



## IDENTIFYING DATA

### (\*)Producción para medios audiovisuais

Subject	(*)Producción para medios audiovisuais			
Code	P04M082V11214			
Study programme	Máster Universitario en Dirección de Arte en Publicidad			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Optional	1st	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Frade Fraga, Sergio			
Lecturers	Frade Fraga, Sergio González Portela, Daniel			
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Web	<a href="http://masterdirecciondearte.webs.uvigo.es">http://masterdirecciondearte.webs.uvigo.es</a>			
General description	Production, realization, and post-production of audiovisuals.			

## Training and Learning Results

Code	
A2	(*)Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
A5	(*)Que los estudiantes posean las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
B2	(*)Capacidad de tomar decisiones fundamentadas y resolver problemas en contextos profesionales en relación con el ámbito de la comunicación publicitaria y los procesos creativos.
B4	
B6	(*)Capacidad para diseñar y gestionar proyectos complejos en el ámbito de la Publicidad y el Diseño.
C1	Dominio de los conocimientos e instrumentos necesarios para el desempeño competente, autónomo o colaborativo, de las actividades de carácter profesional vinculadas a la creatividad publicitaria
C7	Capacidad teórico-práctica para la creación, elaboración y desarrollo de un original publicitario en el marco de una estrategia corporativa global que se adapten adecuadamente a las necesidades creativas y de producción de cada uno de los canales de difusión.
C14	Habilidad para la organización y temporalización de las tareas de cara a cumplir los plazos de entrega de los originales de acuerdo con una estrategia publicitaria determinada.

## Expected results from this subject

Expected results from this subject	Training and Learning Results
Manage projects from his planning (production) to the execution and final art in the context of the audiovisual means already was of autonomous form as working in a team.	A2 B4 B6 C7 C14

Apply the knowledges of the audiovisual language to the preparation of an audiovisual advertising original obeying to strategic criteria of a \*anunciante.

A2  
A5  
B4  
C1  
C7  
C14

Knowledge of the necessary technical means for the execution of audiovisual advertising pieces.

A2  
B2  
B6  
C1  
C7

## Contents

### Topic

Pre-production: equipment, planning, documentation, and resources.

Pre-production: advertising script or technical script.

Production documentation for the realization of the audiovisual work.

Production and shooting

Workshop of shooting

Edition and postproduction

Workshop of edition of video

## Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	12	0	12
Practices through ICT	12	0	12
Mentored work	3	48	51

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

## Methodologies

	Description
Lecturing	Explanation of the basic concepts of the matter with practical examples, contributing audiovisual material during the sessions.
Practices through ICT	Workshop
Mentored work	Practices of field Learning based in projects

## Personalized assistance

### Methodologies Description

Mentored work The students will explain with the support of the @docente stop the realization of the his project

## Assessment

	Description	Qualification	Training and Learning Results		
Lecturing	Master session. The practical application of the contents covered will be evaluated in a work that will be submitted after the module has been taught.	20	A2	B2	C1
Practices through ICT	Making use of practical explanatory sessions for the practical application of the contents covered in the master sessions.	40	A5	B2 B6	C7
Mentored work	Design, realization, editing, and post-production of an audiovisual advertising piece about a product, service, or idea following the predefined corporate strategy.	40	A2 A5	B2 B4 B6	C1 C7 C14

## Other comments on the Evaluation

**The student can choose between two types of qualifications: continuous assessment and global assessment.**

### 1- Continuous assessment:

The percentages and concepts mentioned above will be applied (Master session, Practices with ICT support, and supervised work). The final grade will be the average of the 3 sections, according to their relative percentages. The grades of the approved parts will be kept for the next assessment.

The same criteria will be applied in the second edition. All details related to practices, supervised work, delivery schedule, correction criteria, as well as grades, will be published on the MOOVI platform. It is the responsibility of the student to keep up with this information, as it will not be provided through any other means.

Attendance to the theoretical and practical sessions during the established schedule is mandatory. The practices will mainly take place in class, so attendance will be monitored. Works and practices submitted after the deadline will not be evaluated.

## **2- Global assessment:**

In accordance with the provisions of the Regulation on Evaluation, Qualification, and Teaching Quality, and the Student Learning Process, the student who does not choose the continuous assessment modality will have the right to a global exam on the dates determined by the Faculty. It will be a single test that allows the students to qualify between 0 and 10, just like in the continuous assessment.

This possibility must be expressly requested by the student in advance, following the procedures established by the Faculty's Dean's Office, and will automatically cancel all grades obtained by the continuous assessment modality.

The aforementioned procedure can be consulted on the MOOVI platform. Requests will not be accepted after the established deadline, and once the right is recognized, it cannot be withdrawn.

The tests will take place on the date and time officially established by the Faculty. As a general rule, the duration of this official test is two hours. For the global assessment, each student will need an additional 3 hours (5 from the start of the test) to complete it. It will consist of the following:

- 1st - Theoretical exam (30% of the grade). A test of development questions will be presented related to the contents covered in the master session, which will be available to the students on the MOOVI platform.
- 2nd - Final work (40% of the grade). Similar to the proposal in continuous assessment. The student will deliver on the final assessment day a final transmission master that will consist of the design, realization, editing, and post-production of an audiovisual advertising piece about a product, service, or idea following the predefined corporate strategy.
- 3rd - Practical test (30% of the grade). Performing a practical test using the means and spaces of the Faculty. This test will take place after the theoretical exam and will have a maximum duration of 3 hours.

The final grade will be the average of the 3 parts, according to their corresponding percentages.

### **The same criteria will be applied in the second opportunity (July).**

All details of the exam structure, work and practice statements, delivery schedule, correction criteria, as well as grades, will be published on the MOOVI platform. It is the responsibility of the student to keep up with this information, as it will not be provided through any other means. Any aspect not covered in this guide will be resolved according to the aforementioned Regulation on Evaluation, Qualification, and Teaching Quality and the Student Learning Process:

<https://secretaria.uvigo.gal/uv/web/normativa/public/show/565>

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## **Sources of information**

### **Basic Bibliography**

MARZAL FELICI, JOSÉ JAVIER (COORD.), GÓMEZ TARÍN, FRANCISCO JAVIER (COORD.), **El productor y la producción en la industria cinematográfica**, Editorial Complutense, 2009

JACOSTE, JOSÉ, **El productor cinematográfico**, Síntesis, 2004

MARTÍN PROHARAM, Miguel Ángel, **La organización de la producción en el cine y la tv**, Forja, 1984

SIMPSON, ROBERT S., **Manual práctico para producción audiovisual**, Gedisa, 1998

### **Complementary Bibliography**

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## **Recommendations**

### **Subjects that it is recommended to have taken before**

(\*) Creación publicitaria para medios audiovisuais/P04M082V11119

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