



IDENTIFYING DATA

Multimedia design and storyboarding

Subject	Multimedia design and storyboarding			
Code	P04G070V01901			
Study programme	(*)Grao en Comunicación Audiovisual			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	3rd	1st
Teaching language	Spanish			
Department				
Coordinator	Legerén Lago, Beatriz			
Lecturers	Legerén Lago, Beatriz			
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Web				
General description	Of the Linear Narrative to the interactive narrative. Like doing the script for different screens and supports			

Competencies

Code	
A3	(*)Que os estudantes teñan a capacidade de reunir e interpretar datos relevantes (normalmente dentro da súa área de estudo) para emitir xuízos que inclúan unha reflexión sobre temas relevantes de índole social, científica ou ética.
B5	(*)Habilidade para expoñer os resultados dos traballos académicos de xeito oral ou por medios audiovisuais ou informáticos consonte os canons das disciplinas da comunicación
B6	(*)Capacidade para definir proxectos persoais de creación innovadora que poidan contribuír ao coñecemento ou desenvolvemento das linguaxes audiovisuais ou á súa interpretación
C7	
C8	
C17	
C21	
D1	(*)Capacidade de adaptación aos cambios tecnolóxicos, empresariais ou organigramas laborais
D3	
D4	
D5	
D6	(*)Orde e método: habilidade para a organización e temporalización das tarefas, realizándoas de xeito ordenado adoptando con lóxica as decisións prioritarias nos diferentes procesos de produción audiovisual

Learning outcomes

Expected results from this subject	Training and Learning Results	
1. Identify the base of the narrative communication as well as the differences between the conventional narrative and the interactive narrative. Be able of *secuenciar the Activities that form part of a project Be able of *secuenciar the Activities that form part of a project	A3	C7 C8
2.- Build scripts *transmedia attending to the needs of the public to the that go to direct and the screens for which go to produce.		C21 D3
3.-Propose interactive projects of innovative content applying the base of the interactive communication.	B5 B6	D4
4.-Organise the *temporalización of necessary tasks for the creation of an interactive script		C17 D6
5.- Recognise the business changes that are producing with the digitalisation to assume risks, take decisions with consciousness self-criticism		D1 D5

Contents

Topic

Base of the Narrative Communication	Communication *Narración Elements of the *narración Types of *narraciones
Linear narrative *vs narrative no Linear	Of the Poetics of *Aristoteles to the *Comic.
Interactive script	Narrative *Hipertextual. It chooses your own adventure
Script of projects of *Entretenimiento	*Narración Interactive. Of the conversational adventure to the *sandbox.
Script of Commercial projects	*Paginas Web of marketing *Paginas Corporate web Portals of information Systems of and-*learning Information centres

Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	15	15	30
Presentations / exhibitions	2	6	8
Tutored works	20	20	40
Jobs and projects	2	70	72

*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	In the session *magistral will share with the students the base *teorica on which will have to work subsequently in the practical sessions.
Presentations / exhibitions	The student will have to explain in front of the class, the project that has developed.
Tutored works	Preparation of scripts and works on partial appearances of the matter Preparation and presentation of a complete multimedia script

Personalized attention

Methodologies	Description
Tutored works	The professor will be to disposal of the student to resolve any question that have on the project of investigation that has to develop.
Tests	Description
Jobs and projects	The professor will act like the executive producer of the project of the students guiding them in the development of the same

Assessment

	Description	Qualification	Training and Learning Results
Master Session	Examination of short Questions to evaluate the learning of the student	20	A3
Tutored works	The student will have to realise a work of investigation on the matter	20	B5 B6
Jobs and projects	Preparation of the script of a project *transmedia splitting of a linear script based in a *ip own or extraneous.	60	C7 D1 C8 D3 C17 D4 C21 D5 D6

Other comments on the Evaluation

The student has to surpass the distinct parts of the matter to be able to obtain the approved. In the case that it suspended any of the proofs will have to go back to repeat it.

Sources of information

Alberich, Jordi y Tubella, Inma, **Comprender los Media en la sociedad de la información**, Biblioteca UOC,
 Arnheim, R., **Arte y percepción visual : psicología del ojo creador**, Alianza Forma,
 Bernardo, Nuno, **The Producer`s Guide to Transmedia**, BeActive books,
 Bernardo, Nuno, **Transmedia 2.0**, BeActive books,

Bou Bouzá, Guillem, **El Guion Multimedia**, primera edición,

Cerezo, José María, **Diseñadores en la nebulosa (el diseño gráfico en la era digital)**, Biblioteca Nueva,

Flichy, P., **Lo imaginario en Internet**, Editorial Tecnos,

García García, Francisco y Rajas, Mario, **Narrativas Audiovisuales: el relato**, Icono 14,

Garrand, Timothy, **Escribir para Multimedia y WEB**, Editorial Donostiarra,

Gómez Cruz, E., **Las metáforas de Internet**, Editorial U.O.C.,

Krug, Steve, **No me hagas pensar. Una aproximación a la usabilidad en la Web**, Prentice-Hall,

Manovich, L., **El lenguaje de los nuevos medios**, Paidós,

Munari, B., **Diseño y comunicación visual.**, Gustavo Gili,

Ryan, Marie-Laurie, **La narración como realidad virtual: la inmersión y la interactividad la literatura y los medios electrónicos**, Paidós,,

Scolari, Carlos A., **Hipermediaciones: elementos para una teoría de la comunicación digital interactiva**, Gedisa,

Scolari, Carlos A, **Narrativas transmedia: cuando todos los medios cuentan**, Planeta de libros,

<http://www.upf.edu/hipertextnet/>, **Revista online**,

<http://www.planetaweb2.net/>, **Revista de pensamiento digital**,

<http://www.revistakairos.org>, **Revista de pensamiento**,

Mainer Blanco, B, **Narrar en la Era Digital**, Espéculo. Revisar Literaria de la UCM,

Vale, Eugene, **Técnicas de Guión para cine y Televisión**,

Feldman, S, **Guión Argumental, Guión Documental**,

Carriere, Jean Claude, **The End**,

Bushoff, B, **Developing Interactive Narrative Content**,

Don, Abbe, **Narrative and the interface**,

Recommendations

Subjects that continue the syllabus

New media interactive projects: Web/P04G070V01903

New media interactive projects: mobile phones and DTT/P04G070V01907

Audiovisual networks on the Internet/P04G070V01910

Video games: Design and development/P04G070V01908

Subjects that are recommended to be taken simultaneously

Strategic Advertising and Public Relations for Audiovisual Products/P04G070V01501

Subjects that it is recommended to have taken before

Audiovisual and interactive project management/P04G070V01405