
Academic Year: (2023 / 2024)**Review date: 28-04-2023**

Department assigned to the subject: Communication and Media Studies Department**Coordinating teacher: FERNANDEZ CASTRILLO, CAROLINA****Type: Compulsory ECTS Credits : 3.0****Year : 1 Semester : 2**

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

The subjects that are taught during the first semester of the master.

OBJECTIVES

The web offers countless opportunities for the production and distribution of content. The reportage and documentary find in it a suitable place to generate new creative dynamics of interrelation with the receiver. In addition, it offers the possibility for the author-scriptwriter himself to become a producer of his own projects.

In the digital age, the integration of the public in the very process of creation, production and dissemination of content forces us to review the evolution of the relationship between the medium and audience-users. Knowing the origins of this media logic will allow the student to understand the limits and possibilities of the new interactive formulas present in current audiovisual practices.

Likewise, the growing prominence of mobile devices poses a challenge for the formulation of innovative narratives and the development of their own language that adapts to the new socio-technological context.

From the theoretical knowledge acquired throughout the first sessions, the student will be able to generate proposals of an experimental nature in which the generation of interactive and immersive materials acquires a special role.

DESCRIPTION OF CONTENTS: PROGRAMME

UNIT I: Experimental narratives and co-creation

- a.- The challenge of new media
- b.- From the viewer to the user
- c.- Creativity and transmedia experimentation
- d.- Digital narrative

UNIT II: The mobile as a generator of interactive experiences

- a.- Creation of digital content for mobile phones with Canva. Covers, videos and stories or derivatives
- b.- Criteria for mobility design
- c.- Distribution and monitoring of content
- d.- Introduction to the design of a campaign for Instagram: image of the site, stories, post, dating

UNIT III: Mobile narratives in the digital age

- a.- Origins and evolution
- b.- Mojo: mobile and immersive journalism
- c.- Live streaming apps
- d.- Socio-cultural innovation from mobile devices

UNIT IV: Production and distribution of journalistic content through mobile phones

- a.- Keys for the production of online journalistic content
- b.- Social networks and journalistic content: new formats and trends
- c.- How to present journalistic content on a social network: prototypes
- d.- Closing the design of an Instagram campaign

UNIT V: Experiential and immersive strategies

- a.- Experiential audiovisual culture
- b.- Expanded journalism
- c.- Geolocation and positioning
- d.- AR, VR and 360 content

LEARNING ACTIVITIES AND METHODOLOGY

Traditional face-to-face classes.

Case studies, project analysis and debates.

Group development of an interactive experimental audiovisual project for mobile devices.

ASSESSMENT SYSTEM

% end-of-term-examination:	0
% of continuous assessment (assignments, laboratory, practicals...):	100

The final grade will be based on the evaluation of the team project and the assignments carried out throughout the course.

A qualification of the daily practices that are carried out will be added.

The project will assess:

- Content: the ability to tell a story in images and its depth and originality will be valued. It will be appreciated that they include testimonials and their own filming.
- Technique: the ability to manage video tools and the subsequent development of video interaction will be valued
- Project: global vision of the project, due to its quality in content and technical sophistication.

BASIC BIBLIOGRAPHY

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- Flatlandsmo, S. & Gynnild, A. Project Siria: accuracy in immersive journalism., En Uskali, T., Gynnild, A., Jones, S. y Sirkkunen, E., Immersive Journalism as Storytelling. Ethics, Production, and Design. 60-70, 2020
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- Howe, J., Bajak, A., Kraft, D. & Wihbey, J. Collaborative, Open, Mobile: A Thematic Exploration of Best Practices at the Forefront of Digital Journalism, SSRN <https://ssrn.com/abstract=3036984> <http://dx.doi.org/10.2139/ssrn.3036984>, 2017

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- Vázquez-Herrero J. & López-García X. *Immersive Journalism Through Mobile Devices: How Virtual Reality Apps Are Changing News Consumption.*, En: Rocha Á., Correia A., Adeli H., Reis L. y Costanzo S. (eds.) *Recent Advances in Information Systems and Technologies. WorldCIST 2017. Advances in Intelligent Systems and Computing*, vol. 571. Springer, Cham. 3-12., 2017
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ADDITIONAL BIBLIOGRAPHY

- Bogost, I., Ferrari, S. & Schweizer, B. *Newsgames: Journalism at Play*, MIT Press, 2010
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BASIC ELECTRONIC RESOURCES

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