

Academic Year: ( 2023 / 2024 )

Review date: 27-04-2023

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 engine.

## 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, all 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 to Internet.

Topic 7. Communication and Design for the web.

Topic 8. Resources and multimedia elements que improve to navigation and visibility.

Topic 8. Usability in mass-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.

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

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

The subject in its compulsory face-to-face system will have the continuous evaluation regime. For this reason, the students who take advantage of the continuous evaluation, will be with a 60% in both theoretical-practical parts. Once the continuous evaluation has been passed (60%), the student will have to take a mandatory final exam and a mandatory final project, which will count for (40%). Only for those students who have completed the continuous assessment.

The minimum class attendance to pass the continuous assessment is 80% percent for all those students.

For those students who have not passed the e.continua or have not taken any of the theoretical/practical tests carried out in class during the course, they will have to TAKE A FINAL EXAM WITH TWO PARTS; ONE THEORETICAL AND ANOTHER PRACTICAL, with a value of 100% and to pass both parts they must achieve in each theoretical (5) and practical (5) exercise to carry out the means between both exams. Clarification: if the student has passed a part with a pass and another part fails, they will not have the right to have the average taken and therefore will be failed in the subject.

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

1. Adjustments to the criteria described by the teacher of the subject, both in the theoretical and practical parts.
2. Conciseness in the texts, nor coherent and correct lexical syntax.
3. Management of the programs to pass the subject.

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

#### 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
- FRANCO ÁLVAREZ GUILLERMINA Y GARCÍA MARTUL DAVID MANUAL DE EDICIÓN MULTIMEDIA, COPYRED, 2012
- Franco Álvarez, Guillermina Tecnologías de la Comunicación. Procesos, producción y sistemas, FRAGUA COMUNICACIÓN, 2005
- Franco Álvarez, Guillermina y García Martul, David. Tecnologías de la Comunicación II. Multimedia., Dykinson, 2023
- 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).

