

Academic Year: (2021 / 2022)

Review date: 13-03-2018

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: CILLER TENREIRO, MARIA CARMEN

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

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. TYPES OF TELEVISION FORMATS
2. ROLES OF THE TELEVISION EXECUTIVE PRODUCER: DEVELOPMENT
3. PRODUCTION DESIGN AND CONTENT

4. ROLES OF THE TELEVISION EXECUTIVE PRODUCER: PRODUCTION

5. ADDRESSING THE CUSTOMER: THE TV NETWORK

6. CASE STUDIES

% end-of-term-examination: 60

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

BASIC BIBLIOGRAPHY

- Marcoux, Tom Darkest Secrets of Making a Pitch for Film and Television: , Tom Marcoux Media, 2013