
Academic Year: (2024 / 2025)**Review date: 26-04-2024**

Department assigned to the subject: Communication and Media Studies Department**Coordinating teacher: ROSIQUE CEDILLO, GLORIA JOSEFINA****Type: Electives 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

COMPETENCES

Possess and understand basic knowledge that can provide an opportunity to be original in the development and/or application of ideas, often within a research context.

Students should be able to:

- Apply the acquired knowledge and solve problems in new or barely known environments within broader contexts (sometimes multidisciplinary) related to their area of study.
- Assimilate knowledge and face the complexity of making judgments from information that, being this incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.
- Posses the learning abilities that allow them to follow the course.
- Manage and solve problems in the new interactive digital environments.
- Innovate in the communicative environment within the digital context.
- Develop audiovisual narratives committed with human rights, equal opportunities for men and women, accessibility for people with functional disabilities and the promotion of a culture of peace and democratic values.
- Acquire theoretical knowledge about the audiovisual narrative as well as gain awareness of its impact and social influence.
- Integrate documentary narratives within the framework of communication strategies, implementing the product offline and online.
- Experiment with new interactive storytelling formats.
- Combine diverse technological tools for the design and execution of documentaries, emphasizing the accessibility component.
- Acquire legal knowledge to create and distribute content on the Internet.
- Apply to the documentary practice the deontological principles proper of the journalistic profession.

SPECIFIC COMPETENCES

Develop infographic designs that can be executed and understood according to the journalistic,

advertising, marketing or entertainment purpose.

Facilitate the understanding of large amounts of information through new codes of visualization.

Acquire knowledge for the rational use of graphics according to the format (printed or digital and multiplatform).

Manage the existing tools and applications (experimental, free or payment service) to provide interactivity to information.

Experiment with different designs and formats on ubiquitous displays within the "first mobile" strategy.

LEARNING OUTCOMES

-Ability to implement audiovisual projects in the digital environment acknowledging the different stages of execution.

-Ability to carry out comprehensive communicative plans with special regard to the new communication tools offered by the Internet.

DESCRIPTION OF CONTENTS: PROGRAMME

- Data journalism. Sources, formats and keys to the data management process.

- Types of graphics. Keys to data visualization, graph dictionary, selection based on parameters such as intent, product and audience.

- Design and architecture of the information for the different devices and transmission channels.

- Video data visualization. Fundamental elements of digital video. The prototype: process of creating a digital video and integrating data visualization.

- AI applied to transmedia documentary.

- Management of multimedia and animation tools for the execution of infographic designs and transmedia information productions.

- Development of free multimedia materials for the execution of academic and professional tasks.

LEARNING ACTIVITIES AND METHODOLOGY

INSTRUCTIVE ACTIVITIES

Lectures

Lectures with training activities

Team work

Individual work

Group seminars

TEACHING METHODOLOGIES

Lectures by the professor with support of interactive and audiovisual media, in which the main concepts of the course are developed and the bibliography is provided to complement the students' learning.

Resolution of practical cases, problems, etc., considered by the teacher individually or in groups.

Presentation and discussion in class, under the moderation of the professor, of topics related to the content of the subject, as well as practical cases.

Elaboration of papers and reports individually or in groups.

TUTORIALS

Fixed tutorials established in the course.

Tutorials at the request of the student.

Tutorials proposed by the professor.

ASSESSMENT SYSTEM

% end-of-term-examination: 40

% of continuous assessment (assignments, laboratory, practicals...): 60

Data journalism: data and visualization to tell stories. Theory and real examples. Different levels of visual representation.

PRACTICE: Data visualization for a transmedia documentary with graphics (computer) (50%).
Main tools: Flourish and Datawrapper

Artificial intelligence (AI) applied to transmedia documentaries

PRACTICE: Design of a poster for a documentary film (50%)
Main tools: AI for image generation (Leonardo or Copilot). Canva or similar for graphic design.
Delivery of the poster with a brief explanation of the work process carried out.

Conceptualization: Definition of the theme of the documentary.

Generation of Visual Elements using an AI tool to generate images that represent the theme of the documentary.

Poster Design: Blank canvas or movie poster template in Canva combining AI images.

The teachers will specify the particular use of AI tools in carrying out the practice. This also be made available to the students in "aula global".

If the use of AI by the student gives rise to academic fraud by falsifying the results of a work required to accredit academic performance, its apply the provisions of the Regulations of the Carlos III University of Madrid of partial development of Law 3/2022, of February 24, of university coexistence.

The total of 100% practices corresponds to the overall 60% of the subject.

BASIC BIBLIOGRAPHY

- Alberto Cairo The Functional Art , New Riders, 2016
- David Dabner, Sandra Stewart, Eric Zempel. Diseño gráfico: Fundamentos y prácticas , BLUME, 2015
- Edward Tufte The Visual Display of Quantitative Information, GRAPHICS PRESS.
- Isabel Meirelles Design for Information, Rockport Publishers, 2013

ADDITIONAL BIBLIOGRAPHY

- Edward Tufte Envisioning Information clothbound. , GRAPHICS PRESS.
- Nigel Holmes Wordless Diagrams. , Bloomsbury Publishing.
- Stephen Few Show Me the Numbers: Designing Tables and Graphs to Enlighten. , Analytics Press.