

Academic Year: ( 2022 / 2023 )

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Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: WALZER MOSKOVIC, ALEJANDRA

Type: Electives ECTS Credits : 3.0

Year : Semester :

## OBJECTIVES

1. Knowledge of current issues and debates concerning the audiovisual system.
2. Ability to analyse the similarities and differences between different expressions of audiovisual communication and digital culture.
3. Knowledge of the design and development of video games from a narrative perspective.

The competences associated with the subject are:

CB1: Students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CG4: To have the capacity to critically perceive the audiovisual landscape offered by the communicative universe that surrounds us, considering the iconic messages as the fruit of a social collective, product of the socio-political, economic and cultural conditions of a given historical period.

CG6: To have the ability to define and develop topics of research or innovative personal creation that can contribute to the knowledge or development of audiovisual languages or their interpretation.

CE3: To acquire analytical and critical capacity in relation to the image and the media audiovisual context, by means of the knowledge of theories, forms, processes and tendencies of media communication and the audiovisual communication.

CE5: To understand and to identify the communicative and narrative models of the audiovisual media and their relationship with society and culture, considering the fundamental rights and equality between men and women, the principles of equal opportunities, and the values of a culture of peace and social coexistence in democracy.

The learning outcomes are as follows:

RA1: To have acquired advanced knowledge and understanding of the theoretical and practical aspects of the working methodology in the field of audiovisual communication, with a depth that reaches the forefront of knowledge.

RA3: To have the capacity to collect and interpret data and information on which to base their conclusions including, when necessary and relevant, reflection on social, cultural, scientific or ethical issues in the field of audiovisual media

RA6: To be able to identify their own training needs in their field of study and work or professional environment and to organize their own learning with a high level of autonomy in all types of contexts (structured or not).

## DESCRIPTION OF CONTENTS: PROGRAMME

- Production and circulation of audiovisual representations in digital culture
- Audiovisual communication and social networks
- Video games and new narratives

## LEARNING ACTIVITIES AND METHODOLOGY

Combination of theoretical teaching (3ECTS) and application to practice through project development (3ECTS) based on the conceptual framework assimilated during the lectures. Practical work will be carried out after each theory session. The tutoring regime is the one established by the University regulations, with timetables and dissemination in Aula Global.

#### ASSESSMENT SYSTEM

<b>% end-of-term-examination/test:</b>	0
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	100

- Final group work: 70% of the final mark.
- Individual/group work in class: 15%.
- Attitude and participation in debates and class preparation work by the student: 15%.

Basic evaluation criteria:

- Presentation and pitch of the project in class.
- Adequacy of the work to the contents of the subject.
- Lexical and expressive correctness and appropriateness (avoid grammatical and spelling mistakes).

In order to pass the course, the student must obtain a minimum mark equivalent to 50% of the total mark for the two compulsory assignments.

#### BASIC BIBLIOGRAPHY

- Benítez, M. I. El juego como herramienta de aprendizaje, Innovación y experiencias educativas, 2017
- Buren, R. Guion de videojuegos, Síntesis, 2017
- Díez Puertas, E. Narrativa Fílmica. Escribir la pantalla, pensar la imagen, Fundamentos, 2014
- Flanagan, M. Critical Play. Radical Games design, The MIT Press, 2009
- Huizinga, J. Homo ludens, Alizanza Editorial, 2017
- Latorre, O. P. El lenguaje videolúdico: análisis de la significación del videojuego, Laertes, 2012