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**COURSE GUIDE**  
**External practice**  
**Master's Degree in Digital Media**  
**Catholic University of Valencia**

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**Course 2020 / 21**



## TEACHING GUIDE OF THE SUBJECT

		ECTS
<b>SUBJECT:</b> External practice		6
<b>Subject-Matter:</b> External practice		6
<b>Module:</b> External practice		6
<b>Type of learning:</b> Mandatory	<b>COURSE:</b> 1 <b>SEMESTER:</b> 2º	
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## MODULE ORGANIZATION

External practice				6
<b>Duration and temporal location within the curriculum:</b>				
<b>Subjects and Courses</b>				
SUBJECT	ECTS	COURSES	ECTS	Course/ semester
External practice	6	External practice	6	1/2


**TEACHING GUIDE OF THE SUBJECT: External practice**

**Prerequisites: Not required**

**GENERAL GOALS**

- Develop critical and self-critical.
- Getting experience in the design and implementation phases of audiovisual projects.
- Know the common forms of management and development companies in the audiovisual and creative sector.
- Ability to work in team and integrated into a project, argued know how to express opinions, to understand the problems and solutions given.
- Manage information and documentation of staff.
- Know expose orally and in writing the design, development and results of a multimedia project in a professional environment.
- Being self-responsible and demonstrate ethical behavior in the development of professional work.
- Acquire and apply quality standards in the workplace.
- Apply to practical cases previously acquired knowledge.

BASIC COMPETENCES <sup>1</sup>	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

<sup>1</sup> 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.



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

<b>CROSS-SECTIONAL COMPETENCES<sup>3</sup></b>				
	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
CT01 - Behave ethically in carrying out their responsibilities to the profession and society.				<b>X</b>
CT02 - Knowing the fundamental laws (international, national and regional) on equal opportunities between women and men.				<b>X</b>
CT03 - Respect entrances to buildings and classrooms of students with disabilities to contribute in equal opportunities and full integration into the university community.				<b>X</b>
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.			<b>X</b>	

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



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SPECIFIC COMPETENCES <sup>4</sup>				
	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.				
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 Develops critical and self-critical.
R-2 Get experience in the design and implementation phases of audiovisual and creative projects.
R-3 Meet the usual forms of management and development companies in the audiovisual and creative sector.
R-4 know teamwork and integrated into a project, argued known to express opinions, understands the problems and the solutions given.
R-5 manages the information and documentation of staff.
R-6 exhibit know orally and in writing the design, development and results of a multimedia project in a professional environment.
R-7 is autonomous, responsible and ethical behavior demonstrated in the development of professional work.



R-8 acquires and applies quality standards at work.

R-9 applies to practical cases previously acquired knowledge.

EDUCATIONAL ACTIVITIES		
ACTIVITY	Nº Hours	presentiality
<b>On-campus Class:</b> 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.	<b>5</b>	<b>100%</b>
<b>External practice:</b> training activity face consisting of conducting tutored in companies through which the student puts into practice all the skills learned and applied to real projects.	<b>130</b>	<b>100%</b>
<b>Tutorials:</b> 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..	<b>15</b>	<b>100%</b>





<b>EVALUATING SYSTEM</b>		
<b>Evaluating system</b>	<b>minimum weight</b>	<b>Maximun weight</b>
Report of tutor of business practices in which the student has made	2.0	8.0
Memory evaluation practices	2.0	8.0

**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 Master incorporates a period of internships in companies with proven capacity and expertise , in addition to the training received during the master . The purpose of this period is to help implement the acquired knowledge, while offering students the opportunity to learn , from an internal perspective , the functioning and organization such companies.

The practices are performed in module 6 ECTS mandatory . Pursues overall objective to integrate the student in a learning environment based on actual fields related audiovisual and creative sector , thus ensuring their familiarity with the practical aspect of each of the major branches of the sector. In this sense, it is to enable students to acquire knowledge , skills , and practical information necessary for professional practice, and the possibility of work once the internship period has ended in any of the companies in which these have been done.

The student will be integrated into a real company in the field of communication and digital creation, choosing between various fields such as: processing and retouching digital images, corporate identity development, desktop publishing, vector illustration, page layout and applications web design, presentations, illustration and three-dimensional animation , digital video editing industry. The student also has the possibility of choosing the period in which the internship will take place, as long as these are framed within the academic year in which the master's degree is taken.

At all times the student will be guided in learning by a tutor who will ensure their learning. The period of practices will have a minimum duration of 120 hours that can be extended until the end of the academic year in which the master is enrolled, as long as it is of mutual consent if the company and the student so wish.