



Information about the subject

Degree: Bachelor of Science Degree in Multimedia and Digital Arts

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 1250205 **Name:** Audiovisual Narrative

Credits: 6,00 **ECTS Year:** 2 **Semester:** 2

Module: Creación audiovisual

Subject Matter: Narrativa audiovisual **Type:** Compulsory

Department: Multimedia and Digital Arts

Type of learning: Classroom-based learning

Languages in which it is taught: Spanish

Lecturer/-s:

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Module organization

Creación audiovisual

Subject Matter	ECTS	Subject	ECTS	Year/semester
Narrativa audiovisual	6,00	Audiovisual Narrative	6,00	2/2
Producción	6,00	Documentary Production and Screenplay	6,00	1/2
Edición y Postproducción	30,00	2D Animation. Principles of Animation	6,00	3/2
		Audio editing	6,00	3/1
		Digital Postproduction	6,00	4/1
		Digital Video Recording and Editing	6,00	3/2
		Modelling and Rendering in Three Dimensions	6,00	3/1



Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Haber adquirido conocimientos avanzados y demostrado una comprensión de los aspectos teóricos y prácticos y de la metodología de trabajo en su campo de estudio con una profundidad que llegue hasta la vanguardia del conocimiento. [RA1]
- R2 Aplicar correctamente sus conocimientos a su trabajo o vocación de una forma profesional y ser capaz de elaborar y defender argumentos y resolver problemas dentro de su área de estudio. [RA2]
- R3 Ser capaz de recopilar 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. [RA3]
- R4 Ser capaz de transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado. [RA4]
- R5 Demostrar un alto grado de autonomía en el aprendizaje. [RA5]
- R6 Elaborar respuestas teórico-prácticas basadas en la búsqueda sincera de la verdad plena y la integración de todas las dimensiones del ser humano ante las grandes cuestiones de la vida. [RA6]
- R7 Aplicar los principios derivados del concepto de ecología integral en sus propuestas o acciones, sea cual sea el alcance y el área de conocimiento y los contextos en las que se planteen. [RA7]
- R8 Respetar y poner en práctica los principios éticos y las propuestas de acción derivados de los objetivos para el desarrollo sostenible transfiriéndolos a toda actividad académica y profesional. [RA8]
- R9 Utilizar las tecnologías digitales para crear, buscar, almacenar, procesar y presentar proyectos, así como para interactuar y colaborar con otros agentes en el ámbito académico y profesional. [RA9]
- R10 Colaborar con otras personas cuidando las relaciones interpersonales y la responsabilidad y profesionalidad en las tareas. [RA10]
- R11 Generar y desarrollar nuevas ideas aplicándolas a los problemas y retos que se plantean en su ámbito de estudio y en su entorno profesional mediante soluciones originales e innovadoras demostrando iniciativa, emprendimiento, flexibilidad y espíritu crítico. [RA 11]
- R12 Dirigir y coordinar equipos teniendo en cuenta las variables personales y contextuales. [RA12]



- R13 Identificar y analizar los elementos clave de una expresión artística dominando el vocabulario, códigos, movimientos y conceptos inherentes al ámbito artístico siendo capaces de transferirlos a sus propias creaciones. [RA13]
- R14 Valorar el papel del diseño y la comunicación en la formulación de mensajes y el impacto de su transmisión en diferentes ámbitos comunicativos. [RA15]
- R15 Explicar las características propias del sector de la producción digital, su funcionamiento y las tendencias que marcan su evolución actual y futura. [RA17]



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
	10,00%	SE1. Pruebas objetivas
	30,00%	SE2. Realización de actividades teórico-prácticas
	10,00%	SE3. Asistencia y participación en clase
	50,00%	SE4. Examen Final

Observations

*A minimum pass mark (50% of the mark in the final examination) must be obtained in the first or second sitting in order to calculate and average the marks for the practical work and attendance/participation. Work submitted after the deadline will not be accepted. The format of the practical work to be submitted will be determined in each assignment description. Submission in a format other than that specified will result in failure of the practical work without a possible grade. In order to pass the examination, it will be necessary to achieve a minimum grade of 5 out of 10 points. The grades obtained for attendance/participation and practical activities in the first sitting will be retained in the second sitting to be averaged with the examination in the event of failing the first sitting. If a student repeats the course, they may not submit the assignments and projects from the failed course as practical work. If they fail the first exam session, students may choose to voluntarily submit a special assignment or project, prepared by the teacher, for the second exam session. The grade for the first assignment will be cancelled and replaced by the grade obtained in this new assignment. Single assessment: In accordance with Article 9 of the General Regulations for Assessment and Grading of Official Courses and UCV Degrees, single assessment is linked to the inability of students enrolled in a face-to-face degree programme to attend classes. It is, therefore, an extraordinary and exceptional assessment system available to students who, for justified and accredited reasons, are unable to undergo the continuous assessment system and who request it from the professor responsible for the subject, who will expressly decide on the admission of the student's request for a single assessment and will notify them of its acceptance or rejection. As far as the subject of Audiovisual Narrative is concerned, the minimum attendance requirement is 70%, which is therefore the limit to be taken into consideration for any potential request for a single assessment. If granted, this will be based on the following criteria in the first and second exam sessions: all activities and assignments will be individual. Honours: The distinction of 'Honours' may be awarded to students who have obtained a grade of 9.0 or higher.



The number of students receiving this distinction may not exceed five per cent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Copying or falsifying designs or work taken from the internet, other media or classmates will constitute a serious offence and will result in the cancellation of all marks obtained in the practical work during the course, both for the first and second exam sessions, without the possibility of submitting additional work. This rule applies to both first-time and repeat students. The use of artificial intelligence for digital practical work must always be done 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 practical work statement or set by the teacher in class. Under no circumstances may work carried out entirely using this technique be submitted, nor may any practical work be submitted without prior consultation with the teacher. If this occurs, it will be considered a very serious offence and all practical work for the subject will be suspended.

MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

M1	MD1. Clase magistral
M2	MD2. Clases Prácticas
M3	MD3. Trabajo en grupo (en aula)
M4	MD4. Tutoría
M5	MD5. Evaluación
M6	MD6. Trabajo en grupo



IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
AF1. Escucha activa M1	R5, R14	17,50	0,70
AF2. Actividades de aplicación M2	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13, R14, R15	25,00	1,00
AF3. Exposición de trabajos en grupo M3	R1, R2, R3, R4, R6, R7, R8, R9, R10, R11, R12, R13, R14, R15	7,50	0,30
AF4. Trabajo individualizado o en pequeño grupo con el profesor M4	R3, R14	5,00	0,20
AF5. Evaluación M5	R1, R2, R4, R5, R6, R7, R8, R13, R14, R15	5,00	0,20
TOTAL		60,00	2,40

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
AF6. Participación en equipos de trabajo M6	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13, R14, R15	50,00	2,00
AF7. Trabajo individual M2	R1, R2, R3, R4, R5, R6, R7, R8, R9, R11, R13, R14, R15	40,00	1,60
TOTAL		90,00	3,60



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
Block 1	Introduction to narrative. Introduction to audiovisual narrative. Codes and structures of audiovisual narration. Audiovisual space and time. Narrative units. Television fiction storytelling. News formats. Advertising. Transmedia narrative. Corporate video.

Temporary organization of learning:

Block of content	Number of sessions	Hours
Block 1	30,00	60,00



References

BASIC:

GORDILLO, I.(2009). *Manual de Narrativa Televisiva*. Madrid: Síntesis.

CANET, F. y PRÓSPER, J.(2009): *Narrativa audiovisual. Estrategias y recursos*. Madrid: Síntesis.

SCOLARI, C-A.(2016). *Narrativas transmedia*; Barcelona: Deusto.

GÓMEZ TARIN, F-J.(2015). *Elementos de Narrativa Audiovisual: expresión y narración*. Cantabria: Asociación Shangrila Textos Aparte.

ADDITIONAL:

SÁNCHEZ NAVARRO, J.(2006). *Narrativa Audiovisual*. Cataluña: UOC (Universitat Oberta de Catalunya).

TOLEDO, S. (2012). *Cómo crear un programa de televisión*. Barcelona: Laertes.

BALSEBRE, A. y MATEU, M.(2008). *La entrevista en radio, televisión y prensa*. Madrid: Cátedra.