

Academic Year: ( 2019 / 2020 )

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Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: VAZQUEZ LOPEZ, MIGUEL ANGEL

Type: Compulsory ECTS Credits : 4.0

Year : 1 Semester : 1

## OBJECTIVES

### COMPETENCES

Knowledge that provides the basis to be creative in the development of ideas and production of audiovisual contents, usually in a research context.

A key competence is to recognize, analyze and screenplay break down of the audiovisual valued works in the media and entertainment market, detecting the most successful ideas they contain and their narrative structure; and to identify their leading relationship with audiences and the reasons why are outstanding.

The students to know how to apply the acquired knowledge and their ability to solve problems in new or less known media environments within a broader or multidisciplinary contexts referred to their area of study.

At this point, the main competence is the ability to design the premises of an audiovisual work project: the core idea, the format and its potential transmedia developments, target market, the business plan: the estimated cost of production and revenues, scripts, production team, work process, in order to elaborate a powerful project.

The students to know how to communicate to specialized and non-specialized publics and audiences their conclusions and the reasons that support them in a clear and distinct way.

The open and successful presentation of their production project or in general an audiovisual work is a very important matter of the course plan.

The students to learn abilities that allow them to continue studying and investigating valuable contents, and to add current knowledge of trends in audiovisual creation, the most important markets and more advanced issues.

To design and produce transmedia audiovisual content.

To innovate in the communicative digital environment.

To create audiovisual stories committed to human rights, equal opportunities for men and women, in favour of people with disabilities and the promotion of a culture of peace and democratic values.

To acquire theoretical knowledge about the audiovisual stories and reports as well as become aware of its impact and social influence.

To create and develop documentaries and transmedia reports.

To experiment with new interactive storytelling formats.

To combine the use of diverse technological tools for the design and realisation of documentaries,

underscoring the social interest of assistive technologies.

To take into consideration the deontological code for journalistic profession in production of documentaries.

To create audiovisual contents committed to the values of the equality and democratic principles.

## LEARNING OUTCOMES

The ability to apply techniques and visual arts in all multimedia ways based on the knowledge of classical laws and cultural movements of the history of the image.

The knowledge of the basic method for the elaboration of an audiovisual work: creation of scripts, realization, edition and all phases of the production process, and, in concrete, the acquisition of skills to produce documentary contents.

## DESCRIPTION OF CONTENTS: PROGRAMME

1. OVERVIEW OF INDUSTRY TRENDS IN THE DOCUMENTARY AND THE TRANSMEDIA STORYTELLING. Narration styles, genres and formats. Fields of conventional narrative and independent contents; other agents related to multimedia expression in countries with ongoing social and armed conflicts. Initiatives and companies that push the creation of contents and the management of talent, narrative arts and communication skills. State of the technologies of interactive contents applied to the documentary narrative: production, postproduction, distribution, networks and visual arts.
2. THE EXECUTIVE PRODUCTION (I): The idea and the method of the Executive Production. The audiovisual production as Executive Production; the values of the complete management of the content factory; state of the Executive Production competence in the audiovisual industry.
3. EXECUTIVE PRODUCTION (II): Key competences and skills of the Executive Production; human resources management; work organisation, planning, schedules, priorities and completing assigned tasks; technologies of audiovisual production; management of budget and outcome.
4. EXECUTIVE PRODUCTION (III): MODALITIES OF THE EXPLOITATION AND WORK PROCESS. Independent production, own production, outside production, co-production and others; work process: The Idea, the project summary, the story or stories synopsis, the Business Plan; the Project team; Pre-production, Production and Post-production. Marketing plan.
5. THE AUDIOVISUAL PROJECT DESIGN: General knowledge contents, markets, quality and value. Designing an own production: The TV Format and the audiovisual Bible concept. Exploitation rights, rights acquisition, adaptation rights. Financing Budget. Transmedia perspectives and multiple ways of expression within a main story; Visual Brand Identity; the management of the purchase and exploitation of third-party contents.
6. PRE-PRODUCTION. Creating the core team. Screenplay; budget breakdown per Project and per transmedia versions. Scripts breakdown, storyboards, scenes, locations, casting and visual effects. Work plan. Technical human group and technical resources.
7. PRODUCTION. The creative act par excellence of the Executive Production. Production control, budget control, quality control.
8. POST-PRODUCTION. Editing the content: a strategic phase in the multiplatform era and the visual arts culture. An overview of a highly specialized sector. Planning for Post-production. Breaking out and listing footage, visual effects and graphic arts. Colour, sound design, sound effects, dubbing, subtitling programmes.
9. KEY TRENDS FOR THE BEST REVENUES: sales, distribution and separate exploitation windows. The importance of the creative communication of multimedia contents.

## LEARNING ACTIVITIES AND METHODOLOGY

The subject sets out a theoretical program and the methods of audiovisual production through practical work sessions concerning the techniques of creating successful ideas, the formation of professional teams, the preparation of budgets and through the cases study of documentary production and the transmedia report.

In addition, the students will form Production Project Teams that, through tutoring and support from teachers, will elaborate a transmedia documentary project with the executive vision of production or an analysis of some qualified audiovisual works in the field of the media and entertainment contents. For that, the students can use technical resources for the documentation, presentation and realization of their project.

In any case, the most relevant part of this exercise is the written and public presentation of projects through the support of storyboards, video clips and reference documentary samples.

The lessons in class will be carried out with support of computer and audio-visual resources, bibliography and web references. There will be debates under the moderation of the teacher about subjects related to lessons, as well as practical cases of study.

## ASSESSMENT SYSTEM

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| <b>% end-of-term-examination/test:</b>                                      | 60 |
| <b>% of continuous assessment (assignments, laboratory, practicals...):</b> | 40 |

50% of the final mark will be from the evaluation of the conceptual assimilation of the program and the student's ability to apply these concepts and methods of work to fields of practical experience.

The remaining 50% will be from the level of quality of the written presentation and public exhibition of production team projects.

The student must have passed both parts to pass the subject.

## BASIC BIBLIOGRAPHY

- Jim Owens, Gerald Millerson TELEVISION PRODUCTION, Focal Press, 2012

## BASIC ELECTRONIC RESOURCES

- BBC . BBC Editorial Guidelines: <http://www.bbc.co.uk/editorialguidelines/>
- BBC . Academy Courses. Journalism, Production: <http://www.bbc.co.uk/academy/page/courses>
- CNN . CNN iReport: <http://edition.cnn.com/specials/opinions/cnnireport>
- Pew Research Center . State of the News Media: <http://www.pewresearch.org/topics/state-of-the-news-media/>
- Reuters Institute & University of Oxford . Digital News Report 2018: <http://www.digitalnewsreport.org/>
- TED . TED ideas worth Spreading: <https://www.ted.com/>