COURSE GUIDE:
Digital Postproduction
MULTIMEDIA AND DIGITAL ARTS
Universidad Católica de Valencia

Course 2023/24

Digital postproduction course guide

DIGITAL POSTPRODUCTION COURSE GUIDE

	ECTS
SUBJECT: Digital Postproduction	**6**
Field: Editing and Post Production	**24**
Module: Audiovisual Creation	**36**
Type of learning[1]: Básic	**YEAR:** 4º **Semester:** 1º
Teachers: David Salvador Vélez	**Deparment:**
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MODULE ORGANIZATION

AUDIOVISUAL CREATION				Nº ECTS 36	
Duration and placement within the curriculum:					
Materias y Asignaturas					
Materia	**ECTS**	**ASIGNATURA**		**ECTS**	**Year/ semester**
Audiovisual narrative	6	Audiovisual narrative		6	2/2
Production	6	Production and Documentary Screenplay		6	1/1
Editing and postproduction	24	Recording and audio editing		6	3/2
		Audio editing		6	3/2
		Modeling and rendering in 3D		6	4/1
		Digital Postproduction		6	4/1

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[1] Basic training (common subject), Compulsory, Electives, External practices, End of Degree Project.

Prerequisites: Have not been established	

GENERAL OBJECTIVES

1. Mastering the different languages and own the multimedia field.

2. Understand the theoretical fundamentals of multimedia communication.

3. Understand and use hierarchies in multimedia languages.

4. Acquire skills in analysis and planning processes interactive projects.

5. Know and use different types of media, as well as its advantages and disadvantages.

6. Foster critical, analytical and reflective capacity in the audiovisual and multimedia fact, through technical and aesthetic knowledge of the forms, processes and trends in visual communication of our environment.

7. Create and produce multimedia digital content with aesthetic and functional criteria from conception to completion electronics.

8. Be able to analyze technologies and market trends to find the right resources to the demands and responses of a particular context.

9. To direct, edit and produce multimedia pieces by linear systems.

BASIC SKILLS	Weighting of the competition			
	1	2	3	4
CB. 1 Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio.				x

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CB. 2 That students have demonstrated to possess and understand knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge from the forefront of your field of study.			x	
CB. 3 Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética.				x
CB. 4 That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant issues of a social, scientific or ethical nature.				x
C.B. 5 That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.			x	

GENERAL COMPETENCES	Weighting of the competition			
CG.01 Capacity for analysis and synthesis				x
CG.02 Capacidad de organización y planificación			x	
CG.05 Organizational and planning skills				x
CG.06 Ability to manage information. Know how to obtain information effectively from books and specialized magazines, and other documentation		x		
CG.07 Problem resolution				x
CG.09 Decision making			x	
CG.10 Teamwork	x			
CG.11 Work in an interdisciplinary team	x			
CG.14 Critical thinking			x	
CG.16 Ability to assume responsibilities				x
CG.17 Capacidad de autocrítica			x	

CG.18 Self-criticism capacity		x		
CG.19 Adaptation to new situations	x			
CG.20 Creativity				x
CG.25 Motivation for quality				x
CG.28 Sensitivity towards cultural heritage	x			

SPECIFIC COMPETENCES				
	1	**2**	**3**	**4**
CE.01. Ability to make an analysis, oral and written, of an artistic expression, mastering the vocabulary, codes, movements and concepts inherent to the artistic field.				
CE.02. Artistic sensitivity. Develop the ability to perceive beauty in different forms and artistic creations, applying aesthetic principles and fostering creativity and multidisciplinary innovation.				x
CE.03. Knowledge of specific production methods and digital artistic techniques especially to apply them to the world of communication, also looking for new supports.				x
CE.05. Ability to organize, classify and index materials and files used in the development of the project, generating documents for their conservation or consultation. Ability for the subsequent search and retrieval of information.		x		
CE.08. Ability to organize and process the information that will later be included in the project.				x
CE.09. Ability to plan and direct projects and developments of technological content, in particular related to art, multimedia design and communication.			x	
CE.10. Ability to translate creative ideas so that they can be transmitted in digital format.		x		
CE.12. Sensitivity to assess the importance of design in the formulation of messages and the impact of their transmission in the different communication fields.		x		
CE.13. Ability to contribute to the contemporary debate on digital and multimedia arts and practices.		x		
CE.15. Knowledge of the legislative framework in Spain and Europe, in particular regarding the audiovisual field and the protection of intellectual and industrial property		x		

LEARNING OUTCOMES	**SKILLS**
R3 - Knowledge and mastery of the phases of the production process.	**CB:** 1,2,3,4,5 **CG:**1,2,5,6,7,9,10,11,14,16,17, 18,19,20,25,28 **CE:**1,2,3,5,8,9,10,12,13,15

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R4 - Project management capacity and audiovisual companies	**CB:** 1,2,3,4,5 **CG:**1,2,5,6,7,9,10,11,14,16,17,18,19,20,25,28 **CE:**1,2,3,5,8,9,10,12,13,15
R15 - Application of narrative concepts in video editing.	**CB:** 1,2,3,4,5 **CG:**1,2,5,6,7,9,10,11,14,16,17,18,19,20,25,28 **CE:**1,2,3,5,8,9,10,12,13,15
R16 - Know and use media and digital techniques for the development of multimedia projects..	**CB:** 1,2,3,4,5 **CG:**1,2,5,6,7,9,10,11,14,16,17,18,19,20,25,28 **CE:**1,2,3,5,8,9,10,12,13,15

EDUCATIONAL ACTIVITIES WORK			
ACTIVITY	**Teaching-Learning Methodology**	**Relationship With Learning Outcomes for the subject**	**ECTS** [2]
CLASS ATTENDANCE	Presentation of content by the teacher, analysis of skills, explanation and demonstration of skills, abilities and knowledge in the classroom.	R3, R4, R15, R16	1
PRACTICAL CLASSES	Activities aimed at Activities aimed at development of competencies related to the contents of each topic: bibliographic search in the library, critical analysis of materials and contents of the topic, critical analysis of communication models and brand creation, Internet searches, use of computers and applications for creation of trademarks and identity manuals.	R3, R4, R15, R16	1

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[2] The subject is organized in TRAINING ACTIVITIES OF PRESENTIAL WORK and in TRAINING ACTIVITIES OF SELF-EMPLOYED STUDENT WORK, with an estimated percentage in ECTS. An adequate distribution is as follows: 35-40% for Classroom Training Activities and 65-60% for Self-Employed Activities. (For a 6 ECTS subject: 2.4 and 3.6 respectively).

The teaching-learning methodology is described in this guide in a generic way, specifying in the didactic units in which the subject is organized.

LABORATORY	Activities in spaces with special equipment.		0
SEMINAR	Supervised monographic sessions with shared participation		0
WORK GROUP EXHIBITION	Application of multidisciplinary knowledge		0
TUTORING	Custom and small group attention. Period of instruction and / or guidance by a tutor to review and discuss the materials and topics presented in lectures, seminars, readings, papers, etc.	R3, R4, R15, R16	0,25
EVALUATION	Set of oral and / or written used in initial, formative or summative evaluation of the student.	R3, R4, R15, R16	0,15
		Total	(2,4*)

EDUCATIONAL ACTIVITIES INDEPENDENT STUDENT WORK			
ACTIVIDAD	**Metodología de Enseñanza-Aprendizaje**	**Relación con Resultados de Aprendizaje de la asignatura**	**ECTS**
GROUP WORK	Preparación en grupo de lecturas, ensayos, resolución de problemas, seminarios, trabajos, memorias, etc. para exponer o entregar en las clases teóricas, clases prácticas y/o tutorías de pequeño grupo. Trabajo realizado en la plataforma de la universidad (www.plataforma.ucv.es)		0
INDEPENDENT WORK	Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc.. to post or deliver the lectures, practical and / or small group tutoring. Work done on the platform of the university (www.plataforma.ucv.es)	R3, R4, R15, R16	3,6
		Total	(3,6*)

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SKILLS ACQUISITION ASSESSMENT SYSTEM AND GRADING SYSTEM		
Assement tools[3]	**ASSESSED LEARNING OUTCOMES**	**Percentage awarded**
CARRYING OUT THEORETICAL-PRACTICAL ACTIVITIES[4]	R3, R4, R15, R16	**30%**
ATTENDANCE AND PARTICIPATION[5]	R3, R4, R15, R16	**10%**
PRACTICE + FINAL EXAML[6]	R3, R4, R15, R16	**60%**

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[3] Assessment techniques and instruments: oral exam-presentation, written tests (objective tests, development tests, concept maps ...), supervised works, projects, case studies, observation notebooks, portfolio, etc.

[4] There will be a total of 3 continuous evaluation and tutoring projects that will be valued with 10% of the final grade each, total 30%. The works will be individual, unless the teaching team indicates otherwise in the project statement. The tutoring and monitoring of the work by the teacher is essential, works that have not been tutored by the teaching team will not be accepted.

[5] The active attendance in class and the follow-up of the work by the teacher will be valued. For each non-attendance or passive attendance, 0.1 points will be subtracted from the final grade up to a maximum of 10% of the final grade.

[6] The exam will consist of a final project and a final exam. The final project will have a value of 20% of the final grade and will be tutored and followed by the teacher. While the final exam will have a value of 40% of the final grade. In total 60% of the final grade. To pass the subject it is essential to get at least a 5 in the exam, a result that is obtained from the sum of the tutored final practice plus the final exam. To pass the final exam it will also be essential to get a 5 in the evaluation of said exam. It is essential to present the final practice to take the exam. Students who have not submitted the three continuous assessment projects or have failed, this will not mediate with the exam grade and the grade will be kept for the second call. However, if the teaching team deems it appropriate, the delivery of a single practice will be allowed, in 2nd call (not to modify a first call grade), of an individual exercise, at the teacher's discretion, which would average with the rest of first call deliveries. The attendance rating is final.

CRITERIA FOR AWARDING HONORS:

In relation to the awarding of Honors, the student must get at least a 9 out of 10 and have participated actively in class, demonstrating mastery over the subject with the work and final practice presented; the enrollment ratio will be as established by UCV regulations, 1 enrollment for every 20 enrolled students.

Plagiarism, copies and lack of citations:

The detection of plagiarism or copying of any work leads to its suspension. Plagiarism is considered to be the use of works by others not cited by the author or the abusive use of non-proprietary material for the preparation of the same. (More than 35%). The repeated copy of works will suppose the suspension of all the works of continuous evaluation.
The copy in the exam supposes the suspense of the complete subject, not being able to present in second call.
The presence in the classroom of the student at the beginning of the exam implies the evaluation of the same, not being able to claim the consideration of not presented, even if the room is left as soon as it is received.

Attendance and participation:

By virtue of the regulations governing the evaluation and qualification of the UCV subjects in its article **8.1 it is established that the student who has not attended at least 50% of the classes of this subject will not be able to take the exam in First call. Both justified and unexcused absences will be considered non-attendance.**
Those students who previously and after notifying the teacher of their personal situation receive permission from the teacher to take the exam on first call will be excluded from this regulation if the teacher considers the absence justified, either for work reasons, subject coincidences, second license plates, serious illnesses, etc. To qualify for this exemption, it is absolutely essential to have discussed it with the teacher at the beginning of the course and to have accepted the evaluation procedure that the teacher deems most appropriate. In no case may appeal by default or at the end of the course to these situations to breach the rule.

On the other hand, the teacher can establish as criteria for non-attendance the repeated delay, the lack of attention in the classroom (use of mobile phones without authorization, lack of participation, etc.) and can be added to the general count of non-attendance and consequently contributing to exceed the limit that prevents examinations as well as affect the percentage established in the teaching guide for attendance and participation.

This norm is complementary to the percentages of evaluation of non-attendance and participation, as well as the evaluation and realization of works or cases in the classroom or during the course that will follow their own evaluation criteria. Both percentages are included in this teaching guide.

CONTENT DESCRIPTION	SKILLS
Organization blocks of content or thematic groupings. Development of content in teaching guides.	(Indicate numerically related skills)
1. **Introduction to Post Production Introduction to Adobe After Effects**	R3, R4, R15, R16
2. **Fundamentals and antecedents of Graphic Animation**	R3, R4, R15, R16
3. **Flujo de trabajo con After Effects**	R3, R4, R15, R16

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4. **Shape layers interrelate After Effects with other applications**	R3, R4, R15, R16
5. **Effects Expressions and layer types**	R3, R4, R15, R16
6. **The principles of animation**	R3, R4, R15, R16
7. **Export and video encoding**	R3, R4, R15, R16
8. **3D environment**	R3, R4, R15, R16
9. **Rotoscopy and keying**	R3, R4, R15, R16
10. **Tracking**	R3, R4, R15, R16
11. **Tools for productivity**	R3, R4, R15, R16
12. **Practices and continuous assessment projects10**	R3, R4, R15, R16

TEMPORAL ORGANIZATION OF LEARNING (Students of first registration):		
	BLOQUE DE CONTENIDO/UNIDAD DIDÁCTICA	**Nº DE SESIONES**
1	**Introduction to Post Production Introduction to Adobe After Effects**	**1**
2	**Fundamentals and antecedents of Graphic Animation**	**1**
3	**Workflow with After Effects**	**2**
4	**Shape layers interrelate After Effects with other applications**	**3**
5	**Effects Expressions and layer types**	**3**
6	**The principles of animation**	**2**
7	**Export and video encoding**	**1**
8	**3D environment**	**2**
9	**Rotoscopy and keying**	**2**
10	**Tracking**	**2**
11	**Tools for productivity**	**1**
12	**Practices and continuous assessment projects**	**10**

Basic bibliography

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- Dinar, E. (2017). *The Filmmaker's Guide to Visual Effects: The Art and Techniques of VFX for Directors, Producers, Editors and Cinematographers*. 1st ed. New York: A Focal Press Book.

Complementary bibliography

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- Wyatt, H. and Amyes, T. (2013). *Audio post production for television and film*. Burlington, MA: Focal Press.
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Web:

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ADDITIONAL INFORMATION:

TEACHING THE SUBJECT IN SECOND AND SUBSEQUENT ENROLLMENTS:

There will be a specific group for students who are not first enrollment and a teacher in charge of said group.In this group there will be a number established by the UCV of monitoring and tutoring sessions (6 of 2 hours each) in which it will be reinforced work on the skills that the students in the group need to acquire to pass the course. These sessions are included in the attached schedule in this guide and are detailed in the description of the Didactic Units of the subject.

TEMPORARY LEARNING ORGANIZATION (Students of second or subsequent registration):		
	BLOCK CONTENT / TEACHING UNIT	**Nº SESIONS (Must to be 6)**
1	**Introduction to Post Production Introduction to Adobe After Effects**	**0,25**
2	**Fundamentals and antecedents of Graphic Animation**	**0,25**
3	**Workflow with After Effects**	**0,5**
4	**Shape layers interrelate After Effects with other applications**	**0,5**
5	**Effects Expressions and layer types**	**0,5**
6	**The principles of animation**	**0,5**
7	**Export and video encoding**	**0,5**
8	**3D environment**	**0,5**
9	**Rotoscopy and keying**	**0,5**
10	**Tracking**	**0,5**
11	**Tools for productivity**	**0,5**
12	**Practices and continuous assessment projects[7]**	**1**

[7] Second enrollment students must take the exam and do the same number of practices as first-call students: 3 continuous assessment projects tutored (in this case, monitoring by the tutor will not be mandatory if the student deems it appropriate). they score 30% (10% each) of the final mark and a final practice with a value of 20% of the final mark. The final exam will be worth 50% of the final grade. Attendance will not be compulsory for second-call students, but attendance at tutorials is recommended to reinforce the student's work and their skills to pass the course.

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