

Academic Year: (2021 / 2022)

Review date: 28-06-2021

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: ROMERO SANTOS, RUBEN

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

OBJECTIVES

- To possess and understand key knowledge to be able to be original in the development and application of ideas, often within a research context.
- Capacity to apply knowledge and solve problems in new environments within wider contexts (or multidisciplinary) related to the area of study.
- Capacity to express knowledge, convey reasoning and reach conclusions to specialized and non-specialized audiences in a clear, unambiguous fashion.
- Capacity to learn in order to keep studying in an autonomous fashion.

- Produce, manage and organize audiovisual productions for cinema and television.
- Evaluate and organize the economic management of productions.

- Identify the roles and human resources relations within the context of audiovisual productions.

- Define exploitation and commercialization pathways for audiovisual productions.
- Identify, select and develop proposals for film and television projects.
- Capacity to create viability studies, package creation and budgets.
- Capacity to identify funding opportunities and solve economic and financial problems for audiovisual projects.
- Create and explain audiovisual projects in pitching sessions.
- Identify and classify the appropriate technical and working crews for each phase of the project: preproduction, shooting and postproduction.
- Control the amortization processes of audiovisual productions.
- Supervise and manage the postproduction and finalization processes.

DESCRIPTION OF CONTENTS: PROGRAMME

1. APPROACHING SPAIN'S AUDIOVISUAL CULTURE: DATA AND FIGURES
2. TYPES OF FILM PRODUCTION IN SPAIN
3. STATE FUNDING FOR FILM PROJECTS
4. PRIVATE TELEVISION NETWORKS AND FILM FUNDING
5. SPANISH CINEMA BEYOND THE NATIONAL MARKET: THE IMPORTANCE OF INTERNATIONAL DISTRIBUTION
6. TELEVISION FICTION IN EUROPE: A COMPARATIVE APPROACH
7. PRACTICAL CASES

LEARNING ACTIVITIES AND METHODOLOGY

- Lectures
- Workgroups
- Students work

ASSESSMENT SYSTEM

% end-of-term-examination 60

% of continuous assessment (assignments, laboratory, practicals...) 40

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BASIC BIBLIOGRAPHY

- CALVO HERRERA, C. Distribución y lanzamiento de una película, Alcalá Grupo Editorial, 2009
- DOWD, T., NIEDERMAN, M., FRY, M. y STEIFF, J. Storytelling across worlds: Transmedia for creatives and producers, Focal Press, 2013
- HERBERA, J., LINARES, R. y NEIRA, E. Marketing cinematográfico. Cómo promocionar una película en el entorno digital, UOC, 2015
- MCDONALD, KEVIN Y SMITH-ROWSEY, DANIEL The Netflix Effect: Technology and Entertainment in the 21st Century, Bloomsbury, 2016
- RIAMBAU, E. La producción cinematográfica en el seno de los conglomerados multimediáticos, Portal de la Comunicación InCom-UAB ¿ Lecciones del portal. Disponible en: http://www.portalcomunicacion.com/uploads/pdf/47_esp.pdf, 2008
- STRINGER, JULIAN, ed Movie Blockbusters, Routledge, 2004
- TRYON, CHUCK On-demand Culture: Digital Delivery & the Future of Movies, Rutgers University Press, 2013
- ÁLVAREZ, J.M. Y LÓPEZ, J. El audiovisual español: evolución en curso, en Bustamante y Rueda (coord), Informe sobre el estado de la cultura en España 2014. La salida digital, Fundación Alternativas, 2015