



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	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 audiovisual brands and professional reputation in sociamedia			

Competencies

Code	
B3	
B4	
C22	
D2	
D3	
D4	

Learning outcomes

Expected results from this subject	Training and Learning Results		
New	B3 B4	C22	D2 D3 D4
New	B3 B4	C22	D2 D3 D4
New	B3 B4	C22	D2 D3 D4

Contents

Topic	
Design and communication of a professional brand	Selection and edition of cured contents in a professional portfolio 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

Previous studies / activities	12	0	12
Case studies / analysis of situations	14	28	42
(*)Cartafof	14	56	70
Portfolio / dossier	6	12	18
Practical tests, real task execution and / or simulated.	4	4	8

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

Methodologies

	Description
Previous studies / activities	On-line documentation and verification of current information
Case studies / analysis of situations	Analysis and solution of problems and cases of management of local image
(*)Cartafof	

Personalized attention

Methodologies	Description
Case studies / analysis of situations	Monitoring and socialmedia analytics for professional practices
(*)Cartafof	

Assessment

	Description	Qualification	Training and Learning Results		
(*)Cartafof	selfevaluation of the professional profile about learning during the course and proposals for development of the professional personal brand	30	B3 B4	C22	D2 D3 D4
Portfolio / dossier	Selfevaluation of the professional profile published in LinkedIn, and description of the learning during the course of strategies and proposals for communication of personal brand and professional development	40	B3 B4		D3 D4
Practical tests, real task execution and / or simulated.	Reputation of contents and conversations kept in professional socialnetworking	30	B3 B4	C22	D2 D3 D4

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

Basic Bibliography

Dolors Reig, **Socionomía**, Planeta, 2012

Complementary Bibliography

Rheingold, Howard, **Net Smart: How to Thrive Online**, MIT Press, 2012

Godin, Seth, **Tribus : necesitamos que TÚ nos líderes**, Deusto 2000, 2009

Cambroner, Antonio, **Manual imprescindible de Twitter**, Anaya Multimedia, 2012

Clazie, Ian, **Cómo crear un portfolio digital**, Gustavo Gili, 2011

Recommendations

Subjects that are recommended to be taken simultaneously

Final Year Dissertation/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
