

# **Programme Specification**

## **Bachelor in Film, TV and Digital Media**



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**CONTENTS**

<b>1. PROFESSIONAL COMPETENCES .....</b>	<b>4</b>
1.1. General competences.....	4
1.2. Specific competences.....	5
<b>2. PROGRAMME STRUCTURE.....</b>	<b>7</b>
<b>3. PROGRAMME CONTENTS.....</b>	<b>9</b>
Year One .....	9
3.1. Audiovisual Language .....	9
3.2. Documentation .....	10
3.3. Modern World History .....	11
3.4. Spanish & Communication.....	12
3.5. Communication Theory .....	13
3.6. Digital Editing.....	14
3.7. English.....	15
3.8. Advertising & Public Relations: Principles.....	16
3.9. Written Communication.....	17
3.10. History of Communications.....	18
Year Two .....	19
3.11. Economics.....	19
3.12. Civic Humanism .....	20
3.13. Literature & Text Analysis .....	21
3.14. Audiovisual Narrative .....	22
3.15. Design & Art Direction .....	23
3.16. Technology for Audiovisual Media I.....	25
3.17. Sociology .....	26
3.18. Modern Political Systems.....	27
3.19. Inter-Cultural Communications .....	28
3.20. The Radio: Theory & Techniques.....	29
Year Three.....	30
3.21. Ethics.....	30
3.22. History of Audiovisual Media.....	31
3.23. Audiovisual Script .....	32
3.24. Audiovisual Film Making .....	33
3.25. Technology for Audiovisual Media II .....	34
3.26. Audiovisual Production I.....	35
3.27. Business Communications .....	36

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3.28. Social Research: Methods & Techniques.....	37
Year Four.....	38
3.29. Communication Law.....	38
3.30. Audiovisual Production II .....	39
3.31. Work Placement .....	40
3.32. End of Degree Project.....	41
3.33. Audiovisual Communications: Code of Conduct.....	42
3.34. Modern Artistic Expression .....	43
3.35. Audiovisual Information .....	44
Elective Itinerary: Television & Multimedia .....	45
3.36. Advanced Television Editing .....	45
3.37. Television Production & Film Making .....	46
3.38. Television Script .....	47
3.39. Cross-Media Narrative.....	48
3.40. Television Programming.....	49
Elective Itinerary: Videogames .....	50
3.41. Videogames: An Aesthetic History.....	50
3.42. Basic Information to Develop Videogames.....	51
3.43. Videogames: Script & Narrative .....	52
3.44. Videogames: Editing .....	53
3.45. Videogames: Production and Commercialisation .....	54
Elective Itinerary: Film.....	55
3.46. Film Script.....	55
3.47. Directing & Staging.....	56
3.48. Advanced Film Editing.....	57
3.49. Cinema: An Aesthetic History .....	58
3.50. Film Analysis .....	59

## **1. PROFESSIONAL COMPETENCES**

### **1.1. General competences**

G1: Ability to analyse and synthesise.

G2: Problem solving.

G3: Ability to organise and plan.

G4: Use of Information Technologies.

G5: Teamwork.

G6: Interpersonal skills.

G7: Ability to take on and display an ethical commitment individually and socially.

G8: Ability to work in an international context.

G9: Ability to apply knowledge.

G10: Ability to generate new ideas (creativity).

G11: Ability to undertake research.

G12: Capacity to apply processes and techniques involved in the organisation and management of technical resources.

G13: Capacity to take on the leadership of projects requiring human and any other resources, managing them efficiently and taking on the principles of social responsibility.

G14: Capacity to understand the codes and forms of expression of the mass communications media.

## **1.2. Specific competences**

E1: Capacity and ability to plan and manage human, budgetary and technical resources in the various production stages in a film, video or radio story.

E2: Capacity to create and direct the staging of audiovisual productions (cinema) and videos, adapting to the script, work plan or initial budget.

E3: Capacity and ability to manage organisational production, recording and dissemination techniques and processes for an audiovisual production.

E4: Capacity to apply image composition techniques and procedures to the various audiovisual platforms using the new information technologies, based on knowledge of the classical laws and the cultural and aesthetic movements in the history of the moving image.

E5: Capacity to develop measurements connected to the quantity of light and colour quality during the image construction process, based on theoretical and practical knowledge of the scientific properties of optics.

E6: Capacity to develop measurements connected to sound quantity and quality during the audio construction process, based on theoretical and practical knowledge of the scientific properties of acoustics.

E7: Capacity to write texts, outlines or scripts comfortably in the area of fiction for the cinema, television, video, radio or multimedia.

E8: Capacity to analyse audiovisual stories, cleaving to the basic analytical parameters for audiovisual work; considering iconic messages as texts and products of socio-political and cultural conditions at a particular moment in history.

E9: Capacity to identify the processes and techniques involved in the oversight and management of audiovisual companies in their industrial structure (production, distribution and screening), and interpret statistics from the audiovisual sector. This competence also includes the management and organisation of the human resources for current audiovisual production.

E10: Capacity to apply creation and dissemination techniques and processes to the field of graphic design and the multi- and hypermedia products in their various stages both theoretically and practically.

E11: Capacity to apply creative techniques and processes to an audiovisual task, from props and brand image to the graphic commercialisation project.

E12: Capacity to find, choose and systematise any type of audiovisual document in a database, as well as its use for different audiovisual platforms using digital methods.

E13: Capacity to apply visual identity principles and functions to create a regulations manual for the corporate visual identity of a specific company.

E14: Capacity to undertake an analysis of the structure, content and style of television and radio programming, alongside the different variables influencing the line-up and the communicative and dramatic processes generated.

E15: Capacity to design and conceive the aesthetic and technical presentation of the staging using natural and artificial light and acoustic sources, keeping in mind the creative and expressive characteristics proposed by the director of the audiovisual project.

E16: Capacity to record audio signals from any audio source - acoustic or electronic, digital or analogue - and to mix these material with a determined purpose which considers the levels, effects and layout of the final mastered mix.

E17: Capacity to recreate the audio atmosphere of an audiovisual or multimedia production through the use of soundtrack and sound effects, keeping in mind the purpose of the text and narration.

E18: Knowledge of theories, methods and problems in audiovisual communications and their languages which serve as a support for the activity, depending on the requirements established as disciplinary knowledge and professional competences.

E19: Ability to suitably use technological tools in the different stages of the audiovisual process so the students express themselves through audiovisual images or discourse with the necessary technical quality.

E20: Ability to suitably present research results orally or by means of audiovisuals or IT, in accordance with the canons of the communications disciplines.

E21: Ability to join and adapt to a group of audiovisual professionals, ensuring a compatibility and synergy between your own personal interests and those of the group project which you have joined.

## 2. PROGRAMME STRUCTURE

Subject	Type (CS/OB/OP)	Semester	ECTS Credits
<b>First Year</b>			
Audiovisual Language	OB	I	6
Documentation	CS	I	6
Modern World History	CS	I	6
Spanish & Communication	CS	I	6
Communication Theory	CS	I	6
Digital Editing	OB	II	6
English	OB	II	6
Advertising & Public Relations: Principles	OB	II	6
Written Communications	OB	II	6
History of Communications	CS	II	6
			<b>60</b>
<b>Second Year</b>			
Economics	CS	III	6
Civic Humanism	CS	III	6
Literature & Text Analysis	CS	III	6
Audiovisual Narrative	OB	III	6
Design & Art Direction	OB	III	6
Technology for Audiovisual Media I	OB	IV	6
Sociology	CS	IV	6
Modern Political Systems	CS	IV	6
Inter-Cultural Communications	OB	IV	6
The Radio: Theory & Techniques	OB	IV	6
			<b>60</b>
<b>Third Year</b>			
Ethics	OB	V	6
History of Audiovisual Media	OB	V	6
Audiovisual Script	OB	V	6
Audiovisual Film Making	OB	V	6
Technology for Audiovisual Media II	OB	V	6
Audiovisual Production I	OB	VI	6
Business Communications	OB	VI	6
Social Research: Methods & Techniques	OB	VI	6
Optional Subject Itinerary*	OP	VI	12
			<b>60</b>
<b>Fourth Year</b>			
Communication Law	OB	VII	6
Audiovisual Production II	OB	VII	6
Optional Subject Itinerary*	OP	VII	12
Work Placement	OB	Annual	6
End of Degree Project	OB	Annual	9
Audiovisual Communications: Code of Conduct	OB	VIII	3
Modern Artistic Expression	OB	VIII	6
Audiovisual Information	OB	VIII	6
Optional Subject Itinerary*	OP	VIII	6
			<b>60</b>
	<b>Total</b>		<b>240</b>

Elective subjects:

<b>Module</b>	<b>Subject</b>	<b>Type (CS/OB/OP)</b>	<b>Semester</b>	<b>Credits ECTS</b>
Module 5 – Television & Multimedia Expert*	Advanced Television Editing	OP	VI	6
	Television Production & Film Making	OP	VI	6
	Television Script	OP	VII	6
	Cross-Media Narrative	OP	VII	6
	Television Programming	OP	VIII	6
Module 6 - Videogames Expert*	Videogames: An Aesthetic History	OP	VI	6
	Basic Information to Develop Videogames	OP	VI	6
	Videogames: Script & Narrative	OP	VII	6
	Videogames: Editing	OP	VII	6
	Videogames: Production and Commercialisation	OP	VIII	6
Module 7 - Cinema Expert*	Film Script	OP	VI	6
	Directing & Staging	OP	VI	6
	Advanced Film Editing	OP	VII	6
	Cinema: An Aesthetic History	OP	VII	6
	Film Analysis	OP	VIII	6

\* The student chooses an option.



### **3. PROGRAMME CONTENTS**

#### **Year One**

#### **3.1. Audiovisual Language**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 64

**Study hours:** 86

**Summary:** When talking about language, we mean the collection of symbols and articulations that enables mankind to express feelings and thoughts. However, when we talk about audiovisual language, image and sound interact as a part of an aesthetic whole which, through the recording techniques of cameras, captures reality. This latter is organised by the human eye through editing and, thus, communication is achieved through Audiovisual production. This subject intends the student acquire and become comfortable with the language that they will use professionally so as to create coherent, attractive and beautiful audiovisual discourses for their audience.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Know the basic components of audiovisual grammar and be able to interpret it critically.
- Use the main audiovisual technological tools at a simple level.
- Link theoretical concepts of audiovisual language together and apply them practically to short audiovisual tasks.
- Create coherent meaningful audiovisual discourse through the various audiovisual communications tools.
- Have initiative, be versatile and work in a team in an audiovisual context.

### **3.2. Documentation**

**Credits:** 6

**Type:** Basic

**Contact hours:** 78

**Study hours:** 72

#### **Summary:**

Documentation is a key learning area for the communications student and professional. Among the learning objectives are the identification of the format types and documentary sources for the work of the future professional in any of the areas. In addition, the basic tools, theories and practices are shown to document the professional production of content, with special focus on new information technologies. The intention is that the student also understands the importance of documents as a source of research in their professional sphere. Lastly, there is an intention for the communications professional to develop skills and abilities so as to approach work from a perspective of quality, rigour and accuracy. The work method in this subject will allow students to apply the contents to their university training and in the pursuit of their academic tasks.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the importance of the evolution and history of documentation in the work of a communications professional.
- Write academic pieces using suitable theoretical and technical bases in documentation, which will contribute to their academic and professional training from a holistic perspective.
- Identify the documentation needs for a specific communications product, the type of document which will satisfy this need and the documentation unit where the document may be found.
- Find and carefully choose the necessary resources to document the professional production of content, always respecting ethical principles and the code of conduct of the communications professional.
- Compare the information to be used in the creation of journalistic content and academic tasks using suitable documentation techniques which contribute to the pursuit of the truth, quality and accuracy of the content.

### **3.3. Modern World History**

**Credits:** 6

**Type:** Basic

**Contact hours:** 75

**Study hours:** 75

#### **Summary:**

Modern World History will examine the different situations occurring over the period running from the great revolutions of the 19th century through to the still simmering Arab Spring. The aim is to look in depth at the key factors and understand the long-term and wide-reaching evolutionary processes which created and determined geopolitical reality.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Correctly (both orally and in writing) present and show the results of work undertaken either individually or in a group.
- Apply and use the techniques, methods and historical research sources which allow events that have had a significant impact on the world of today to be correctly positioned in their time and space.
- Identify the first Constitutions as one of the major consequences of the Liberal Revolutions alongside the division of centres of power and the nearby countries who relied upon them as a result of the Industrial Revolution.
- Understand the evolution of the major geopolitical changes arising from the World Wars and the end of the Cold War, with the fall of the Soviet Bloc and its sphere of influence.
- Link the causes and effects of the main events of the 21st century.

### **3.4. Spanish & Communication**

**Credits:** 6

**Type:** Basic

**Contact hours:** 74

**Study hours:** 76

#### **Summary:**

Every professional trained and immersed in the world of communications must be competent in expressive usage, rigorous in application and inquisitive about the possibilities offered by their own linguistic patterns for their discursive creations. This subject is extremely important within the study plan as it is a core subject. Its aim is for the student to reflect on language, acquire knowledge and be a refresher on the rules and usage, greater communication skills and an awareness of the extensive possibilities offered by the language code, given that it will assuredly be one of the main tools of their trade.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Be fully up-to-date with the rules of Spanish, with particular attention paid to spelling and grammar.
- Use sources of information, both printed and e-sources, on the Spanish of today.
- Understand the language as a basic communications code which, as such, has its own rules, components and tools for usage.
- Examine the grammar of the language more fully, so as to include pragmatic, discursive and semiotic features.
- Reflect on what is right and suitable in terms of linguistic, expressive and communicative products.

### **3.5. Communication Theory**

**Credits:** 6

**Type:** Basic

**Contact hours:** 64

**Study hours:** 86

#### **Summary:**

This subject aims to introduce students to communication as an object of academic study, which serves as a theoretical and conceptual basis for all other subjects which are communications-based. The content of the subject will essentially touch on the definition of communication and on the purpose of the elements necessary when communications take place. Likewise, the different communications areas will be analysed, placing special emphasis on collective communications and the main theories regarding the effects of media on the public - such as the Spiral of Silence and Agenda Setting. This subject will be the student's first encounter with the reality that gives rise to the name of the Faculty, as well as an introduction to the organisation of the communications media and the working methods of communications professionals.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the concept of communication, vital for correctly performing the professional role of the communicator.
- Discover the results of communications: overcoming individual differences and social integration of people.
- Identify the main contributions to the study of communications in the last few decades.
- Reflect on the intentionality and repercussions of the contents in the communications media.
- Acquire a useful theoretical framework to encompass the various linked subjects within the general area of communications.

### **3.6. Digital Editing**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 82

**Study hours:** 68

#### **Summary:**

Through the study of the aesthetic, historical, technical and formal essentials of audiovisual editing, the student will acquire the basic knowledge and aptitudes to understand the conventional means of editing, as well as its functions, characteristics and importance within the audiovisual creative process. In addition, there will be an initial look at non-linear digital editing systems and means through the practical application of the theoretical knowledge acquired.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Know the laws and basic theories of editing.
- Know the history and main landmarks in editing.
- Apply the theoretical knowledge to effective editing practice using the main techniques and tools.
- Have the basic technical knowledge to be able to perform various audiovisual editing processes.
- Connect and apply general knowledge of audiovisual grammar and language to the specifics of editing.

### **3.7. English**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 79

**Study hours:** 71

**Summary:** The aim of this subject is to strengthen knowledge of English grammar and control of the four linguistic skills required to be at B2 level under the Common European Framework of Reference for Languages (CEFR). Reading and listening skills will be developed alongside oral and written expression to ensure the students reach the level required for communications training. Likewise, the sociolinguistic and practical features of English which have an impact on communications will be studied.

In addition, the intention is to expand vocabulary and increase socio-cultural knowledge of English-speaking countries. Special emphasis will be placed on the understanding and analysis of topical texts, dealing with matters including the environment, new technologies, health, sport, cinema, music, etc.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Study and analyse the main problems in English grammar and be able to measure formal/functional correctness at CEFR B2.
- Understand topical texts in English as a result of the future communicator acquiring the abilities and skills required to be a solid reader and listener at CEFR B2.
- Focus the English learning from an inter-linguistics angle, contrasting it with the native language.
- Interact with others in English and take part in debates and conversations of all sorts at CEFR B2 level.
- Clearly and fluently present descriptions and arguments in English, adapting the style to the CEFR B2 level communications context.

### **3.8. Advertising & Public Relations: Principles**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 72

**Study hours:** 78

#### **Summary:**

This subject offers a general introductory overview of advertising, public relations and corporate and institutional communications. It introduces the techniques, processes, structures and work systems in the industry and in advertising communications and PR: organisational structures and advertiser/client relations, advertising and communications agencies, communications and advertising media, and the principles of persuasive advertising communications. This notwithstanding, an eye is cast over the historical side to contextualise the analysis of the remainder of the aforementioned items.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Know the specific traits that identify advertising and public relations as persuasive communications techniques.
- Identify the changes in advertising and public relations over the course of time.
- Know the different parties involved in the advertising and corporate communications structures and processes.
- Know the different stages which comprise the advertising creation process.
- Identify the different types of social recognition received by the advertising.
- Learn and apply the basic vocabulary used by a professional in the advertising and public relations fields.



### **3.9. Written Communication**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 64

**Study hours:** 86

#### **Summary:**

Firstly, Written Communication provides the student with the theoretical principles and the key elements to correctly write basic narrative texts, position papers and descriptions. The subject is intended to make the student reflect on the writing of these types of text, acquire deeper knowledge in this area, and be capable of applying this knowledge to their own writing in Spanish - their primary daily work tool in any part of the communications sector.

Secondly, the subject provides the theoretical basis and practical development that will enable the student to correctly write journalistic copy, including the heading, lead, body, use of quotes and discursive news.

The subject has a clear practical focus and emphasises correct use of Spanish in the texts mentioned. Thus, Written Communication is an especially useful subject for all areas in the world of communications. The content is established so the student can develop the basic competences of a communicator and a notable critical awareness of the writing process.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Write texts, particularly narrative, descriptive and argumentative, with corrections in style and according to the rules.
- Draft full journalistic copy, respecting the professional and ethical formulae.
- Incorporate quotes correctly into a text.
- Review and self-correct their own texts.
- Critically examine texts written by others.

### **3.10. History of Communications**

**Credits:** 6

**Type:** Basic

**Contact hours:** 64

**Study hours:** 86

#### **Summary:**

The subject introduces students to the phenomenon of social communications through historical developments in Europe and America. The starting point is the initial invention and development of the printing press in the 15th century as a decisive factor in the development of communications. Then, the communications phenomenon will be described and analysed through to the end of the 20th century, the time when the Internet and other digital media opened up the future. Special attention will be paid to the main forms in which public communications have become more specific in their evolution, expressed classically through Journalism, Propaganda, Advertising and Public Relations and Audiovisual Communications. The subject will make the most of the knowledge base gained by the students having studied World History.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Recognise the basic concepts and events characterising the history of communications.
- Identify the main individual and group players involved in the History of Communications, as well as the links between them.
- Identify and understand the current vision of Audiovisual Communications, Journalism, Propaganda, Advertising and Public Relations - accounting for origins and precedents.
- Understand the close link between social and political changes and the change in the area of communications from a critical perspective.
- Acquire a basic professional understanding.

## **Year Two**

### **3.11. Economics**

**Credits:** 6

**Type:** Basic

**Contact hours:** 77

**Study hours:** 73

**Summary:** The objective of the subject is to show the student a basic conceptual and analytical framework for economic analysis. In order to acquire a good base in economics, the students must become familiar with the workings of the economy and develop abilities to interpret economic indicators - using the right tools.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Correctly interpret economic phenomena.
- Use the economic indicators appropriately to provide a rigorous context for the current economic situation.
- Evaluate the economic feasibility of business alternatives.
- Define the most relevant economic doctrines.
- Define the main objectives of economic policy.

### **3.12. Civic Humanism**

**Credits:** 6

**Type:** Basic

**Contact hours:** 62

**Study hours:** 88

#### **Summary:**

The subject puts education in a central role in the Humanities, arguing for the defence of personal dignity and respect of personal freedoms, from a cross-discipline perspective within a context of a plural multicultural democratic society. The hope is to favour moral intelligence, i.e. the ability to effectively and righteously address the challenges and commitments necessitated by modern life through commitment and active participation. In short, the goal is to establish the bases to have a better person in a more just society through scientific rigour, as required by any academic discipline.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Identify the main elements of human interdependence, the basis for attitudes of social and professional commitment.
- Differentiate the cultural and political bases which enhance the development of the principles of solidarity, participation, subsidiarity and authority in civil society.
- Address the problems and conflicts arising in professional work from a perspective of service not supremacy or manipulation.
- Give priority in personal comportment to the dignity of the other person over and above economic, social or individual interests.
- Consider work itself as an opportunity to serve the common good without foregoing legitimate personal aspirations.

### **3.13. Literature & Text Analysis**

**Credits:** 6

**Type:** Basic

**Contact hours:** 82

**Study hours:** 68

#### **Summary:**

This subject establishes the links between literature and the various forms of communicative text, among which journalistic, persuasive and audiovisual. The training of any communicator must not stray from knowledge of the world which produces literature and its connection with other forms of communicative discourse. Where these forms meet, new and alternative forms of communication arise. An exploration of these latter is a substantial part of the training of a communications professional.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Develop the ability to understand literature and the different forms of communicative discourse as vehicles for social communication.
- Correctly interpret a literary text.
- Develop narrative skills and formulae for written expression.
- Identify the different literary aesthetics and narrative formulae.
- Develop the ability to put a text into its historical and literary context.

### **3.14. Audiovisual Narrative**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 72

**Study hours:** 78

#### **Summary:**

In this subject work will be done on the theoretical knowledge, concepts and mechanics for audiovisual narration. The distinct narrative particularities of the various audiovisual media will be taken into account, in addition to the different genres and formats. Lastly, the practice of narrative analysis will be learnt using specific methods.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the basic concepts (theories, methods and problems) which govern audiovisual narrative.
- Correctly use viewing methodology tools to understand audiovisual discourse.
- Differentiate the expressive characteristics belonging to the various narrative genres and sub-genres to recognise the transformation and evolution of the modern audiovisual story.
- Know the major storylines governing audiovisual narrative.
- Develop their own structured ideas creatively in different audiovisual texts.

### **3.15. Design & Art Direction**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 70

**Study hours:** 80

#### **Summary:**

Theoretical-practical principles of Graphic Design, essentially and markedly creative publishing, applied to the area of communicative output; starting from an introduction which reviews subjects which, on the one hand, introduce the idea of design and the disciplines linked to the area it touches on, and on the other hand others which describe the productive baggage divided from within, from the origins of the written word through to modern times and the ICTs (Information and Communication Technologies).

In terms of methodology, a study is made of traditional and digital techniques stipulated in the design process for communication models for publishing and printed and/or electronic dissemination. Hence the following are covered: an analysis of the infographic system and derived materials, taking the analogue and/or digital image as the standard informative visual used for a descriptive synthesis of the communications resource.

In art direction, work will focus on the content which studies the workings of the profession within a multi-disciplinary team and, equally, knowledge of the physical, systematic and strategic design means available - prepared for conceptualising, production and possible dissemination/sale of multimedia communications products of a journalistic and/or promotional nature.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the role, tools and specific processes in art direction for the main areas of professional communications.
- Efficiently undertake a survey and critical analysis of graphic communicative items/elements, starting from creative design formulae applied to the professional sphere. Thus, the student truly links the implicit visual argument to the idiosyncratic informative and/or persuasive level of the various communicative resources and styles.
- The analysis and/or creation of digital iconography: select and manipulate both image type and ideal typographic sources - both applicable to a design product from the communications medium; know and deductively administer different creative criteria related to the classic methods which influence the treatment of shape, colour, composition, etc. and the application of these to the communicative model.

- Absorb and practice the creative sequence which determines the global manufacturing of communications models to be developed - brought to fruition through systems and digital technology. Competences which enhance their creativity to pursue artistic skills - aesthetics - in the initial and midway description of the product, as well as a clear technological vision and ability in the handling of IT tools, particularly for development, manufacturing and dissemination.
- Competently defend work completed in line with requirements of a possible client; convey opportunely the creative process that determines the overall manufacturing of the completed product.



### **3.16. Technology for Audiovisual Media I**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 77

**Study hours:** 73

#### **Summary:**

The main objective of 'Technology for Audiovisual Media' is to immerse the student in the knowledge and handling of the main audiovisual technologies. The topics in the subject are arranged around three main axes: camera, lighting and sound. The intention is for the students to develop the necessary skills to master these points and apply them to different audiovisual projects. Having concluded the course, the student will have the basic knowledge to create audiovisual items in a professional environment.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand how the main audiovisual technologies work and need to be handled.
- Apply audiovisual technology creatively when making audiovisual projects.
- Compose, light and soundtrack audiovisual items.
- Understand the work of the technical teams in audiovisual recording, specifically that of the camera and sound team.
- Analyse audiovisual items from a technical perspective.

### **3.17. Sociology**

**Credits:** 6

**Type:** Basic

**Contact hours:** 77

**Study hours:** 73

**Summary:** This subject introduces the student to social science; the objective of this is to examine the effect society has on the life of people. The programme intends the students reflect on basic current topics such as the growing lack of trust of the political class in democratic societies, the role of globalisation, cyberspace, international migration, the role of women and men in modern society and the changes in the structure of families. For a future communications professional working in a changing global world, this initiation into a systematic study of human society will provide them with an in depth critical view of the distinct social phenomena and processes which comprise the situation in which they are immersed.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Recognise the fundamental traits of modern society.
- Examine social events from a critical and analytical perspective.
- Develop arguments in a debate on complex matters in the social context.
- Identify the main sociological perspectives.
- Know the primary concepts in social science.

### **3.18. Modern Political Systems**

**Credits:** 6

**Type:** Basic

**Contact hours:** 79

**Study hours:** 71

#### **Summary:**

The subject consists of understanding the modern political systems through the study of particular countries which constitute paradigmatic models for the different forms of government, with particular attention to Spain. The main objective of the subject is to become familiar with the basic concepts of the political world, as well as with the basic institutions in the political system and how they work. It is intended the student is able to identify, understand and critically analyse the various political processes occurring at present. The overriding objective is the student can understand and relay the whys and wherefores of a multitude of events which take place on a daily basis in social and political life nationally and internationally.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Know the institutions in the paradigmatic political systems, their history, composition and workings.
- Have an overall understanding of the political processes occurring nowadays both nationally and internationally.
- Write pieces in which the implications of the work of these institutions on democratic development in any society are analysed and explained.
- Develop an analytical capacity and critical eye with regard to the current political scene.
- Use the specific sources and basic terminology for the political sector.

### **3.19. Inter-Cultural Communications**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 90

**Study hours:** 60

#### **Summary:**

The objective of this subject (taught in English) consists of analysing the history, basic concepts, development models and practical applications of Inter-Cultural Communications. The subject is for people who are going to work in multicultural environments - from companies to non-governmental organisations - and educational and governmental institutions. The class will move from theory to practice, personal to applied. The first part of the subject will present the theoretical basis of Inter-Cultural Communications which will help the student analyse labour and personal situations linked to culture, ethics and inter-cultural conflict. Different cases will be studied and the ideas arising from these will be applied through experimental learning activities allowing the student to harmonise theory and practice.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Reflect on their own inter-cultural experiences and analyse the development of their inter-cultural competence.
- Plan and shape future personal and professional objectives.
- Apply adaptation schemes to inter-cultural situations.
- Analyse specific case studies which feature situations of inter-cultural conflict.
- Devise an action and improvement plan for specific case studies which feature situations of inter-cultural conflict.

### **3.20. The Radio: Theory & Techniques**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 74

**Study hours:** 76

#### **Summary:**

This subject looks in depth at the characteristics of radio and the particularities of the communicative copy from the point of view of its creation, production, post-production and broadcasting. The subject focuses on the creation of quality radio products - form and content - through correct technical adaptation - resources. Therefore, the primary objective is that the future professionals are able to create copy to be disseminated over the radio. Thus, the student will learn all the processes necessary to create a radio format from the perspective of message style and components (voice, text, music and effects) and also from a technical viewpoint. For this, they will learn to handle the various devices which make broadcasting possible (mixing desks, IT software, microphones). Lastly, techniques will be provided that will help the development of skills geared to adapting the voice of each student to the needs of news copy.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Write copy for the radio, applying the stylistic specifics of clarity, conciseness and specificity which ensures quality when read aloud.
- Handle the technical equipment in a radio studio (mixing desk, microphones and IT programmes) to obtain independence in contents production.
- Develop their listening skills to effectively create a good sound environment.
- Assess the importance of particular newsworthy events and be able to prioritise them in a radio news bulletin format.
- Create specific content for the radio, whether journalistic, entertainment or persuasive.

## **Year Three**

### **3.21. Ethics**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 67

**Study hours:** 83

**Summary:** Above all, Ethics addresses matters of truth and the moral burden conveyed by the different communicative messages and it is intended, in this fashion, to be a subject contributing to the rounded education of the future communicators. The responsibility placed on Communications professionals cannot be detached from the fact of a commitment to the truth.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Find - and 'put a face to' - the main ethical problems in the communications sector.
- Nurture intellectual and practical habits in order to judge and act in a consistent fashion.
- Recognise the need to have the truth as a reference point.
- Be aware of the concept of 'person' to not lose sight of the fact that a person is finite in and of themselves.
- Create a scale of values in accordance with their world view.

### **3.22. History of Audiovisual Media**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 72

**Study hours:** 78

#### **Summary:**

This subject has a dual purpose. It seeks to have students obtain the basic, essential knowledge of the history of audiovisual media in their different forms (film, radio, television, videogames, etc.). At the same time, the intention is for the student to acquire a critical overview of audiovisual history which may link the bridges between the past and present and their own future professional experience.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Recognise the basic concepts and events characterising the history of audiovisual communications.
- Connect historical knowledge with the professional audiovisual situation.
- Carry out small studies, documenting and undertaking critical works in the field of audiovisual communications history.
- Critically analyse audiovisual discourses and link them to the historical situation of audiovisual communications.
- Create audiovisual items about audiovisual communications history as a medium for critical analysis.

### **3.23. Audiovisual Script**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 74

**Study hours:** 76

#### **Summary:**

The subject examines the creation of audiovisual stories. Hence, work will be done on all the various plots and sub-plots, learning to create characters and write dialogue. The subject will bear in mind what has been learnt in 'Audiovisual Narrative' and apply it to a specific format: the script.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Know and understand the importance of the stages in the construction of an audiovisual story.
- Develop different plots and sub-plots in an audiovisual story.
- Create characters.
- Develop dialogue.
- Write audiovisual stories adequately in script form.



### **3.24. Audiovisual Film Making**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 64

**Study hours:** 86

#### **Summary:**

The objective of this subject is for the student to face the most typical problems found when making an audiovisual item; to resolve the most typical inconveniences and unforeseen events on a shoot; and to put into practice the theoretical audiovisual knowledge previously acquired.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Be aware of the narrative thread - plus its level of drama - and how it is expressed in an audiovisual story.
- Have technical and expressive control of the linguistic components of an audiovisual story in different emotional and narrative tones.
- Acquire the skills required to make an audiovisual story with different characteristics.
- Have enough critical and reflective awareness to assess the audiovisual stories they see and produce or make, from technical, ethical, aesthetic and expressive viewpoints.
- Acquire technical control of all elements of image and sound in each shot or scene as a unit of story and drama: light, colour, formats, textures, live sound, soundtrack, use of space.

### **3.25. Technology for Audiovisual Media II**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 100

**Study hours:** 50

#### **Summary:**

The subject aims to expand on the study of the main audiovisual technologies (camera, lighting and sound) applied to audiovisual projects. This subject is the logical continuation of 'Technology for Audiovisual Media I', so students can apply all their knowledge to real, complex professional situations.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Handle the main audiovisual technologies in a professional manner.
- Apply audiovisual technology creatively when making complex audiovisual projects.
- Compose, light and soundtrack all types of professional audiovisual items.
- Present audiovisual projects highlighting the quality of lighting and sound.
- Become critically analytical regarding camera movements, aspects of lighting and the sound of pre-existing audiovisual works.

### **3.26. Audiovisual Production I**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 76

**Study hours:** 74

#### **Summary:**

The subject studies the basic processes in the production of an audiovisual item; from the creation of the idea and script development to distribution and market exploitation.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Assess the feasibility of a film project and know what makes up a production plan (budget, breakdown, work plan).
- Know different rigorous funding plans, based on knowledge of the main sources of funding for audiovisuals.
- Understand what comprises production of an audiovisual item.
- Know the main distribution, promotion and exploitation channels for audiovisual works.
- Know the current film production situation in Spain.

### **3.27. Business Communications**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 66

**Study hours:** 84

#### **Summary:**

In order that the future audiovisual professionals may join the labour market successfully, it is essential they have detailed knowledge of the legal, economic-financial and social foundations of the communications company, as well as the external environment and media structure within which the company works. Therefore, this subject closely examines the business side of the media so the student may achieve a holistic understanding of the communications industry.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the structure of the communications company, with attention to its legal, economic and social bases.
- Develop the critical and discerning tools to contemplate all the factors that affect a communications company, both externally and internally, and, thus, understand the complexity of the production cycle.
- Analyse a communications company economically and financially.
- Assess the importance of a communications company in society-at-large.
- Find out about various international communications companies from an economic-financial perspective.

### **3.28. Social Research: Methods & Techniques**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 65

**Study hours:** 85

#### **Summary:**

This subject aims to make the students aware of the research methods typically used in Social Sciences and, specifically, in Communications. A study will be made into how to devise, develop and interpret the results of research, using the main quantitative (content analysis and questionnaires) and qualitative (discussion groups, participatory and systematic observation and interviews, among others) research tools. Likewise, there will be a study of the statistical resources necessary to undertake research in communications.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Know the main research techniques used in the communications sector.
- Choose the most suitable method when undertaking research in the communications field - according to purpose and objectives.
- Design and undertake research to obtain valid conclusions, for academic or business purposes.
- Clearly express and precisely argue research results.
- Have basic ideas about statistics and/or basic use of the SPSS (Statistical Package for the Social Sciences) computer software.

**Year Four**

**3.29. Communication Law**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 70

**Study hours:** 80

**Summary:** This subject looks at the main legal regulations governing the fields of journalism, audiovisual communications and advertising and public relations. Therefore, within the field of journalism, essentially, the right to freedom of expression and information and legal limits to this will be examined alongside the legal effects of illicit information. The arrangement of radio frequencies and the audiovisual service providers' market are some of the features of the audiovisual field requiring particular attention. Lastly, in the area of advertising and public relations, it is essential to examine the competition law and its regulation in the four primary relationships: announcer with competitors, announcer with advertising professional, announcer or advertising professional with the dissemination media and announcer with the end user.

**Learning outcomes:**

After completing this subject, students will be able to:

- Recognise the limitations to the profession in the rights to freedom of expression and freedom of information.
- Understand and acquire basic awareness of the legal regulations and principles that regulate the professional communications area.
- Know the legal repercussions and consequences arising from infringing rights attributed to personal creation in the area of professional communications.
- Legally use work protected by copyright.
- Know and exercise their rights under the conscience clause and professional confidentiality.

### **3.30. Audiovisual Production II**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 100

**Study hours:** 50

#### **Summary:**

In this subject the students should cover the production of an audiovisual item in practice; from the creation of the idea and script development to distribution and market exploitation.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Create a production plan (budget, breakdown, work plan) for a short film.
- Produce the necessary professional documents to create, present, distribute and promote an audiovisual item.
- Undertake the actual production of an audiovisual item.
- Work in a team on all the creative stages of a short film.
- Critically reflect on the production process for a short film.

### **3.31. Work Placement**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 0

**Study hours:** 150

#### **Summary:**

The main objective of the subject is that the student can explore all the competences acquired over the four previous years in a real professional setting, within a company in the audiovisual sector. Thus, the student learns to cope in a working environment through daily contact with the reality of the business, developing and practising the abilities and skills acquired throughout the degree and, also, giving direction to their professional future.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Comply with the punctuality required and the timetable set by the company.
- Maintain a personal image in line with the requirements of the business environment.
- Develop social skills, being educated within the company.
- Work in a team in a company.
- Show their interest and motivation through work entrusted to them in the business.
- Maintain the confidentiality of information handled in the company.
- Develop a good standard of spoken and written communication.
- Address and undertake tasks responsibly and seriously.
- Plan and manage time and resources.
- Contribute innovative ideas through their own creativity and initiative.
- Take decisions responsibly.
- Handle criticism maturely.
- Work under pressure and be immutable in the face of stress.
- Learn new tasks and include them in their work methods.
- Apply their knowledge and competences to the needs of the tasks entrusted to them by the company.



### **3.32. End of Degree Project**

**Credits:** 9

**Type:** Compulsory

**Contact hours:** 112.5

**Study hours:** 112.5

**Summary:** The main objective of the subject is that the students will be able to devise and develop a viable business project in the audiovisual sector. For the project to be considered viable, it must be innovative, have potential clients, achieve funding (personal and/or from elsewhere) and must be profitable in the medium-term. Thus, the challenge presented by the subject is to work on an audiovisual project that may function as the beginning of their business activity upon concluding the academic year. The final project for the subject comprises a written document - called a 'Business Plan' - which is then defended in front of a tribunal.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Think of, develop and undertake a viable business idea in the audiovisual sector.
- Adequately undertake market research in the audiovisual sector.
- Develop a Business Plan for an audiovisual idea.
- Orally present a Business Plan using audiovisual resources.
- Have an actively engaging attitude towards the challenges of the present day job market, based on
- creative effort and constant work.

### **3.33. Audiovisual Communications: Code of Conduct**

**Credits:** 3

**Type:** Compulsory

**Contact hours:** 52

**Study hours:** 23

**Summary:** This subject starts with the study and practice of the regulations that affect audiovisual communications. These regulations often do not respond to crucial matters which require an accurate analysis from ethical and legal perspectives. Crucial matters are understood as the core points which form the base of responsible professional behaviour which also has an effect on the common good of society.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Know the theoretical foundations of the professional code of conduct for audiovisual communications.
- Identify the ethical scope and social responsibility of decisions taken on when working professionally.
- Value the contribution of audiovisual communications in ensuring the common good and the application of justice.
- Process, create and convey information or communications that allow the opportunity to reflect critically on their professional activity.
- Analyse the ethical and social topics of the 21st century and the importance of professional practice in accordance with the principles of ethics and responsibility.

### **3.34. Modern Artistic Expression**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 72

**Study hours:** 78

**Summary:** This subject analyses the convergence between the audiovisual world and artistic practice through various areas in which expression is a fundamental value. Video art, video clips and drama are the specific fields considered here. The goal is that the students understand the concept, historical development and main current representatives of each of the disciplines and that knowledge of them and their influence may foster a key aspect in the students' work: creativity.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Position audiovisual art within the context of modern art.
- Identify the main creators of video art and their market output.
- Recognise the basic guidelines in the creation of music videos.
- Identify the current key directors of video clips.
- Understand the bases of dramatic art.

### **3.35. Audiovisual Information**

**Credits:** 6

**Type:** Compulsory

**Contact hours:** 76

**Study hours:** 74

**Summary:** The objective is the students understand the different creative possibilities in audiovisual information and that they are capable of independently writing news items per the principles of television as a medium. At the end of the term, the students should be fully prepared to work on a television news desk and to write mid-length reportage and/or documentaries. The four basic pillars for this are: Firstly, the viewing and analysis of news produced by the students and by others. Secondly, writing exercises in the classroom and at home. Thirdly, the practical workshops to resolve typical reporting situations: how to film panoramic shots, how to do location shots and why, how to ensure you have enough material for editing, etc. Fourthly, the students will comprehensively prepare various informative audiovisual practical sessions.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Report using the resources pertaining to the audiovisual medium.
- Write for audiovisuals.
- Read the news.
- Produce, investigate and plan the news.
- Change register according to news type.

## **Elective Itinerary: Television & Multimedia**

### **3.36. Advanced Television Editing**

**Credits:** 6

**Type:** Optional

**Contact hours:** 75

**Study hours:** 75

#### **Summary:**

The objective of this practical and applied subject is to train the student in learning digital editing tools to apply general audiovisual language and specific editing aptitudes and knowledge and editing theory. This will allow them to do post-production on audiovisual items using the adaptations and corrections appropriate to the case by case needs, characteristics and objectives. In particular, techniques and content for television will have a greater weight in this subject.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Work independently in a professional editing environment.
- Apply and connect general audiovisual knowledge (structure, grammar, etc.) to an editing process.
- Apply and relate specific editing knowledge to a post-production process.
- Prepare solvent audiovisual products and items, in accordance with their specific nature and objectives, adapting them to contextual needs.
- Acquire a critical and reflective viewpoint of audiovisual items in terms of editing parameters.

### **3.37. Television Production & Film Making**

**Credits:** 6

**Type:** Optional

**Contact hours:** 72

**Study hours:** 78

**Summary:** This subject aims to have the student specialise in the main filming techniques for on-set television programmes, and the most typical work methods for filming studio-based television programmes. The objective is they acquire advanced knowledge about the professional television sector, strengthen their concepts of television technology and study all the production processes, as well as the possible production techniques for the development of distinct types of programme. Aside from the necessary theoretical concepts, the subject is eminently practical throughout. Group work is promoted for the development of the necessary communicative skills and abilities amongst the various participants who comprise a television programme - both in studio and in production oversight.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Comfortably handle the normal audiovisual resources for the shooting of a television programme, both on set and in the recording control room.
- Organise and manage all the pre-production, production and post-production stages of a television programme.
- Identify the different forms of televised entertainment, and the main production techniques applied to them.
- Apply the main internal communications orders and codes for continuity in a television programme, both live and pre-recorded.
- Identify the normal technical and human resources for the recording of a television programme, understanding their normal operations in the work context.

### **3.38. Television Script**

**Credits:** 6

**Type:** Optional

**Contact hours:** 70

**Study hours:** 80

**Summary:** Review the basic concepts of narrative television to write TV scripts - both for entertainment (set-based scripts) and fiction (dramedies, TV series, TV films and sitcoms).

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Describe and analyse the current state of TV storytelling.
- Identify the audiovisual content of TV per the format.
- Apply the fundamentals of film scripting to the creation of TV fiction.
- Construct audiovisual stories for TV.
- Show an ability as a TV fiction/entertainment writer.

### **3.39. Cross-Media Narrative**

**Credits:** 6

**Type:** Optional

**Contact hours:** 100

**Study hours:** 50

**Summary:** This subject will cover the theory of the main concepts necessary to understand the different cross-media narratives which can be created. There will also be a review of the history to help understand the origin and evolution of cross-media narrative. Lastly, the student will have to be able to devise and develop a cross-media project.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the main concepts which comprise cross-media storylines.
- Know the history of the origin and evolution of cross-media narrative.
- Reflect on the different cross-media products.
- Devise cross-media narrative.
- Develop a cross-media project.



### **3.40. Television Programming**

**Credits:** 6

**Type:** Optional

**Contact hours:** 61

**Study hours:** 89

**Summary:** This subject seeks to closely look at the work of the audiovisual programmer, particularly for the TV. Thus, the subject covers the primary traits characterising the task: ordering, structuring and strategically developing the audiovisual contents by dayparting, and aiming them at a specialised audience - previously studied and classified. In short, train the student to be able to perform this role in the future and, simultaneously, get a much better understanding of the professional audiovisual world in their region, country and, in a general way, internationally.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the historical route taken by programming in the audiovisual media.
- Understand and handle the various genres used on TV.
- Compare the dayparting of different channels.
- Analyse TV audience results.
- Understand the tools used by TV programmers to compete for audience share.

## **Elective Itinerary: Videogames**

### **3.41. Videogames: An Aesthetic History**

**Credits:** 6

**Type:** Optional

**Contact hours:** 74

**Study hours:** 76

#### **Summary:**

The primary objective of this subject is to cover the aesthetic evolution of videogames from their origin through to the present. Therefore, a historical view of the phenomenon will offer students a series of keys to understanding the progress over the years.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the importance of videogame aesthetics.
- Know the basic principles of videogame history and aesthetics.
- Undertake an in-depth aesthetic analysis of videogames.
- Develop a personal critical perspective of videogames.
- Assess the aesthetic evolution of videogames.

### **3.42. Basic Information to Develop Videogames**

**Credits:** 6

**Type:** Optional

**Contact hours:** 74

**Study hours:** 76

**Summary:** The students will get to know the basic IT principles that will allow them to create a simple videogame. The elements looked at in the subject will include the different operating systems and networks necessary to achieve the objective of the subject.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the basic IT principles needed to develop a videogame.
- Programme a simple videogame.
- Understand the different operating systems.
- Work with IT networks.
- Assess the developmental complexity involved in some videogames.

### **3.43. Videogames: Script & Narrative**

**Credits:** 6

**Type:** Optional

**Contact hours:** 74

**Study hours:** 76

**Summary:** In this subject the students will work on a theoretical base for the different videogame narrative forms, considering the script strategies necessary when script writing for a videogame. The objective is the student acquires a specialisation in the most important dramatic rules in the creation of the structures, characters and dialogue in a videogame script.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Analyse the narrative of a videogame.
- Write a script for a videogame.
- Identify the prevailing plots in the different storylines in videogames.
- Rewrite and correct what is necessary during the process of writing videogame scripts.
- Devise structures, characters and dialogue that can be developed in a videogame script.

### **3.44. Videogames: Editing**

**Credits:** 6

**Type:** Optional

**Contact hours:** 74

**Study hours:** 76

**Summary:** The objective of this practical and applied subject is to train the student to learn digital editing tools to apply general audiovisual language and specific editing aptitudes and knowledge and editing theory. This will allow them to do post-production on videogames using the adaptations and corrections appropriate to the case by case needs, characteristics and objectives.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Work independently in a professional editing environment.
- Apply and connect general audiovisual knowledge (structure, grammar, etc.) to an editing process.
- Apply and relate specific editing knowledge to a post-production process.
- Create effective complex sequences and sequential montages in agreement with the nature and objectives of the videogame.
- Acquire a critical and reflective viewpoint of videogames in terms of editing parameters.

### **3.45. Videogames: Production and Commercialisation**

**Credits:** 6

**Type:** Optional

**Contact hours:** 74

**Study hours:** 76

**Summary:** Through this subject, certain matters which influence the sales and commercialisation of videogames - particularly in exports - are remarked on and contemplated. Thus, the subject references elements such as socio-cultural or aesthetic matters which creators should bear in mind when considering the sales of their product.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand what conditions videogames sales.
- Identify the elements that need adapting when taking a videogame to certain markets.
- Adapt the features of a videogame as far as possible to the market in which it is to be sold.
- Know the main commercial challenges for videogames.
- Assess the importance of socio-cultural elements on the commercial success of a videogame.

**Elective Itinerary: Film**

**3.46. Film Script**

**Credits:** 6

**Type:** Optional

**Contact hours:** 74

**Study hours:** 76

**Summary:**

The main objective of the subject is that the student can apply their knowledge of the audiovisual script to film formats. This is a continuation and specialisation in the film sector, following on from the knowledge gained in subjects such as 'Audiovisual Narrative' and 'Audiovisual Script'.

**Learning outcomes:**

After completing this subject, students will be able to:

- Devise an audiovisual story that is likely to be made into a film.
- Write comfortably in all stages of a film project, understanding the importance of each stage (premise, synopsis, draft and dialogue development).
- Write a fictional film with a clear structure and defined characters.
- Write a draft film script.
- Have a critical approach to the evolution of the writing of a draft film script.

### **3.47. Directing & Staging**

**Credits:** 6

**Type:** Optional

**Contact hours:** 100

**Study hours:** 50

**Summary:** The elements involved in directing and staging an audiovisual production will be covered in this subject. The student will learn the process to be considered when transforming a scripted story into an audiovisual product. Therefore, the scene needs planning and the actor directing for the audiovisual work to be appreciated by the audience as the director wants. Hence, the spaces and other film elements are worked so the actor's performance is right and contributes to the credibility of the story.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Understand the importance of directing and staging in the production of an audiovisual piece.
- Master the project tasks and stages involved in film directing.
- Critically analyse the model stylistic solutions effected by renowned cinematographic figures.
- Apply the processes to specific film work.
- Reflect on the directing and staging abilities to be acquired in order to make a quality audiovisual piece.



### **3.48. Advanced Film Editing**

**Credits:** 6

**Type:** Optional

**Contact hours:** 74

**Study hours:** 76

**Summary:** The objective of this practical and applied subject is to train the student to learn digital editing tools to apply general audiovisual language and specific editing aptitudes and knowledge and editing theory. This will allow them to do post-production on audiovisual pieces using the adaptations and corrections appropriate to the case by case needs, characteristics and objectives. In this case, the techniques and content oriented towards audiovisual narration and fiction are of greater importance in the subject.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Work independently in a professional editing environment.
- Apply and connect general audiovisual knowledge (structure, grammar, etc.) to an editing process.
- Apply and relate specific editing knowledge to a post-production process.
- Create effective complex audiovisual sequences and sequential montages in agreement with the nature and objectives of fiction.
- Acquire a critical and reflective viewpoint of audiovisual items in terms of editing parameters.

### **3.49. Cinema: An Aesthetic History**

**Credits:** 6

**Type:** Optional

**Contact hours:** 66

**Study hours:** 84

**Summary:** The main objective of the subject is to cover the elements that have allowed this communications medium to become an art form. Without forgetting it is an industry, this subject will examine the various instruments belonging to cinema which develop and innovate its language and make the film experience an aesthetic one for the audience. The historical view of this phenomenon will offer the student a series of factors to heighten their view and encourage their critical approach to the over-abundance of images in modern society.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Analyse film texts.
- Reflect on cinematic features from an aesthetic perspective.
- Know the basic principles of film history and aesthetics.
- Undertake an in-depth aesthetic analysis of cinematic works.
- Develop a personal critical perspective on current cinema.

### **3.50. Film Analysis**

**Credits:** 6

**Type:** Optional

**Contact hours:** 122

**Study hours:** 28

**Summary:** Film is a vehicle for fiction built from a complex assembly of codes and technical, artistic, narrative, dramatic, psychological and socio-cultural levels. A viewing intended purely for empathy with the characters and the story being told to us neither analyses nor studies and reflects these levels or their intentions. This subject is intended to introduce students to critical thinking about and analysis of films in all their ethical, aesthetic, narrative, dramatic, psychological and socio-historical dimensions as cultural products. The objective is that the students acquire the reflective tools as future TV and film professionals and as the audience, broadcasters and recipients of filmed stories from an overall perspective. This should be in depth and provide the capacity to analyse, compare and dissect films as complex psychological mechanisms, powerful acts of cultural communication and pieces of polyhedral artistic expression.

#### **Learning outcomes:**

After completing this subject, students will be able to:

- Analyse the codes and structural, narrative-dramatic, socio-historical, psychological, aesthetic and cultural levels of a filmed product.
- Write a film review for any platform and think critically.
- Know the history of cinema, literature and art and film aesthetics.
- Compare different art forms.
- Analyse complex narrative and dramatic structures in films.