



IDENTIFYING DATA

Web and social media photography

Subject	Web and social media photography			
Code	P04M176V01109			
Study programme	Máster Universitario en Comunicación en Medios Sociales y Creación de Contenidos Digitales			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1st	1st
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Fraga Pérez, Andrés			
Lecturers	Fraga Pérez, Andrés Pato Roca, Alba			
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Web				
General description	(*)A asignatura centráse na produción e xestión de recursos fotográficos para medios dixitais e redes sociais con especial atención ao aproveitamento e á optimización de imaxes en función do seu uso.			

Training and Learning Results

Code	
A4	(*)Que os estudantes saiban comunicar as súas conclusións e os coñecementos e razóns últimas que as sustentan en públicos especializados e non especializados dun modo claro e sen ambigüidades.
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.
D1	(*)Capacidade para comprender o significado e aplicación da perspectiva de xénero nos distintos ámbitos de coñecemento e na práctica profesional co obxectivo de alcanzar unha sociedade máis xusta e igualitaria.
D4	(*)Habilidade para a xestión da marca persoal e a propia reputación dixital.

Expected results from this subject

Expected results from this subject	Training and Learning Results
New	C14 D1
New	C15 C16
New	C14 D1 D4
New	A4 D4

Contents

Topic	
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Introduction to visual language	Image in a digital environment. Description of the visual language. Image creation process. Visual language tools. Book of style
Design	Content analysis. Web: architecture, thematic and frequencies. Networks, the importance of formats. Newsletters. Planning.
Production and session	Sources of photographs. Own photographer, external, stock, collaborators, and users. Design of a session based on work typology, number of photos, precise technical team, human team, and production needs.
Session	Design of a session in base to typology of the work, *nº of photos, necessary technical team, human team and needs of production.
Case study	Image management in different clients in an agency.

Planning

	Class hours	Hours outside the classroom	Total hours
Seminars	12	19	31
Problem solving	0	4	4
Mentored work	6	34	40

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

Methodologies

	Description
Seminars	In the seminar sessions, the concepts on which the supervised work of the subject is based will be addressed and discussed and the progress in the supervised work will be presented.
Problem solving	Design a photographic strategy for his use in social nets and webs of his own project. The students will have to design a project of content mainly photographic: choose an aesthetic line and concept, define the typologies of work and a planning.
Mentored work	Creation of a profile of Instagram following the parameters defined in the previously realized strategy.

Personalized assistance

Methodologies	Description
Mentored work	
Seminars	

Assessment

	Description	Qualification	Training and Learning Results
Seminars	Attendance and active participation in the face-to-face seminar sessions and defense of the presentations made throughout the course with the evolution of the supervised work.	30	A4 D1 D4
Problem solving	Design of a photographic strategy for his use in social nets and webs of the own project. The students will have to design a project of content mainly photographic: choose an aesthetic line and concept, define the typologies of work and planning.	30	C14 D4 C15 C16
Mentored work	Creation of a profile of Instagram following the parameters defined in the previously realized strategy.	40	C14 D1 C15 D4 C16

Other comments on the Evaluation

Continuous assessment

The students owe to surpass each of the items of assessment proposed, with at least 50% of the possible note, to be able to surpass the subject. If this is not the case, the subject won't be considered a pass. The second opportunity used the same system of assessment and criteria established for its first opportunity.

Global assessment

The assessment is based on a series of tests both theoretical and practical. The punctuation of these test are distributed in the following way:

- 50%: Theoretical exam

- 50%: Design of a photographic strategy for his use in social nets and webs of his own project. Creation of a profile of

Instagram following the parameters defined in the previously realized strategy.

The works will deliver via Moovi.

Sources of information**Basic Bibliography**

Salked, Richard, **Cómo leer una fotografía**, Gustavo Gili, 2011

Sarvas, Risto y Frohlich, David M., **From Snapshots to Social Media - The Changing Picture of Domestic Photography**, Springer, 2011

Gaalen, Anneloes, **Never Photograph People Eating**, BIS Publishers, 2013

Complementary Bibliography

Recommendations