



COURSE: Television News Production		
DEGREE: Bachelor`s Degree in Journalism	YEAR: Third Year	TERM: Second Term

WEEKLY PROGRAMMING								
WEEK	SESSI ON	DESCRIPTION	GROUPS		Special room for session (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			LECTURES	SEMINARS		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. 7h week)
1	1	1. OVERVIEW VIDEO CONTENT PRODUCTION INDUSTRY (I): Europe, America, Asia, Middle East. 1.1 Film, television and web industry: new media. Variety of formats and video language. 1.2 New media. 1.2.1 Communications management: transmission and distribution using electronic network. 1.2.2 Video recording, post-production and visual arts. Virtual scenarios. 1.2.3 Newsroom. 1.3 New media for developing markets: multimedia, portable devices, mobile television, 3D.	X			<ul style="list-style-type: none"> • Introduction to bibliography and documents. • Production resources: The study of a media services company (TV studio). 	1,5	4
1	2	<ul style="list-style-type: none"> • Introduction to course planning (course schedule, grading system, assignments). • Introduction to the video production projects: steps, schedule, groups division, main idea. 	X		Newsroom	<ul style="list-style-type: none"> • Group division: allocation of roles for the production teams. • First brainstorming for the project. 	1,5	
2	3	2. OVERVIEW VIDEO CONTENT PRODUCTION INDUSTRY (II): TV production and broadcasting business. 2.1 Production companies and broadcasters. 2.2 Production business in media companies. 2.3 Local and global Broadcaster. 2.4 The independent production. 2.5 The Spanish case	X			<ul style="list-style-type: none"> • Introduction to bibliography and documents. • The study of a media company and an independent production company. 	1,5	4

2	4	2. Practical exercise Analysis of a media company or a independent production company.	X		Newsroom	<ul style="list-style-type: none"> • Project development. • Media Plan 	1,5	
3	5	3. OVERVIEW VIDEO CONTENT PRODUCTION COMPETENCES AND SKILLS: Model of video administration. 3.1 The executive production applied to information and entertainment 3.2 The talent management: actors, script writers, directors. 3.3 Role division workflow: the production team.	X			<ul style="list-style-type: none"> • Introduction to bibliography and documents. 	1,5	4
3	6	3. Practical exercise • Executive production skills (I): To propose an idea for a new video format.	X		Newsroom	<ul style="list-style-type: none"> • Supervised meeting (Production teams): Project development. 	1,5	
4	7	4. CONTENT PRODUCTION FOR TELEVISION PROGRAMMING: the audience and the content industry. 4.1 Television audience. 4.2 Television programming patterns. 4.3 Key factors. 4.4 Techniques and strategies for television programming patterns. 4.5 Television programming design.	X			<ul style="list-style-type: none"> • Introduction to bibliography and documents. • Analysis of several TV channels (target audience and programming patterns). 	1,5	4
4	8	4. Practical exercise • Analysis of several TV channels (target audience). Public presentation of the result.	X		Newsroom	<ul style="list-style-type: none"> • Production teams: Project definition. 	1,5	
5	9	5. FINANCING AND VIDEO CONTENT PRODUCTION METHODS: Work process. 5.1 Video content production methods. Co-production. 5.2 Traditional and new sources of finance. 5.3 Economic management: budget, objectives and results. 5.4 The TV production workflow: the Projects and Business Planning. Pre-production, production, post-production workflow.	X			<ul style="list-style-type: none"> • Introduction to bibliography and documents. 	1,5	4
5	10	5. Practical exercise • Executive production skills (II): Resources and needs for an informative or entertainment event.	X		Newsroom	<ul style="list-style-type: none"> • Supervised meeting (Production teams): Project analysis. 	1,5	
6	11	6. TV PROJECTS- DESING AND PRESENTATION: The format as a model. 6.1 Programs and formats for television networks: Adaptation and production workflow. Content buying market. 6.2 Production workflow, all stages of the work: the idea, the format, the style guide, mise-en-scene, and test. 6.4 Project presentation.	X			<ul style="list-style-type: none"> • Introduction to bibliography and documents. • Study of materials supplied for practical exercises. 	1,5	4
6	12	6. Practical exercise • The selection of markets, fairs and video festivals. The registration of our project for sale or pitching.	X		Newsroom	<ul style="list-style-type: none"> • Production teams: Project development. Production phases. 	1,5	

7	13	7. THE PRE-PRODUCTION WORKFLOW. 7.1 Phase of the project: The script breakdowns. And working plan. 7.2 The budget development. 7.3 Locations. 7.4 Decoration and Stage Design. 7.5 Casting. 7.6 The technical operation. 7.7 First test.				<ul style="list-style-type: none"> • Introduction to bibliography and documents. • Study of materials supplied for practical exercises. 	1,5	4
7	14	7. Practical exercise <ul style="list-style-type: none"> • To develop several script breakdowns. 	X		Newsroom	<ul style="list-style-type: none"> • Supervised meeting (Production teams): Production phases. 	1,5	
8	15	8. THE PRODUCTION WORKFLOW. 8.1 Live broadcast or broadcast delay. 8.2 Video recording process. Production in studio and outside. 8.3. Develop management control. 8.4 The quality control.	X			<ul style="list-style-type: none"> • Introduction to bibliography and documents. • Study of materials supplied for practical exercises. 	1,5	4
8	16	8. Practical exercise <ul style="list-style-type: none"> • Location scouting. To develop a management control documents. 	X		Newsroom	<ul style="list-style-type: none"> • Production teams: executive plan Media plan. Locations, casting. 	1,5	
9	17	9. THE POST-PRODUCTION WORKFLOW. 9.1 An overview to a diversified and specialized market. Work sequences. 9.2 Image. Visual effects and graphic arts. Colour. 9.3 Sound. Dialogues, sound effects and music. Film dubbing. Subtitled.	X			<ul style="list-style-type: none"> • Introduction to bibliography and documents. • Study of materials supplied for practical exercises. 	1,5	4
9	18	9. Practical exercise <ul style="list-style-type: none"> • To develop a estimated budget for a outside video production. 	X		Newsroom	<ul style="list-style-type: none"> • Production teams: Working plan development, production breakdowns. 	1,5	
10	19	10. PROMOTION AND EXPLOTATION STRATEGIES: Market knowledge, del Strategic plan and exploitation. The brand image, management and sales promotion. 10.1 Promoting TV programs: Advertising and marketing. 10.2 The markets: distribution, sale and exploitation. 10.3 Introduction to the management of the exploitation rights of content: copyright.	X			<ul style="list-style-type: none"> • Introduction to bibliography and documents. • Study of materials supplied for practical exercises. 	1,5	4
10	20	10. Practical exercise <ul style="list-style-type: none"> • To develop a promotion plan for our video project.. 	X		Newsroom	<ul style="list-style-type: none"> • Supervised meeting (Production teams): Video recording schedule. Incidents. Project presentation. 	1,5	

11	21	11. BROADCASTING AND MEDIA RIGHTS AND INTELLECTUAL PROPERTY: rights management. 10.1 The protection of intellectual property rights. 10.2 Intellectual property law and management of copyright. 10.3 Legal protection of the video format.	X			<ul style="list-style-type: none"> • Introduction to bibliography and documents. • Study of materials supplied for practical exercises. 	1,5	4	
11	22	11. Practical exercise • Introduction to production contracts.	X		Newsroom	<ul style="list-style-type: none"> • Supervised meeting (Production teams): Video recording schedule. Incidents. Project presentation. 	1,5		
12	23	DEVELOPMENT AND PRODUCTION OF THE PROJECTS (Work in groups)	X		ENG, Estructure, Post- production rooms, Television Studio	<ul style="list-style-type: none"> • Supervised meeting • Making executive. • Supervision of production projects. 	1,5	10	
12	24		X				1,5		
13	25	DEVELOPMENT AND PRODUCTION OF THE PROJECTS (Work in groups)	X		ENG, Estructure, Post- production rooms, Television Studio	<ul style="list-style-type: none"> • Supervised meeting • Making executive. • Supervision of production projects. 	1,5	10	
13	26		X				1,5		
14	27	DEVELOPMENT AND PRODUCTION OF THE PROJECTS (Work in groups)	X		ENG, Estructure, Post- production rooms, Television Studio	<ul style="list-style-type: none"> • Supervised meeting • Making executive. • Supervision of production projects. 	1,5	10	
14	28		X				1,5		
							Subtotal 1	42 + 74 = 116	
15		Supervised meetings, handing in, etc.						10	
16		Assessments						3	21
17									
18									
							Subtotal 2	34	
TOTAL (Total 1 + Total 2)								150	

Note: This schedule is provisional and wants to offer a general overview of the contents seen in class