

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

Code	46485
Name	External internships in content design
Cycle	Master's degree
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. Period	year
2253 - Master's degree in Audiovisual Content and Formats	Faculty of Philology, Translation and Communication	1	Annual

Subject-matter

Degree	Subject-matter	Character
2253 - Master's degree in Audiovisual Content and Formats	8 - External internships in content design	External Practice

Coordination

Name	Department
CABRERA GARCIA-OCHOA, YOLANDA	340 - Language Theory and Communication Sciences

SUMMARY

During the first or second semester, the student will take this subject which corresponds to 150 hours of professional practice in audiovisual companies. Once these hours are over, the student could continue doing internships in companies as extracurriculars.

PREVIOUS KNOWLEDGE**Relationship to other subjects of the same degree**



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

Other requirements**COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)****2253 - Master's degree in Audiovisual Content and Formats**

- 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.
- Analizar e interpretar los 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.

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

The student will be able to move appropriately in professional environments related to audiovisual creation and production. Knowledge of production routines and how to work in a team is one of the most relevant aspects to develop. Internships in companies represent a good way to integrate into work dynamics and get to know first-hand how companies work and the demands of a labor market, such as that of communication and audiovisual production, in constant transformation.



WORKLOAD

ACTIVITY	Hours	% To be attended
Internship		100
TOTAL	0,00	

TEACHING METHODOLOGY

English version is not available

EVALUATION

The student will prepare a report on his internship in the company, and it will be both the academic tutor and the company tutor who will evaluate the work carried out by the student based on his disposition and attitude, the knowledge acquired, etc. The subject coordinator will explain to the students how to complete the practice report. The report will be delivered to the academic tutor once the student has completed all the hours corresponding to the mandatory practices.