IDENTIFYING DATA

Audiovisual content design and online distribution

Subject	Audiovisual content design and online distribution
Code	P04M176V01204
Study programme	Máster Universitario en Comunicación en Medios Sociales y Creación de Contenidos Digitales

Descriptors	ECTS Credits		Choose	Year	Quadmester
	3		Mandatory	1st	2nd

Teaching language	Spanish Galician
Department	
Coordinator	García Crespo, Oswaldo
Lecturers	Fernández Alonso, Roi García Crespo, Oswaldo Moya Torrado, Susana
E-mail	oswaldogarcia@uvigo.es
Web	
General description	Study of the processes, resources and technical for the creation and distribution of audiovisual contents in digital contexts. English Friendly subject: International students may request from the teachers: a) resources and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.

Skills

Code	
B1	(*)Capacidade para integrarse en equipos de traballo multidisciplinares
C2	(*)Capacidade de optimizar a selección e aplicación de ferramentas TIC no ámbito académico e profesional.
C6	(*)Habilidade para deseñar a estratexia de contidos de acordo cos obxectivos de comunicación fixados e de desenvolvelos dentro das liñas estratéxicas da organización.
C14	(*)Coñecemento dos elementos técnicos, legais, narrativos e artísticos para a creación e publicación de fotografías, gráficos, vídeo, audio e animación na internet e redes sociais.
C15	(*)Coñecemento sobre as ferramentas e dispositivos de fotografía, gravación de vídeo e audio, edición e distribución, optimizadas para internet e redes sociais.
C16	(*)Capacidade para rexistrar, editar e distribuír fotografía, vídeo e audio de acordo con estándares optimizados para internet e as distintas redes sociais.
D4	(*)Habilidade para a xestión da marca persoal e a propia reputación dixital.

Learning outcomes

Expected results from this subject	Training and Learning Results
Know move information and emotions to a proposal of setting	B1 C14 C15 C16 D4
Manage the tools of hardware and software associated to the production of audiovisual contents in the phase of postproduction	C2 C15 C16

Develop the *capacity to communicate of efficient form with a *audiovisual producer in each one of the phases of the *production	B1 C6 C14 C15 C16 D4

Contents

Topic	
1_ Development of ideas and scripting of content for networks	Script and transmedia strategy
2_ Technology of the audiovisual media	Basic principles of capture, organization and management of the audiovisual footage
3_ Narrative processes in postproduction	Narrative techniques in montage
	Manipulation of the audiovisual image in post-production
	Automation and use of libraries
4_ audiovisual Production of real image headed to his distribution in social networks.	Basic technical foundations
	Typologies, tendencies
	Tools and processes
	Analysis of the market, budgets and best practices
5_ Producción CGI: Motion Graphics	Basic technical fundamentals
	Typologies, trends
	Tools and processes
	Market analysis, budgets and good practices

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	6	17	23
Workshops	5	7	12
Laboratory practical	12	12	24
Essay	0	15	15
Systematic observation	0	1	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	Exhibition by the teacher of the contents on the subject matter of study, theoretical bases and/or guidelines of a work, exercise that the student has to develop.
Workshops	Audiovisual production process management workshop
Laboratory practical	Audiovisual production, editing and post-production practices

Personalized assistance

Methodologies	Description
Laboratory practical	Learning guided of tools of audiovisual creation in postproduction.
Workshops	Analysis by the teacher of each content development proposal by the students

Assessment

	Description	Qualification	Training and Learning Results	
Essay	Work 1 Production processes: 30%. Work 2 Digital Edition Techniques 30% Work 3 Audiovisual post-production and transmedia strategie 30%	90	C14 C15 C16	D4
Systematic observation	Assistance to the sessions *magistrales, workshops and practical of laboratory	10		

Other comments on the Evaluation

All students must pass each of the proposed evaluation items, with at least 50% of the possible grade, in order to pass the subject. If this is not the case, it will lead to the suspension of the subject.

In the second opportunity, the same evaluation system and criteria established for the first opportunity will be taken into account. Therefore, in order to pass the subject, it will be necessary to obtain a minimum score of 50% in each of the three proposed works.

Sources of information

Basic Bibliography

REA, Peter e IRVING, David, **Producción y dirección de cortometrajes y vídeos**, 2002

Ken Dancyger, **The Technique of Film and Video Editing: History, Theory, and Practice**, 2007

Complementary Bibliography

Bernardo, Nuno, **Transmedia 2.0**, 2014

Billups, S., **Digital moviemaking**,

Susan Zwerman, **The VES Handbook of Visual Effects: Industry Standard VFX Practices and Procedures (Second Edition)**, 2014

Bennet, B., **Cinema and technology cultures theories prectices**,

Recommendations

Subjects that it is recommended to have taken before

Audiovisual storytelling in digital contexts/P04M176V01203