

Day 1 of class

Approach (views, journalistic challenges) **Study cases** (producción process)

1h30	Executive Production concepts (Lesson 1. Economics of the creative act. The values of the Executive Production).	Documentary and news journalism overview. Documentary research, channels, social networks.	Media in general
1h30	Transmedia documentaries (1). Recommended list for production analysis and debate.	Some brands of news programs and documentaries.	
1h30	Some keys of the strategy and market for the news and documentary production.	A brand of television debate and talk show programs.	

Forming working groups

Day 2 of class

1h30	Executive Production concepts (Lesson 2. Creating audiovisual contents. Own production, outside production, co-production (1).	Special reports, war documentaries.	Special reports and documentaries. Sport documentaries
1h30	Some keys of the strategy and market for the sports contents production.	A Sports channel or program. A relevant sports event: the production plan	
1h30	<i>Mentoring the working groups</i>		

Day 3 of class

1h30	Executive Production concepts (Lesson 2. Creating contents. The independent production (2).	The essential relationship between fiction, mass media and documentation. Case study.	Documentation Fiction Special projects
1h30	Executive Production concepts (Lesson 3. Organizing the factory of ideas and production. Team leadership.	Some relevant independent production companies. Analysis of its non-fiction contents supply.	
1h30	Some keys of the strategy and market for fiction and tv movies (1)	Some relevant independent production companies. Analysis of its fiction contents supply.	

Mentoring the working groups

Day 4 of class

1h30	Executive Production concepts (Lesson 4. Talent management and professional audiovisual training. Job trends.	Audiovisual training projects. Learning as a production challenge. Case study.	Training and production Audiovisual Branding
1h30	Executive Production concepts (Lesson 4. Talent management. Creating an effective production. Team organization team: models, ideas.	Some documentaries of great social impact. Useful transmedia applications.	
1h30	Some keys of the strategy and market for fiction and tv movies (2). Production trends.	Creation of an Agency of Visual Arts. Application to the report and the documentary. Case study.	

Mentoring the working groups

Day 5 of class

1h30	Executive Production concepts (Lesson 5. Money. Budget. How, what for. Main concepts, main production budget structure (1).	Documentary storytelling. Budgeting examples.	Production costs and Business Plan
1h30	Executive Production concepts (Lesson5. Developing, breaking down the budget (2)	News programs and talk show. Budgeting examples.	
1h30	<i>Mentoring the working groups</i>		

Day 6 of class

1h30	Presenting the production projects in the classroom	Analysing the project of a real audiovisual works. Case study.	Projects Presentation
1h30	Presenting the production projects in the classroom	Analysing the project of a real audiovisual works. Case study.	
1h30	Presenting the production projects in the classroom	Exam (test)	

Written presentation of the Production projects