virtual teaching do not affect the content or the structure of the sessions, nor the assessment work. The teaching schedule has been reviewed and confirmed. These actions have been communicated to the students of the course, with whom personalised attention has been reinforced with the creation of new workspaces.

