



COURSE DATA

Data Subject

Code	46485
Name	External internships in content design
Cycle	Master's degree
ECTS Credits	6.0
Academic year	2024 - 2025

Study (s)

Degree	Center	Acad. year	Period
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.



DESCRIPTION OF CONTENTS

1. TRAINING PROGRAM 1. Production.

Specific objectives: obtain the resources provided for in the production and financing plan to develop the different stages in the development of an audiovisual project.

Activities: participate in the development and preparation of the production plan, search for financing, presentation of projects, team coordination, legal management.

Company profile: production company, advertising agency, television, radio, digital agency, press office, event organization company, photography studio, etc.

Profile of the companys tutor. degree in audiovisual communication, advertising and PR, image and sound training cycle.

2. TRAINING PROGRAM 2. Direction.

Specific objectives: know the creative process from the script to the broadcast of an audiovisual project, mastering the audiovisual language perfectly and making the most relevant technical and artistic decisions.

Activities: coordinates all the technical aspects of the audiovisual broadcast or recording: camera placement, plans. Staging, coordination and team management.

Company profile: production company, advertising agency, television, radio, digital agency, press office, etc.

Profile of the companys tutor: degree in audiovisual communication, advertising and PR, image and sound training cycle.

3. TRAINING PROGRAM 3: Camara-Equipment Operator.

Specific objectives: recording image and sound during production and handling a wide variety of technical

equipment that may include portable, electronic and remote control cameras, single and multiple. Control and maintenance of equipment

Activities: responsible for handling the camera, framing and planning shots, importance of lighting

Company profile: production company, advertising agency, television, radio, digital agency, press office, event organization company, photography studio, etc.

Profile of the companys tutor: degree in audiovisual communication, advertising and PR, image and sound training cycle.



4. TRAINING PROGRAM 4. Photography.

Specific objectives: control and management of photographic equipment for capturing still or moving images. Know and use different types of lenses, filters and lighting elements. Studio and outdoor photography.

Activities: Taking photographs, image retouching, lighting, photocomposition, archiving and cataloging tasks.

Company profile: photography studio, communication agency, television

Profile of the companys tutor:: degree in audiovisual communication, image and sound training cycle.

5. TRAINING PROGRAM 5. Editing- Postproduction.

Specific objectives: learn about the editing and improvement processes of the material resulting from a shoot to obtain a professional result of the best quality

Activities: video editing, audio editing, color grading, special effects, dubbing, computer graphics, lettering, graphics, etc.

Company profile: production company, advertising agency, television, radio, digital agency, press office, event organization company, photography studio, etc.

Profile of the companys tutor: degree in audiovisual communication or image and sound training cycle.

6. TRAINING PROGRAM 6. Content creation.

Specific objectives: know the different phases in the creation of audiovisual content, work on delivery times, adapt to the needs of a company and apply creative criteria.

Activities: creation of audiovisual material for any platform or format requested by the company, script writing, pre-production, project design, etc.

Company profile: production company, advertising agency, television, radio, digital agency, press office, event organization company, photography studio, etc.

Profile of the companys tutor: degree in audiovisual communication or journalism or advertising and PR, image and sound training cycle.

7. TRAINING PROGRAM 7. Digital communication.

Specific objectives: know communication techniques for digital platforms and media.

Activities: updating social networks, web design, digital image retouching, mailing, press summary, layout and content design, etc.

Company profile: production company, advertising agency, television, radio, digital agency, press office, event organization company, photography studio, etc.

Profile of the companys tutor: degree in audiovisual communication, degree in marketing or degree in journalism or advertising and PR, image and sound training cycle.



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.