



## IDENTIFYING DATA

### Audiovisual production

Subject	Audiovisual production		
Code	V05G300V01935		
Study programme	Degree in Telecommunications Technologies Engineering		
Descriptors	ECTS Credits	Choose	Year
	6	Optional	4th
Teaching language	Spanish		
Department	Communications and Advertising		
Coordinator	Fernández Santiago, Luís Emilio		
Lecturers	Fernández Santiago, Luís Emilio		
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General description	General knowledge of the processes of production and realization of Audio and video, aim to achieve the skills needed to work in a team of production/realization, mainly in the technical positions. using cameras, edition systems and creation of CG content. The documentation will be 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
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The audiovisual production: characteristic and production and realization workflow.	Workflow for Vfx, 3DCGI and interactive. Pipelines. Production charts.
Creation of contents and catchment of sound and image.	Basics of video cameras handling. Basics of Audio for film.
Audiovisual structures, linear and interactive.	The script as a technical document. Technical breakdown.
Computer Generated Image.	Producción assets (geometry, shaders, animation) Graphic and render Engines.
Virtual environments: elements and creation of the levels.	Layouts, terrains, lighting.
Postproduction systems.	NLE. Basics of Video composition: Layers and channels. Color, grading and Conform.
Production and realization techniques.	Audiovisual language basics.
Audiovisual projects Management.	Gestion of media, data and control of a production. Pipelines And Workflows.

## Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	21	21	42
Problem solving	7	7	14
Supervised work	2	12	14
Laboratory practices	14	35	49
Laboratory practice	14	14	28
Objective questions exam	2	0	2
Practices report	1	0	1

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

## Methodologies

	Description
Lecturing	Theoretical sessions on concepts of visual language, formats, equipment and their use. Elements of linear and interactive visual production, workflows and integration of technical personnel in production teams.
	CG8 CG12 CE80 CE82 CT2
Problem solving	Common or hypothetical Production situations will be proposed, requesting a solution using methods seen in the subject.
	CG4 CG12 CE81 CT2
Supervised work	Portions of AV projects will be carried out autonomously and in groups. Both in linear and interactive production.
	CG8 CE80 CE83
Laboratory practices	Practical classes on obtaining images and sounds, Creation of synthetic elements and postproduction for the creation of audiovisual products. The work is done in work groups, with rotation in the positions to ensure individual contact with the different resources.
	CG12 CE81 CE82

## Personalized attention

Methodologies	Description
Laboratory practices	Use of audiovisual production equipment and software, question time during workshop, access to office and questions via email or message. Individual report about the contents.
Supervised work	Access to office and questions via email or message.
Tests	Description
Laboratory practice	Use of audiovisual production equipment and software, question time during workshop, access to office and questions via email or message. Individual report about the contents.
Objective questions exam	Access to office and questions via email or message before test. Later office revision.
Practices report	Report on personal participation in group works. About the whole process regardless of the role played.

<b>Assessment</b>					
	Description	Qualification	Training and Learning Results		
Laboratory practice	Insertion of elements in graphic engine. (Individual) 20% Recording a scene. (Group) 15% Editing a scene. (Individual) 20% Solution to visual effects. (Individual) 10%	65	B4	C81 C82	D2
Objective questions exam	Test, theoretical contents and practical concepts of the subject.	20	B8	C80 C81 C82 C83	
Practices report	Report on the assessment of the production process in the different cases and conclusions of the practices.	15	B8 B12	C83	D2

### **Other comments on the Evaluation**

Breakdown of Practices:

Insertion of elements in graphic engine. (Individual) 20% (~ 4 week) Recording a scene. (Group) 15% (~ 18 week) Editing a scene. (Individual) 20% (~ 13 week) Solution for visual effects. (Individual) 10% (~ 13 week)

Students must determine in the first delivery of material if they choose continuous assessment, in this case the final grade couldn't be "not presented".

The practices are recoverable until the time of qualification.

In group practices, the work of each member will be supervised by the lecturer.

The eventual assessment requires the delivery of the practices, being the group as individual (the student will need to set up a human team to do this).

On the second call and extraordinary call it will be necessary to pass a test (30% -theoretical contents and practical concepts of the subject) and questions (30% -knowledge of the production process and formats) and A practical exercise of solvency working with autonomous camera and edition NLE O (xor) insertion of elements in graphic engine O (Xor) development of production flow from a technical script. (40%) It is not necessary to exceed a minimum threshold in each grade to pass the course. The note will be the sum of the percentages.

The grade of the test from the first opportunity could be saved for the second, in the same course, if the student wishes so.

### **Sources of information**

#### **Basic Bibliography**

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

#### **Complementary Bibliography**

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,

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

Dunlop, Renee, **Production Pipeline Fundamentals for Film and Games**, 1st Edition, Focal Press, 2014

Glor, Flax & Sardella, Andrea, **Filmmaking Simplified: Practical Techniques for Getting More out of Any Production**, Edition: 1, kindle,

### **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

