

Academic Year: ( 2023 / 2024 )

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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

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

#### BASIC BIBLIOGRAPHY

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