Media Technology

Academic Year: (2019 / 2020) **Review date: 07-05-2020**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: UTRAY DELGADO, FRANCISCO

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Subject with use of audiovisual production equipment: camera, sound, editing and post-production

OBJECTIVES

1. The basic understanding of technology concepts involved in filming and TV.

2. Developing skills and abilities for working with video cameras and sound equipment.

3. Developing skills and abilities for working with digital video editing and digital postproduction equipments.

4. Developing skills and abilities to work with a professional audio-visual team.

DESCRIPTION OF CONTENTS: PROGRAMME

- Digital video file
- Video editing technologies
- Cameras for photography and vídeo
- Sound. Recording and editting
- Technologies for a TV studio
- New technologíes for media industry

LEARNING ACTIVITIES AND METHODOLOGY

- Lectures

Theoretical classes for the acquisition of basic knowledge about technology and technique audiovisual images. Competence 1 (1 ECTS).

- Practical classes

Development and application of theoretical concepts and learning techniques and routines in audiovisual laboratories conducting (set) and digital edition (publishing and multimedia editing room). Making contact with the technical means and expressive resources of film and television. Competence 2, 3, 4 (1.5 ECTS).

- Student work

Supervised study of theoretical and practical content and teaching materials. Competence 1 (1.5 ECTS).

Preparation of practical classes and preparation and defense of an audiovisual group practice. Competence 2, 3, 4 (2 ECTS).

ASSESSMENT SYSTEM

Continuous assessment system based on the development and delivery of work in due time and form, as well as class participation and assessment exercises given by the teacher (up to 50% of final mark). Those students who have not been eligible for continuous evaluation system will have the right to the final exam or to the examination of the extraordinary exam if necessary.

Practice: up to 50% of the total grade.

The student's active participation in the practical and theoretical classes will be assessed for the purpose of improving the overall grade

Examination: 50% of the overall mark for students who choose the option of continuous assessment. For them, overcoming half the value of the examination will be compulsory to pass the subject.

% end-of-term-examination:	50
% of continuous assessment (assigments, laboratory, practicals…):	50

BASIC BIBLIOGRAPHY

- Brinkman, R The art and science of Digital Compositing. Techniques for visual effects, animation and motion graphics, Morgan Kauffman, 2008
- Dancyger, Ken The Technique of Film and Video Editing : History, Theory and Practice, Focal Press, 2007
- Des Lyver Basics of Video Sound, Focal Press, 1999
- Owens, Jim Television Production, Focus Press, 2015
- Prieto Souto, X. y Doménech González, G. Respirar con la imagen. Conversaciones sobre montaje con Teresa Font., TECMERIN, 2019
- Utray, F., Armenteros, M. & Benítez, A.J. Postproducción digital. Una perspectiva contemporánea, Dykinson, . 2015

ADDITIONAL BIBLIOGRAPHY

- Mitchel, Mitch (2004) Photography for effects. Visual effects for film & television. Focal Press: USA. ., ., .

BASIC ELECTRONIC RESOURCES

- Rodríguez Ortega, Vicente; Utray Delgado, Francisco . Fundamentals of shooting with digital video cameras: https://e-archivo.uc3m.es/handle/10016/9726
- Utray Delgado, Francisco; Hooper, Gerald . Production and delivery in Ultra HD and 4K: https://e-archivo.uc3m.es/handle/10016/23461