IDENTIFYING DATA
Audiovisual production

Subject	Audiovisual production
Code	V05G300V01935
Study programme	(*)Grao en Enxeñaría de Tecnoloxías de Telecomunicación

Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	1st

Teaching language	Spanish Galician English
Department	
Coordinator	Fernández Santiago, Luís Emilio
Lecturers	Fernández Santiago, Luís Emilio
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General description	General knowledge of the processes and language of AudioVisual production and direction, compression oriented them to get the ability to integrate into production / direction team, after organization charts, technical positions.

Also, achieve general skills on cameras, Sets and NLE Editing Systems.

Documentation in english. |

Competencies

Code	
B4	CG4: The ability to solve problems with initiative, to make creative decisions and to communicate and transmit knowledge and skills, understanding the ethical and professional responsibility of the Technical Telecommunication Engineer activity.
B8	CG8: To know and apply basic elements of economics and human resources management, project organization and planning, as well as the legislation, regulation and standarization in Telecommunications.
B12	CG12 The development of discussion ability about technical subjects
C80	(CE80/OP23) The ability to conceptually and technically manage the phases in an audiovisual production.
C81	(CE81/OP24) The ability to creatively and skillfully use the technical equipment for production development.
C82	(CE82/OP25) The ability to use specific software applications in audiovisual production.
C83	(CE83/OP26) The ability to organize an audiovisual production.
D2	CT2 Understanding Engineering within a framework of sustainable development.

Learning outcomes

Expected results from this subject	Training and Learning Results		
Know the stages and the techniques of an Audiovisual production.	B4 B8 B12	C80	
Identify the various audiovisual structures.		C80	
Know use the necessary technologies to develop an audiovisual production.	B4 B12	C80 C81 C82	D2
Know use of the postproduction software tools.		C81 C82	
Know how to manage an audiovisual project.	B8	C80 C81 C83	D2

Contents

Topic	
Audiovisual Concepts:	Basic audiovisual language. Polysemy audiovisual, formats and genres. Production development, From Script to Broadcast: -script, revision, screenplay, development. shooting script, Storyboard. -Production Breakdown script, blocking shoots,shooting schedule, call sheets. Generic Organization of a studio. Generic Organization of production.
Definition of technical positions:	Preproduction: -Advisor (foresight other stages) -Technical Direction. -IT system Administration. (Networks, databases-nomenclatures-, adaptation ...) Production: -Electrical (lighting, rush ...) -Physical effects (mechanical, electronic, computer ...) -Sound. (Record, registration) -Signal Control. -Camera Control. Postproduction: -Transfer of information. -Quality control, compression. -Postprodcution operator (editing, Grading) -Computer effects. Broadcast: -Recoding, compressing and reformatting. -Replication. -Streaming.
Audiovisual Genres	Specific studio / production genre based: -Fiction -Advertising -Industrial -News -Magazines -Visual Effects -Animation TV as a set
Theoretical information linked to practices	NEWS -news, scipting, call sheets, recording. -Capture, editing and export. -Playlist, headers, bursts, direction, broadcast. REPORT: -Types, definition, development, DOCUMENTARY: -Documentation, rhythm, graphics. FICTION: -single camera, multi camera.

PRÁCTICAS	Camera:
	-Installation.
	-Specific and common elements.
	-Settings.
	-Analysis of the signal.
	-Variables involved in filming.

Camera:
-Installation.
-Specific and common elements.
-Settings.
-Analysis of the signal.
-Variables involved in filming.

NEWS
-News, scipting, call sheets, recording.
-News scripting and Recording.

Edition:
-Setting projects
-Footage capture.
-online/offline - linear / nonlinear
-Three points editing
-Triming
-Audio setting. (Levels)
-Export.

NEWS
-Capture, editing and export.
-Editing news.

Set
-Set's camera.
-Camera control
-Lighting
-Chroma lighting
-Set's Resources
-Direction

NEWS
-Playlist, headers, bursts, direction, broadcast.

REPORT:
-Types, definition, development,
-Developing, recording and editing a story.

DOCUMENTARY:
-Documentation, rhythm, graphics.

FICTION:
-Single camera, multi camera.
-Development, dirección, production design, conducting a fictional Gag in single camera and set.

POSTPRODUCTION (the basics):
quality lost in compression / quality comparison.
chroma key.
wire removal.
track.
3D track.
integration.

Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	16	40	56
Laboratory practises	7	11	18
Classroom work	10	45	55
Outdoor study / field practices	5.84	0	5.84
Practical tests, real task execution and / or simulated.	0.16	0	0.16
Multiple choice tests	1	0	1
Reports / memories of practice	2	12	14

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Master Session	Theoretical sessions on concepts of visual language, formats, sets and use, workflow and integration of technical human resources in the production's team.
Laboratory practises	practise on images and sound gathering and their postproduction to develop audiovisual products.
Classroom work	Realization of Audiovisual contents to suitable for differect formats, apliying the knowledge learnt in the laboratory practices.
Outdoor study / field practices	Practices in the TV Set of CC.SS. Aimed to the understanding of direction workflow for news and fictional programs.

Personalized attention

Tests	Description
Reports / memories of practice	Personal review of the Edition of the individual report, aiming to the new knoweledge adquired by the student about the subject. Assistance in the development of the single/Multicamera report about format/genre, in wich the theoretical knowledge seen in the subject are included.

Assessment

	Description	Qualification	Training and Learning Results		
Classroom work	Group products developed in the classroom and in the self time: News, Repor, Documentary, Fiction.	40	B4 B8 B12	C80 C82	
Practical tests, real task execution and / or simulated.	Individual Editing of the report and set's individual test.	25	B4	C81 C82	D2
Multiple choice tests	Test, theoretical contents and practical concepts of the subject.	20	B8	C80 C81 C82 C83	
Reports / memories of practice	Report of the differences between multicamera and singlecamera productions over the various studied formats. Study of a project.	15	B8 B12	C83	D2

Other comments on the Evaluation

In second call will be necessary pass an Test (30%-theoretical contents and practical concepts of the subject) and questions to develop(30%-knowledge of the process of production formats) and a practical exercise of efficience in the handle of camera and NLE edition (40%).

Sources of information

ALTEN, STANLEY, **Audio in media**,

TRIBALDOS, CLEMENTE, **Sonido profesional**,

RUMSEY, FRANCIS. MCCORMICK, TIM, **Sonido y grabación; Introducción a las técnicas sonoras**, 2ª edición,

ONDAATJE, MICHEL, **The Conversations: Walter Murch and the Art of Editing Film**,

BRINKMANN, R., **The art and science of digital compositing**, 2nd ed,

MMILLERSON, GERALD. OWENS, JIM, **Television production**,

HERRERO, JULIO CESAR, **Manual de teoria de la información y telecomunicación**, 2009,

Recommendations

Subjects that are recommended to be taken simultaneously

Image processing and analysis/V05G300V01931

Multimedia technology and computer graphics/V05G300V01932

Subjects that it is recommended to have taken before

Fundamentals of Sound and Image/V05G300V01405

Fundamentals of Image Processing/V05G300V01632

Sound Processing/V05G300V01634

Imaging Systems/V05G300V01633

Audiovisual Technology/V05G300V01631

Video and Television/V05G300V01533