



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			
E-mail	blegeren@uvigo.es			
Web	http://blegeren.webs.uvigo.es			
General description	Of the Linear Narrative to the interactive narrative. Like doing the script for different screens and supports			

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	B4	C25	
New		C23	D2 D3 D4
New			D2 D3 D4
New	B3		

Contents

Topic	
Base of the Narrative Communication	Communication Narrative Elements of a narrative
Linear narrative versus narrative no Linear	From Aristotle to the Comic.
Linear script vs Interactive script	Stages of the script. Plots and Premises. The character. Action and Conflict

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	22	8	30
Presentation	4	4	8
Mentored work	22	18	40
Essay	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
Lecturing	In the session *magistral will share with the students the base *teorica on which will have to work subsequently in the practical sessions.
Presentation	The student will have to explain in front of the class, the project that has developed.
Mentored work	Preparation of scripts and works on partial appearances of the matter Preparation and presentation of a complete multimedia script

Personalized assistance

Methodologies	Description
Mentored work	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
Essay	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	
Lecturing	Examination of short Questions to evaluate the learning of the student	20	C25	
Mentored work	The student will have to realise a work of investigation on the matter	20	C23	
Essay	Preparation of the script of a project *transmedia splitting of a linear script based in a *ip own or extraneous.	60	B3 B4	D2 D3 D4

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

Basic Bibliography

- Bernardo, Nuno, **The Producer`s Guide to Transmedia**, BeActive books, 2011
 Bernardo, Nuno, **Transmedia 2.0**, BeActive books, 2014
 García García, Francisco y Rajas, Mario, **Narrativas Audiovisuales: el relato**, Icono 14, 2013
 Ryan, Marie-Laurie, **La narración como realidad virtual: la inmersión y la interactividad la literatura y los medios electrónicos**, Paidós, 2004
 Scolari, Carlos A, **Narrativas transmedia: cuando todos los medios cuentan**, Planeta de Libros, 2013
 Feldman, S, **Guión Argumental, Guión Documental**, Gadisa, 2015
 Carriere, Jean Claude, **The End**, Paidós Iberica, 1991
 Don, Abbe, **Narrative and the interface**,

Complementary Bibliography

- Alberich, Jordi y Tubella, Inma, **Comprender los Media en la sociedad de la información**, Biblioteca UOC, 2012
 Arnheim, R., **Arte y percepción visual : psicología del ojo creador**, Alianza Forma, 2002
<http://www.revistakairos.org>, **Revista de pensamiento**,
 Vale, Eugene, **Técnicas de Guión para cine y Televisión**,

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
