



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

Course 2024/25

DIGITAL POSTPRODUCTION COURSE GUIDE

ECTS



SUBJECT: Digital Postproduction		6
Field: Editing and Post Production		24
Module: Audiovisual Creation		36
Type of learning¹: Básic	YEAR: 4º Semester: 1º	
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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
Prerequisites: Have not been established				

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

**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
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



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C.B. 5 That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.			x	
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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
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, R15, R16	1
PRACTICAL CLASSES	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, R15, R16	1
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, R15, R16	0,25

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.



EVALUATION	Set of oral and / or written used in initial, formative or summative evaluation of the student.	R3,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, R15, R16	3,6
Total			(3,6*)
SKILLS ACQUISITION ASSESSMENT SYSTEM AND GRADING SYSTEM			
Assement tools ³	ASSESSED LEARNING OUTCOMES		Percentage awarded
COMPLETION OF THEORETICAL-PRACTICAL ACTIVITIES (AUTONOMOUS WORK) ⁴	R3, R15, R16		30%
PRACTICAL ACTIVITIES (CLASSROOM WORK) ⁵	R3,R15, R16		10%

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 work carried out during the in-person classes, will be assessed with 10% of the final mark.



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PRACTICE + FINAL EXAM ⁶	R3, R15, R16	60%
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OBSERVATIONS

Single Evaluation:

According to Article 9 of the General Regulations on Evaluation and Grading of Official Degrees and Own Degrees at UCV, the single evaluation is linked to the impossibility of attendance by students enrolled in an in-person program. Therefore, it is an extraordinary and exceptional evaluation system available to those students who, with proper justification and documentation, are unable to follow the continuous assessment system and who request it from the course instructor. The instructor will expressly decide on whether to grant the student's request and will inform them of the acceptance or denial of the single evaluation.

Regarding the **Digital Postproduction** course, the minimum required attendance is 50%, which will be the threshold for considering a potential single evaluation request. If granted, the evaluation will be based on the following criteria: completion of four theoretical-practical activities (40%)—tutoring is not mandatory if the student chooses not to attend—and a final exam (60%). At least 50% of the theoretical-practical activities must be completed to pass the course. The same conditions apply for the second exam session, during which students may also submit any of the theoretical-practical activities not completed in the first session.

Use of AI

AI use is allowed for:

- Receiving feedback on the clarity or coherence of a student's own text.
- Improving the writing of documents, provided the original content is the student's own.
- Generating audiovisual material such as pieces or segments of projects created in the course. For all post-production projects, submitting the editing files is mandatory.

⁶ **The exam will consist of a final project and a final written exam.** The final project will account for **20%** of the final grade and will be supervised and monitored by the instructor. The final exam will account for **40%** of the final grade. Together, they will make up **60%** of the overall grade.

To pass the course, students must earn a **minimum of 3 points** out of this 60%, calculated as the sum of the supervised final project and the final exam. Additionally, a **minimum score of 5 out of 10** is required on the final exam itself in order to pass that component.

Submitting the final project is a mandatory requirement to sit for the final exam; unsupervised projects will not be accepted. Students who did not submit the three continuous assessment projects or failed them will not have those grades averaged with the exam result; their final grade will carry over to the second exam session. However, if the teaching staff deems it appropriate, students may be allowed to submit **one individual project** in the second session (not for the purpose of modifying a grade from the first session), at the instructor's discretion, which could be averaged with the grades from the first session.

Attendance grading is final and cannot be changed.

**AI use is not allowed for:**

- Replacing the creative process in postproduction projects.
- Presenting AI-generated work as the student's own.
- Recording or transcribing, in whole or in part, any activity conducted in the classroom for the purpose of generating summaries or notes via AI.

Citation and attribution criteria:

- If AI is used in any activity, it must be clearly cited, indicating which part of the activity it was used in, which AI tool was used, and for what purpose (image, video, or audio creation).
- The use of AI will be assessed as part of the originality and technical knowledge criteria learned during the course.

Criteria for Awarding "Matrícula de Honor" (Distinction)

The distinction of *Matrícula de Honor* may be awarded to students who have achieved a final grade equal to or higher than 9.0. The number of such distinctions may not exceed five percent of the total number of students enrolled in a group during the academic year, unless the number of enrolled students is lower.

Plagiarism, Copying, and Failure to Cite Sources

Detection of plagiarism or copying in any assignment will result in the assignment being failed. Plagiarism is defined as the use of others' work without citation or the excessive use of non-original material in the assignment (over 35%). Repeated instances of copying will result in failure of all continuous assessment tasks. Copying during the exam will result in failure of the entire course, with no option to retake it in the second session. A student's presence in the classroom at the beginning of the exam implies their participation in the exam and they may not claim "not presented" status, even if they leave immediately after receiving the exam.

Attendance and Participation

Regarding attendance and participation, the instructor may consider as non-attendance repeated tardiness, lack of attention in class (unauthorized use of mobile phones, lack of participation, etc.), or failure to work with the appropriate equipment (mouse or graphic tablet and 27" monitor). These factors may count toward overall non-attendance and impact the attendance and participation percentage set in the course syllabus.

This rule complements the evaluation percentages related to attendance and participation, as well as the assessment and completion of assignments or case studies done in class or during the course, which will follow their own evaluation criteria. Both percentages are included in this course guide.

CONTENT DESCRIPTION	SKILLS
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Organization blocks of content or thematic groupings. Development of content in teaching guides.	(Indicate numerically related skills)
1. Introduction to Postproduction and Motion Graphics	R3, R4, R15, R16
2. Workflow with After Effects	R3, R4, R15, R16
3. Shape and Text Layers, Interoperability Between After Effects and Other Applications	R3, R4, R15, R16
4. Working with Time	R3, R4, R15, R16
5. 2.5D Environment in After Effects	R3, R4, R15, R16
6. Effects and Expressions	R3, R4, R15, R16
7. Postproduction Techniques and Effects on Live-Action Footage	R3, R4, R15, R16
8. Film Language and Audiovisual Narrative (Scene Transitions)	R3, R4, R15, R16
9. AI in Audiovisual Production	R3, R4, R15, R16
10. Continuous Assessment Exercises and Projects	R3, R4, R15, R16

TEMPORAL ORGANIZATION OF LEARNING (Students of first registration):		
	BLOQUE DE CONTENIDO/UNIDAD DIDÁCTICA	Nº DE SESIONES
1	Introduction to Postproduction and Motion Graphics	1
2	Workflow with After Effects	2
3	Shape and Text Layers, Interoperability Between After Effects and Other Applications	3
4	Working with Time	3
5	2.5D Environment in After Effects	2
6	Effects and Expressions	3



7	Postproduction Techniques and Effects on Live-Action Footage	3
8	Film Language and Audiovisual Narrative (Scene Transitions)	2
9	AI in Audiovisual Production	1
10	Continuous Assessment Exercises and Projects	10

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 SESSIONS (Must to be 6)
1	Introduction to Postproduction and Motion Graphics	0,5
2	Workflow with After Effects	0,5
3	Shape and Text Layers, Interoperability Between After Effects and Other Applications	0,5
4	Working with Time	0,5
5	2.5D Environment in After Effects	0,5
6	Effects and Expressions	0,5
7	Postproduction Techniques and Effects on Live-Action Footage	0,5
8	Film Language and Audiovisual Narrative (Scene Transitions)	0,5
9	AI in Audiovisual Production	0,5
10	Continuous Assessment Exercises and Projects	1

⁷ Second registration students must sit the exam and take the same number of practicals as first registration students, plus a practical with a value of 10% equivalent to the exercises carried out during the practical classes: 4 tutored continuous assessment projects (in this case, monitoring by the tutor is not compulsory if the student deems it appropriate) which score 40% (10% each) of the final mark and a final practical with a value of 20% of the final mark. The final exam will be worth 50% of the final mark. Attendance will not be compulsory for students in the second call, but it is advisable to attend the tutorials to reinforce the student's work and skills in order to pass the course.