Academic Year: (2022 / 2023)   **Review date: 23-05-2022**

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

Topic 1. What is Multimedia?. Definition and concepts. Most used applications in the press.
Topic 2. Treatment of images for the Web. Optimization and treatment.
Topic 3. Information architecture on the web. Navigation Systems.
Topic 4. Audiences and Participatory Interactivity in the Network for media.
Topic 5. A SGC model: Wordpress
Topic 6. Writing for and on the Internet.
Topic 7. Communication and Design for the web.
Topic 8. Usability in digital media.

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 accept the continuous theoretical-practical evaluation. To pass this evaluation, students must have passed both theoretical and practical parts. This continuous evaluation will account for 60% of the total theoretical-practical evaluation and 40% will be a final exam, only for those who have passed the e.continua.

Finally, the final exam will have a value of 100% of two parts: one theoretical and the other practical for

those students who have not passed the e.continua or who instead have not taken it during the course.

The practical projects will be evaluated and will accept the following criteria:
1. Clarity of information presentation.
2. Concision in web texts.
3. Management of the programs and software taught in the subject.

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

% end-of-term-examination: 40

% of continuous assessment (assigments, laboratory, practicals…): 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

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- FRANCO ÁLVAREZ G. & GARCÍA MARTUL D. Manual de Edición Multimedia (Manual de la asignatura), Copyred, 2012

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- FRANCO ÁLVAREZ GUILLERMINA Y GARCÍA MARTUL DAVID MANUAL DE EDICIÓN MULTIMEDIA, COPYRED, 2012

- Franco Álvarez, Guillermina y García Martul, David. Tecnologías de la Comunicación II. Multimedia., Dykinson, 2022

- 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).