

Academic Year: ( 2021 / 2022 )

Review date: 08-07-2021

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: FRANCO ALVAREZ, MARIA GUILLERMINA

Type: Electives ECTS Credits : 6.0

Year : Semester :

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

The basics elements for this subject are linked to the basics concepts about edition text and used advanced in search enginee.

**OBJECTIVES**

LEARNING SKILLS SPECIFIC:

SPECIFICS COMPETENCES:

Understanding the inherent mechanisms of the multimedia communication and the essential elements that structure the layout. Ability to analyze from a theoretical perspective the following elements: the historical context of newspaper design, the development and scheme of the basics concepts relationship with the journalism design. As well as, alls and each one of the elements that form part of layout. as color, typography, etc.

TRANSVERSE COMPETENCES:

1. Capacity of analysis and synthesis.
2. Knowing the use Internet.
3. Problem solving.
4. Teamwork.
5. Critical reasoning.
6. Verbal and written communication.

**DESCRIPTION OF CONTENTS: PROGRAMME**

Unit 1. Multimedia Interactivity. Access protocols and formats used in multimedia services.

Unit 2. The treatment of images for the Web. Optimization and treatment.

Unit 3. Information architecture in systems  
hypertextual. Navigation systems.

Unit 4. Users and Interactivity in the Network.

Unit 5. A QMS model: Wordpress

Unit 6. Writing for the Web: Live text in digital format.

Unit 8. Usability on the Web.

**LEARNING ACTIVITIES AND METHODOLOGY**

Theory (2 ECTS). Theoretical classes with support material available on learning support platforms. Practice (4 ECTS). Problem solving classes. Practices in computer classrooms. Oral presentations.

The theoretical ones will be oriented in a double sense: master classes, followed by a brief exercise of reflection or critical analysis on the concepts discussed and their implementation applied to the analysis in the media, and works carried out by the students from the orientation of the teacher / tutor who teaches the subject after consultation with the coordinator.

**ASSESSMENT SYSTEM**

Students must take the continuous theoretical-practical evaluation. To pass this assessment, students must have passed both theoretical and practical parts. This continuous evaluation will account for 60% of the total evaluation and 40% will be a final exam with a theoretical part and a practical part.

Finally, the final exam will have a value of 100% of the global assessment and will be of theoretical and practical content. In the event that any of the parts (theoretical or practical) of the final exam does not

exceed an average of 5, it will be suspended.

The practical projects will be evaluated and will meet the following criteria:

1. Clarity of presentation of information.
2. Concision in web texts.
3. Management of the programs and platforms taught in the subject.

Do not forget that you must also have a correct use in "Mastery of the rules of the Spanish language is an essential requirement to pass the course (linguistic correction: punctuation, stress, grammatical correction and lexical precision)".

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

#### BASIC BIBLIOGRAPHY

- Nielsen Jakob Usabilidad. Priorizando el diseño web., Anaya-Multimedia, 2006
- Ohm Jens Multimedia Content Analysis, Springer, 2016
- Bull, Andy Multimedia Journalism : a Practical Guide .Journalism and media studies., Routledge, 2010
- Bull, Andy Multimedia Journalism : a Practical Guide .Journalism and media studies., Routledge, 2010
- FRANCO ÁLVAREZ G. & GARCÍA MARTUL D. Manual de Edición Multimedia (Manual de la asignatura), Copyred, 2012
- FRANCO ÁLVAREZ GUILLERMINA Y GARCÍA MARTUL DAVID MANUAL DE EDICIÓN MULTIMEDIA, COPYRED, 2012
- Jakob Nielsen. Usabilidad. Priorizando el diseño web., Anaya-Multimedia, 2006
- KAWAMOTO, Kewin Digital Journalism: Emerging Media and the Changing Horizons of Journalism .. , Rowman & Littlefield Publishers., (2003).