Universidade Vigo

IDENTIFYING DATA

Audiovisual networks on the Internet

Subject	Audiovisual networks on the Internet
Code	P04G070V01910
Study programme	(*)Grao en Comunicación Audiovisual

Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	2nd

Teaching language	Galician English
Department	
Coordinator	Martí Pellón, Daniel
Lecturers	Martí Pellón, Daniel
E-mail	dmarti@uvigo.es
Web	http://comunisfera.blogspot.com.es/p/curso-de-imagen.html
General description	Socialnetworking audivisual brands and professional reputation in sociamedia

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.
A4	(*)Que os estudantes poidan transmitir información, ideas, problemas e solución a un público tanto especializado coma non especializado.
B6	(*)Capacidade para definir proxectos persoais de creación innovadora que poidan contribuír ao coñecemento ou desenvolvemento das linguaxes audiovisuais ou á súa interpretación
C5	
C13	
C23	
C26	
D1	(*)Capacidade de adaptación aos cambios tecnolóxicos, empresariais ou organigramas laborais

Learning outcomes

Expected results from this subject	Training and Learning Results			
Know searching and describe audiovisual information and opinions in internet. Have of anthologies and a network of stories and professional profiles by innovation and communities of interest. Publish curated contents of suitable form to each digital channel	A3 A4	B6	C13 C26	D1
Design and publish a digital professional mark, manage his *branding in the most adapted platforms to keep his visibility as well as his cooperation in projects, communicating also from social networks,	A4	B6	C26	D1
Know strategies of communication for groups and organisations, enabling to take decisions in special cases and crisis of audiovisual communication (viral, etc.) in relation to brands, organisations (multiplataform, crossmedia, transmedia)	A3		C5 C23	

Contents

Topic	
Design and communication of a professional brand	Selection and edition of cured contents in a professional porfolio online in social networks
Communication and cooperation in social networks with events and professional communities	Report of professional brands, reputation audit in professional community and plan of personal communication and local cooperation in projects....

Strategy and direction of professional brands | Evaluation and direction of cases and communication of crisis in social networks

Planning

	Class hours	Hours outside the classroom	Total hours
Group tutoring	14	28	42
Case studies / analysis of situations	7	14	21
Portfolio / dossier	7	14	21
Practical tests, real task execution and / or simulated.	14	28	42
Case studies / analysis of situations	8	16	24

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

Methodologies

	Description
Group tutoring	Cooperative exercise of groupal communication through social networks in projects in course
Case studies / analysis of situations	Analysis and solution of problems and cases of management of local image

Personalized attention

Methodologies	Description
Case studies / analysis of situations	Monitoring and socialmedia analytics for professional practices
Group tutoring	Open and cooperative learning in classroom and in social networks

Assessment

	Description	Qualification	Training and Learning Results		
Portfolio / dossier	Selfevaluation of the professional profile published, and of the learning during the course Stateghies and proposals for communication of personal brand and professional development	40	A4	C5 C26	D1
Practical tests, real task execution and / or simulated.	Reputation of contents and conversations kept in professional socialnetworking	30	A3 A4	C23	D1
Case studies / analysis of situations	Resolution of communication problems and practical cases of professional communication skills is the final examination of the course	30	A3	B6	C13 C23

Other comments on the Evaluation

- Publication of professional portfolio in blog and socialmedia,
- Evaluation of curated content and professional conversations in social networks

The case solutions complete the course evaluation in the examination date indicated in the school calendar.

Sources of information

Rheingold, Howard, **Net Smart: How to Thrive Online**, 2012,
Godin, Seth, **Tribus : necesitamos que TÚ nos lideres**, 2009,
Dolors Reig, **Socionomía**, 2012,
Cambronero, Antonio, **Manual imprescindible de Twitter**, 2012,
Clazie,Ian, **Cómo crear un portfolio digital**, 2011,

Recommendations

Subjects that are recommended to be taken simultaneously

Degree thesis/P04G070V01991

Subjects that it is recommended to have taken before

Communication: Written Communication/P04G070V01101
Photography theory and technique/P04G070V01106

Company: Audiovisual and multimedia product marketing/P04G070V01401
Audiovisual and interactive project management/P04G070V01405
Strategic Advertising and Public Relations for Audiovisual Products/P04G070V01501
Multimedia design and storyboarding/P04G070V01901
New media interactive projects: Web/P04G070V01903
Documentary theory and technique/P04G070V01904
New Media Production/P04G070V01909
New media interactive projects: mobile phones and DTT/P04G070V01907
Video games: Design and development/P04G070V01908