IDENTIFYING DATA

Audiovisual and interactive project management

Subject	Audiovisual and interactive project management
Code	P04G070V01405
Study programme	(*)Grao en Comunicación Audiovisual

Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	2nd	2nd

Teaching language	Spanish English
Department	
Coordinator	Legerén Lago, Beatriz
Lecturers	Legerén Lago, Beatriz
E-mail	blegeren@uvigo.es
Web	http://blegeren.webs.uvigo.es
General description	From his starts, the multimedia, associated with games, entertainment, leisure in general. Always supposing a high cost for the users. Nowadays and thanks to the advances of the technology, the multimedia opens his field to adapt to the daily life of all the companies, no only like an element *diferenciador, but useful and generator of profits. The new means and the contents for new means are subtracting audience to the conventional means, the new people, can decide where happen his free time seeing the TV or sailing in the network.But design contents for the new means, is more complex that for the traditional means. Since the audience turns into user and through his connection can **emandar but contents, the different hours and with different characteristic. The form of consumption of the audiovisual products are changing, as it changes the form to produce it and is from the faculties of communication where the students have to familiarise with the new means so that they are his allies to the hour to prepare his audiovisual products

Competencies

Code	
B3	Ability to apply techniques and procedures of composition of images to the different audiovisual formats, starting with knowledge of the classical laws and the esthetic and cultural movements in the history of the image.
B4	Ability to present the results of academic works in written and oral forms and through audiovisual and computing means, according to the standards of communication disciplines.
C23	Ability to write screenplays fluently for the different audiovisual formats.
C25	Knowledge and application of the techniques for the design and development of interactive multimedia projects.
D2	To be able to work in a team and to communicate one□s ideas through the creation of an appropriate environment.
D3	To be able to take expressive and thematic risks, suggesting personal solutions and points of view to develop projects.
D4	To be able to organize tasks and carry them out in an orderly fashion, making sound decisions according to logical priorities in the different processes of audiovisual production.

Learning outcomes

Expected results from this subject	Training and Learning Results		
New		C25	
New	B3		
New		C25	
New			D2 D3 D4
New		C25	
New	B4	C23	

Contents

Topic	
Subject 1.- Interactiveness. Interaction. Technology	Change in the *autoria. A bit of technology
Subject 2.- *Narración Interactive	A change in the concept of the *autoria. To explain histories to create experiences
Subject 3.- Concepción of an Interactive application DESIGN	Design of the Information Design of the Interaction Design of the Presentation
Subject 4.- As it does an interactive project-DEVELOPMENT	The one who, As, When and With what
Subject 6.- Interactive projects of Information	Projects of companies
Subject 5.- Interactive projects of *entretenimiento	Video games

Planning

	Class hours	Hours outside the classroom	Total hours
Presentation	10	6	16
Computer practices	16	32	48
Debate	5	3	8
Lecturing	15	15	30
Problem and/or exercise solving	2	4	6
Essay	2	40	42

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

Methodologies

	Description
Presentation	The students will have to present in class the results of the distinct works that go them commissioning the professor
Computer practices	The students will have to realise works with computer teams and learn the handle of tools for the design and the management of projects
Debate	In the theoretical classes the students will have to debate on the readings and the tasks that will commission them the professor
Lecturing	Exhibition of the distinct subjects of the matter.

Personalized assistance

Methodologies	Description
Computer practices	The professor will guide to the students in the development of his work and in the use of the necessary tools for his preparation

Tests	Description
Essay	The professor will guide to the students in the design and development of the projects that go them commissioning

Assessment

	Description	Qualification	Training and Learning Results		
Problem and/or exercise solving	The examination will consist in proofs of short answer to choose between varied.	50		C25	
Essay	Along the course will realise distinct works: 1.- Design of a product of interactive information in group. 2.- Design and preparation of an Interactive project of *Entretenimiento for his presentation in public 3.- Small works that will go him requesting in the theoretical classes with the purpose that they go fixing the most important concepts of the *asignatura.	50	B3 B4	C23	D2 D3 D4

Other comments on the Evaluation

The student will owe to approve the two parts of the subject - Theoretical and Práctica- of independent form.

It will value the assistance to class, as well as the participation of the student in all the activities that pose .

The student that wish it will be able to realize a work of investigation related to some aspect of the subject in relief of the

escrito exame.

Note. Data of importance to work in the subject

Sources of information

Basic Bibliography

Berners 🞏 Lee, Tim, 🞏**Weaving the web. The past, Present and Future or the World Wide Web**, Orion Business Book., 1999

Burdman,J, 🞏**Collaborative web development. Strategies and best practices for web teams**, Addison Wesley, 1999

Bushoff,B, 🞏**Developing interactive narrative content**🞏, Sagas_sagasnet., 2005

Goldberg, R, 🞏**Multimedia Producer`s Bible**🞏, USA, IDG Books WorldWide., 1996

Macluhan, M, **Understanding Media**, Routledge Classics, 2001

Murrray, J, 🞏**Inventing the Medium🞏 Principles of Interaction Design as a Cultural Practice.**, Mit Press, 2012

Nielsen,J, 🞏 **Designing Web Usability**🞏, New Riders Publishing, 2000

Complementary Bibliography

Anderson, C and others, 🞏**Mobile Media Applications 🞏 from concept to cash**🞏, Wiley. USA, 2006

Bogost, I, 🞏 **Unit Operations. And Approach to Videogame Criticism**🞏, Mit Press, 2006

Postigo, H, 🞏**The Digital Rights Movement The Role of Technology in Subverting Digital Copyright**🞏, Mit Press, 2012

Rheingold , H, 🞏**Net Smart. How to Thrive Online**🞏, Mit Press, 2012

Recommendations

Subjects that continue the syllabus

Multimedia design and storyboarding/P04G070V01901

New media interactive projects: Web/P04G070V01903

Video games: Design and development/P04G070V01908

Subjects that are recommended to be taken simultaneously

Company: Direction and management of audiovisual companies/P04G070V01302

Company: Audiovisual and multimedia product marketing/P04G070V01401