



Teaching Guide Documentation - PI-02-F-16 ED. 00

Teaching Guide
Documentation

Degree in Multimedia and Digital Arts
Universidad Católica de Valencia



Curso 2023-24

Teaching Guide

		ECTS
Subject: Documentation		6
Materia: Linguistics		6
Module: 3 Methodological Bases		18
Type of Training: Basic	CURSO: 2º - Semestre: 1º	
Teacher: Dña. Elena Sancho Torregrosa	Departament: Multimedia	
	E-mail: elena.sancho@ucv.es	

Module organization

Methodological bases				18 ECTS
Duration and temporary location within the curriculum: The three subjects that make up the module will be taught in the first three courses of the degree. The subject "Communication" (basic) is taught in the 1st semester of the first year. "Linguistics" (basic) is taught in the 2nd semester of the 2nd year, and finally "Modern applied language" (mandatory) is taught in the 2nd semester of the 4th year.				
Materias y subjects				
Materia	ECTS	Subject	ECTS	Course/ semester
Communication	6	Communication theory	6	1º / 1º
Linguistics	6	Documentation	6	2º / 1º



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Applied modern language	6	Business and Technological English	6	3º / 2º
Teaching Guide MATERIA/subject: Linguistics / Documentation.				
Prerequisites: Have not been established.				
GENERAL OBJECTIVES				
1. Learn to document and process the information that will be used later in graphic and audiovisual projects. 2. Acquire the knowledge to discover trends and promote artistic sensitivity. 3. Train students to carry out documentary, audiovisual and digital marketing research. 4. Understand the importance of web positioning within the marketing strategy and acquire a work methodology in the SEO and SEM field.				

TRANSVERSAL COMPETENCES	Weighting of the competition			
Instrumental	1	2	3	4
1. Capacity for analysis and synthesis.			x	
2. Organizational and planning skills.				x
3. Oral and written communication in one's own language.			x	
4. Oral and written communication in a foreign language in your own workplace.		x		
5. Computer skills related to the field of study.				x
6. Ability to manage information. Know how to obtain information effectively from various sources.			x	
Interpersonal	1	2	3	4
7. Decision making.		x		
8. Ethical commitment.			x	



Systemic	1	2	3	4
9. Independent learning and motivation for training throughout their professional life.				x
10. Adaptation to new situations.			x	
11. Motivation for quality.		x		

SPECIFIC COMPETENCES				
E1	Ability to make an analysis, oral and written, of an artistic expression, mastering the vocabulary, codes, movements and concepts inherent to the artistic field.		x	
E5	Ability to organize, classify all the materials and files used in the development of the project, generating documents for their proper conservation or consultation.			x
E6	Ability to obtain objective and relevant conclusions for the generation of new product concepts, and generate new ideas and solutions, from the research work on Documentation.			x
E8	Ability to organize and process the information that will later be included in the project.			x
E10	Ability to translate creative ideas so that they can be transmitted in digital format.		x	
E11	Ability to adequately present the results of the research orally, in writing, audiovisual or digitally, in accordance with the canons of the information and communication disciplines.			x
E14	Understand communication as a process, as well as the different elements that constitute it, understanding the knowledge of the specificity of the discourses, as well as the modes of representation typical of the different technological and audiovisual media, while discriminating the different theories, methods and problems of audiovisual communication and its different languages.		x	
E20	Ability to develop an articulated knowledge of communication, both from a historical point of view, and also as an evolving sociological phenomenon, at the same time as the new realities offered by the constant advance in its technological dimension.			x
LEARNING OUTCOMES		COMPETENCES		
R1- Knowledge of the principles and functions of the organization of information, as well as of audiovisual Documentation.		3, 6, 8, 9, 11 E5, E6, E8, E11, E14, E20		
R2- Skill in the processes of search and cataloging of audiovisual documents.		1, 2, 3, 4, 5, 6, 7 E1, E5, E8, E14, E20		



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R3- Ability to carry out documentary research work and for the documentary analysis of printed, audiovisual information and web environments.	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11 E1, E5, E6, E8, E10, E11, E14, E20
R4- Promotion of critical, analytical and reflective capacity in information search processes.	1, 6, 7, 9, E5, E6, E8, E11, E14
R5- Knowledge of the operations inherent to document processing, document languages and their functions in the information storage and retrieval processes.	1, 2, 5, 6, 7 E1, E5, E6, E8, E11, E14
R6- Acquisition of basic knowledge about the use of specialized information sources in audiovisual Documentation and the search for resources in the digital environment.	1, 2, 5, 6, 7, 8, 9, 11 E1, E5, E6, E8, E11, E14

TRAINING ACTIVITIES OF PRESENTIAL WORK			
ACTIVITY	Teaching-Learning Methodology	Relationship with Learning Outcomes of the subject	ECTS
MASTER CLASS	Presentation of content by the teacher, analysis of competences, explanation and demonstration of capacities, skills and knowledge in the classroom.	R1, R2, R3, R4, R5, R6	1
PRACTICAL CLASSES	Case studies, diagnostic analysis, problems, field study, computer room, visits, data search, libraries, network, Internet, etc. Meaningful construction of knowledge through student interaction and activity.	R1, R2, R3, R4, R5, R6	1
GROUP WORK EXHIBITION	Application of interdisciplinary knowledge	R1, R2, R3, R4, R5, R6	0,15
TUTORSHIPS	Personalized and small group attention. Period of instruction and / or orientation carried out	R1, R2, R3, R4, R5, R6	0,1



	by a tutor in order to review and discuss the materials and topics presented in classes, seminars, readings, completion of work, etc.		
EVALUATION	Set of oral and / or written tests used in the initial, formative or additive evaluation of the student.	R1, R2, R3, R4, R5, R6	0,15
Total			(2,4)
TRAINING ACTIVITIES OF SELF-EMPLOYED STUDENTS			
EXERCISE	Teaching-Learning Methodology	Relationship with Learning Outcomes of the subject	ECTS
TEAM WORK	Group preparation of readings, essays, problem solving, seminars, papers, reports, etc. to expose or deliver in theoretical classes, practical classes and / or small group tutorials. Work done on the university platform (www.plataforma.ucv.es)	R1, R2, R3, R4, R5, R6	2
AUTONOMOUS WORK	Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc. to expose or deliver in theoretical classes, practical classes and / or small group tutorials. Work done on the university platform (www.plataforma.ucv.es)	R1, R2, R3, R4, R5, R6	1,6
Total			3,6
SKILLS ACQUISITION ASSESSMENT SYSTEM AND GRADING SYSTEM			



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Assessment instrument	EVALUATED LEARNING OUTCOMES	Percentage awarded
Written test. It will be essential to pass these tests to average the rest of the evaluation instruments	R1, R2, R3, R4, R5, R6	50%
Group work exhibition. It will be necessary to participate in this work to average with the rest of the evaluation instruments	R1, R2, R3, R4, R5, R6	25%
Delivery of individual works. It will be essential to deliver it on the agreed date and time to average the rest. The use of artificial intelligence to carry out digital practices will always be carried out in consultation with the teacher, who will indicate what can be worked on and done with this technology. Its use, if permitted, will be described in the statement of the practice or set by the teacher in class. In no case may a work carried out entirely with this technique be presented or any practice presented without prior consultation with the teacher. If this event occurs, it will be considered a very serious offense and all practices of the subject will be suspended.	R1, R2, R3, R4, R5, R6	15%
Active participation in class. (Attendance, interventions in debates and practical sessions. In order to take the exam it is necessary to attend at least 50% of the classes in person).	R1, R2, R3, R4, R5, R6	10%
Criteria for awarding the Honor Roll: At the teacher's discretion, an honors degree may be awarded for every 20 students (not for a fraction of 20; except for the first 20 students). - Honors registration can only be granted in the first or second call of the student's first year of enrollment in the subject. - The teacher may grant honors to any of the students who have obtained an outstanding in the subject.		



By virtue of the regulations governing the evaluation and qualification of the subjects of the UCV in its article 8.1 it is established that the student who has not attended, at least, 50% of the classes of the present 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 subject 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 subject 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. In order to take the exam, it is necessary to attend at least 50% of the classes in person.

This rule is complementary to the percentages of evaluation of non-attendance and participation, as well as the evaluation and completion of assignments or cases in the classroom or during the course that will follow their own evaluation criteria. Both percentages are included in this Teaching Guide.

DESCRIPTION OF CONTENTS	COMPETENCES
BLOCK I	
1. Introduction to documentation 2. The consumer of the digital age	CB1, CB2, CB3, CB4, CB5, 01, 03, E11, E14
3. know how to investigate 4. Detect and document trends: coolhunting 5. Document branding projects 6. Document packaging projects 7. Document editorial design projects 8. Document web projects	CB1, CB2, CB3, CB4, CB5, 01, 02, 04, 05, 06, 10, E1, E2, E5, E8, E14
9. Final project	CB1, CB2, CB3, CB4, CB5, 01, 03, E11, E14
BLOCK II	



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10. Introduction to Digital Marketing 11. Main digital marketing techniques 12. metrics 13. The customer journey map and the sales funnel 14. Digital Marketing Plan	CB1, CB2, CB3, CB4, CB5, 2, 3, 4, 5, 7, 10, E8, E10
15. Search engines: Google & amazon 16. SEO and SEM 17. SEO On Page 18. Off-Page SEO 19. Google Analytics 20. Basic SEM campaign 21. Final project	CB1, CB2, CB3, CB4, CB5, 1, 2, 5, 7, 11, E6, E8, E11



CONTENT BLOCK I / DIDACTIC UNIT I	NUMBER OF SESSIONS
0. Presentation of the subject. Teaching guide.	1
1. Introduction to documentation	1
2. The consumer of the digital age	1
3. know how to investigate	2
4. Detect and document trends: coolhunting	1
5. Document branding projects	1
6. Document packaging projects	1
7. Document editorial design projects	1
8. Document web projects	1
9. Final project	1
CONTENT BLOCK II / DIDACTIC UNIT II	Nº OF SESSIONS
10. Introduction to Digital Marketing	1
11. Main digital marketing techniques	1
12. Metrics	1
13. The customer journey map and the sales funnel	2
14. Digital Marketing Plan	2
15. Search engines: Google & amazon	2
16. SEO and SEM	2
17. On Page SEO	2
18. Off-Page SEO	2
19. Google Analytics	2
20. Basic SEM campaign	1



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21. Final project	2
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TEMPORARY ORGANIZATION OF LEARNING:

CONTENT BLOCK I / DIDACTIC UNIT I	NUMBER OF SESSIONS
0. Presentation of the subject. Teaching Guide. Goals. Normative.	1
1. The sources of information.	1
2. Audiovisual documentation.	3
3. Resources for the creation and production of multimedia content. Multimedia databases.	1
4. Documentary analysis and preservation of multimedia content.	3



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CONTENT BLOCK II / DIDACTIC UNIT II	NUMBER OF SESSIONS
5. Information architecture. Accessibility. Usability Access to content.	1
6. Market and Customer Journey.	1
7. SEO on page: relevance, keywords, content and technical aspects.	8
8. SEO off page: link building and Social Networks.	3
9. SEM platforms and tools.	2
CONTENT BLOCK III / DIDACTIC UNIT III	NUMBER OF SESSIONS
10. Bibliographic references, citation systems.	2
11. Bibliographic references managers.	1
CONTENT BLOCK IV / DIDACTIC UNIT IV	NUMBER OF SESSIONS
12. CMS Content Managers.	1
13. Multimedia project.	1

DEVELOPMENT OF THE SUBJECT IN SECOND AND SUBSEQUENT ENROLLMENTS:

There will be a specific group for non-first-enrollment students who will have the option of 6 monitoring and tutoring sessions of 2 hours each. In each session the skills that each student needs to be able to overcome the subject will be reinforced.

The content evaluation will be carried out in the exam set in the official calendar for this subject.

These sessions are available on the specific schedule.

The BLOCKS of content and tasks to be developed in each session will be the following:

TEMPORARY ORGANIZATION OF LEARNING (Second or subsequent enrollment students):		
	CONTENT BLOCK I-II / DIDACTIC UNIT II-II	NUMBER OF SESSIONS
1	Review of theoretical contents of the UD. 1, 2, 3	1



2	Review of theoretical contents of the UD. 4, 5, 6	1
3	Review of theoretical contents of the UD. 7, 8, 9	1
	CONTENT BLOCK III-IV / DIDACTIC UNIT III-IV	
4	Review of theoretical contents of the UD. 10, 11	1
5	Review of theoretical contents of the UD. eleven	1
6	Review of theoretical contents of the UD. 12	1