



COURSE GUIDE
Final Master Work
Master's Degree in Digital Media
Catholic University of Valencia

Course 2020 / 21



TEACHING GUIDE OF THE SUBJECT

		ECTS
SUBJECT: Final Master Work		6
Subject-Matter: Final Master Work		6
Module: Final Master Work		6
Type of learning: Mandatory	COURSE: 1 SEMESTER: 2º	
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MODULE ORGANIZATION

Final Master Work		6		
Duration and temporal location within the curriculum:				
Subjects and Courses				
SUBJECT	ECTS	COURSES	ECTS	Course/ semester
Final Master Work	6	Final Master Work	6	1/2


TEACHING GUIDE OF THE SUBJECT: Final Master Work

Prerequisites: Not required

GENERAL GOALS

- Have ability in theoretical and documentary research, management information exposure.
 - Learn to relate the theoretical and practical knowledge in an original theme in the field of digital creation studio.
 - Be able to self at work: planning and organization, self-criticism, proper management of the development phases of a research paper.
 - Acquisition and application of quality standards at work.
- Practical application of knowledge, intellectual property and digital authorship.

BASIC COMPETENCES¹
Weight

	1	2	3	4
CB6 - Knowledge and understanding that provide a basis or opportunity for originality in developing and / or applying ideas, often within a research context.				X
CB7 - That the students can apply their knowledge and ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.				X
CB8 - Students should be able to integrate knowledge and handle complexity, and formulate judgments based on information that was incomplete or limited, include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments.			X	
CB9 - That students can communicate their conclusions what the knowledge and rationale underpinning these,? For specialists and non-specialists in a clear and unambiguous.				X
CB10 - Students must possess the learning skills to enable them to continue studying in a way that will be largely self-directed or autonomous.				X

¹ List of all the competences. Each of them must be weighed up from 1 to 4, using as a criterion the contribution of the subject to the final development of the competence.



GENERAL COMPETENCES ²				
	1	2	3	4
CG01 - Working in an interdisciplinary team.	X			
CG02 - Working in an international context.	X			
CG03 - Interpersonal relationship skills		X		
CG04 - Creativity. Ability to generate new ideas.				X
CG05 - Ability to collaborate with other professions, and especially with professionals from other fields. Identify the right professionals to develop creative work properly.	X			
CG06 - Initiative and entrepreneurship.				X
CG07 - Motivation for quality.				X
CG08 - Capacity for self-employment and job creation.			X	

CROSS-SECTIONAL COMPETENCES³				
	1	2	3	4
CT01 - Behave ethically in carrying out their responsibilities to the profession and society.			X	
CT02 - Knowing the fundamental laws (international, national and regional) on equal opportunities between women and men.			X	
CT03 - Respect entrances to buildings and classrooms of students with disabilities to contribute in equal opportunities and full integration into the university community.	X			
CT04 - Understanding the relationships between gender and education, training, science and culture, to design coeducational and egalitarian processes of a culture of peace and democratic values.			X	

³ Follow consecutively with the previous numbering. The specific competences are weighted 1-4 following the same approach as with the cross.



SPECIFIC COMPETENCES⁴				
	1	2	3	4
E01 - Encouraging creativity and innovation in multimedia environments.				X
E02 - Knowing the specific production methods and especially digital art techniques to apply to the world of communication, also seeking new media.				X
E03 - Develop technical skills and procedures in traditional illustration and digital techniques for the creation and development of graphics, images, symbols and texts.				X
E04 - Organize, sort and index all materials and files used in the development of digital projects, generating documents for proper conservation or query. And the ability for later search and retrieval of information.				X
E05 - Generate new ideas and aesthetic solutions for the development of new designs in multimedia environments.				X
E06 - Analyze areas of information society in which media technologies can be useful and applicable.			X	
E07 - Plan and manage projects and technological developments.			X	
E08 - Synthesize creative ideas so that it is possible to transmit in digital format.				X
E09 - Properly expose the results of research in oral, written, visual or digital, according to the canons of the disciplines of information and communication.				X



	1	2	3	4
E10 - Rate the design and composition to create visual messages.		X		
E11 - Understand and convey the role of strategic communication as a factor of innovation.			X	
E12 - Analyze the characteristics of the digital production industry and its operation, investigating and detecting needs.			X	
E13 - Understand, value and understand the ethical obligations in the environments of graphic design, digital video and multimedia web-and the need to comply with them.				X
E14 - Develop graphic projects from conception to completion print or electronic on-demand.				X
E15 - Create logos and define the company's corporate identity				X
E16 - Retouch, manipulate and perform assemblies creative with digital images for further processing or photo inclusion in different media.				X
E17 - Direct and layout for print media publications or digital.				X
E18 - Check all prepress and printing process of graphic design.				X
E19 - Accurately generate pdf documents of different projects for their proper conservation, exchange or query.				X



	1	2	3	4
E20 - Capture, scan and edit the video material through nonlinear systems under narrative criteria.				X
E21 - Postproducir edited video material, adding effects, animation and titling				X
E22 - Convert and adapt audiovisual projects generated at different media and formats, both for broadcast and their conservation.				X
E23 - Direct and design three-dimensional animation for the development of industrial headers, presenting programs, advertisements and illustrations explanatory			X	
E24 - Conceptualize, plan and design Web pages according to market IT standards.				X
E25 - Programming Web projects using appropriate computer languages and current.				X
E26 - Host, maintain and update web projects on file servers.				X

LEARNING OUTCOMES
R-1 has skill in theoretical and documentary research, management information exposure.
R-2 know relate the theoretical and practical knowledge in an original topic in the field of digital creation studio.
R-3 has a capacity for self-regulation at work: planning and organization, self-criticism, proper management of the development phases of a research paper.
R-4 acquires and applies quality standards at work.
R-5 Apply knowledge practically on intellectual property and digital authorship.



EDUCATIONAL ACTIVITIES		
ACTIVITY	Nº Hours	presentiality
On-campus Class: preferably oriented training activity to acquire knowledge acquisition skills. refers to the oral presentation by the teacher, (supported by board, computer and projector for the display of text, graphics, software, etc..), to a group of students. These sessions expository, explanatory and demonstrative content.	5	100%
Independent work: Independent work of student activity that represents the time that the student must devote to material preparation.	130	0%
Tutorials: Personal attention or in small groups. Period of instruction and / or guidance by a tutor to review and discuss the materials and topics presented in lectures, seminars, readings, papers, etc..	15	100%

EVALUATING SYSTEM		
EVALUATING SYSTEM	minimum weight	Maximun weight
Overall rating of the Final Master Work by a court (originality of the project, quality of the oral defense and on)	10.0	10.0



MENTION OF DISTINCTION:

The mention of Distinction will be awarded to students who have achieved a score equal to or greater than 9.0. The number of Distinctions granted will not exceed 5% of students enrolled in a subject in the corresponding academic year unless enrollment is under 20, in which case only one Distinction may be granted. (Royal Decree 1125/2003).

DESCRIPTION OF CONTENTS

The evaluation system of the Final Master Work is adapted to the criteria established in Royal Decree 1393/2007 amended by Royal Decree 861/2010 , which provide individual and public defense .

For the evaluation of the Works Final Master , and in accordance with regulations adopted by the UCV , the Academic Committee of the master will appoint an evaluation Tribunal for each Master's Thesis , which will consist of three members, of which at least one will be the master teacher . In no case may be part of the Tribunal 's work tutor who, however , must give the nod to the tank and advocacy work to Master .

Labour Defence Final Project will be undertaken by the student in open session by exposing their content or main lines of the same , for the maximum time specified in the subpoena for defense. Then the student will answer questions and clarifications raised by members of the Evaluation Commission .

The Master Thesis is to develop and adequately present a multidisciplinary media project consisting of:

- Development of personal corporate identity
- Planning , editing and post-production of an industrial video
- Design interactive personal portfolio in digital format
- Creating and programming a web page related to the business world



BIBLIOGRAPHY

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- Charlotte & Peter Fiell (2003): Graphic Design for the 21st Century, Taschen.
- Luidl P. : Tipografía básica, Ed. Campgrafic / 2001
- Arndt von Koenigsmarck: Cinema 4D 11, Anaya Multimedia
- David B. Mattingly: VFX y postproducción para cine y publicidad: curso de Digital matte painting, Anaya Multimedia
- KATIE HAFNER, MATTHEW LYON.: *Where Wizards Stay Up Late: The Origins of the Internet*. Simon and Schuster, 1998.
- TIM BERNERS-LEE, MARK FISCHETTI.: *Weaving the Web : The Original Design and Ultimate Destiny of the World Wide Web by its Inventor*. Paw Prints, 2008.
- NIELSEN, J.: "Designing Web Usability. The practice of simplicity". London: Peachpit Press, 1999.
- PREECE, J. & ROGERS, Y. & SHARP, H.: "Interaction design: Beyond human-computer interaction". John Wiley& Sons Ltd. 2011.

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