

Academic Year: ( 2020 / 2021 )

Review date: 10/07/2020 15:05:54

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: FERNANDEZ CASTRILLO, CAROLINA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

The subjects that are taught during the first semester of the master.

## OBJECTIVES

The web offers countless opportunities for the production and distribution of content. Documentary reportage and found in it a suitable place for innovation in language as in production and distribution. It also offers the possibility that the author-writer of the report or the documentary itself becomes in turn producing the same. Thus, both a story and a documentary on the web becomes more relevant as it becomes a project to develop.

This subject is attempting to give students the basic tools to know how to manage the project and develop reports and documentaries for the network. Thus the author of them know to manage the production and the marketing of it.

Students will learn to manage the necessary resources to develop a successful transmedia documentary or reportage. The student will learn to manage the "commercial" elements transmedia documentary reportage. Students will learn to make work and effort that is part of the team.

## DESCRIPTION OF CONTENTS: PROGRAMME

Unit I: Management models project transmedia

- a. Value proposition
- b. Mission, aims and objectives
- c. Strategies
- d. Corporate culture

Unit II: New narrative developments for mobile

- a. Of the responsive mobile native.
- b. Production of content from mobile to mobile.

Unit III: Production of content such as mobile Journalist (MOJO)

- a. Mobile video and audio production tools

Unit IV: The mobile as a generator of experiences

- a. VR content and 360.
- b. keys for the production of immersive script
- c. Google Cardboard

Unit V: Verification of contents in open source

- a. What are the open strong.
- b. Paradigms, agents, institutions and consequences of the verification.

Unit VI: Strategic transmedia for distribution and promotion of the interactive documentary.

- a. Tools such as Pablo, Canva, Facebook Live and native video networks.

b. Tools for creating bots, play buzz...

## LEARNING ACTIVITIES AND METHODOLOGY

Traditional classes.

Case studies presented by their authors and project analysis .

Practical classes on project development using the method CANVAS

Project development groups a documentary or a reportage trasnmedia

## ASSESSMENT SYSTEM

**% end-of-term-examination/test:** 20

**% of continuous assessment (assigments, laboratory, practicals...):** 80

The grade will be on the evaluation of the project that is carried out throughout the course.

A rating of daily practices will be added.

The project will value:

-Container: the ability to count in images a history and depth and originality of the same. It will be valued that they include testimonies and own filming.

-Technology: the ability to manage video tools and the subsequent development of video interaction will be assessed

-Project: global vision of the project, for its quality in content and technical sophistication.

## BASIC BIBLIOGRAPHY

- Clark, Tomithy Business Model You, Published by Busines Model You, LLc., 2012

- Lancaster, Kurt Video Journalism for the Web: A Practical Introduction to Documentary Storytelling, Routledge, 2012

- León, Bienvenido Dirección de documentales para televisión: guía, producción y realización, EUNSA, 2009

- Nichols, Bill La representación de la realidad: Cuestiones y conceptos sobre el documental , Paidós, 1997

- Vilalta i Casas, Jaume El reportero en acción. Noticia, reportaje y documental en televisión, Publicacions i Edicions de la Universitat de Barcelona, 2007

## ADDITIONAL BIBLIOGRAPHY

- Bogost, Ian; Ferrari, Simon; Schweizer; Bobby Newsgames: Journalism at Play, MIT Press, 2010

- Ritchin, Fred Bending the Frame: Photojournalism, Documentary, and Citizenship, Aperture, 2013