



## 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			
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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		
(*)Compromiso e defesa dos valores democráticos			
(*)Compromiso e defesa dos valores democráticos			
New		C25	
New			D2
			D3
			D4
New		C25	

## Contents

### Topic

Subject 1.- Digital society. Interactiveness. Interaction. Technology	That it is the interactiveness and reason is important. Changes in the use, the design and the development
Subject 2.-Organising the Tools	Architecture of the Information Work in Team. Phases for the design and development of an interactive product
Subject 3.- Designing the Application	Design of the Information Design of the Interaction Design of the Presentation Design Graphic. Usability and Accessibility
Subject 4.- Managing and developing an interactive product.	Flows of production. Wordpress.
Subject 6.- Interactive projects of Information	Projects of companies
Subject 5.- Interactive projects of entertainment	Video games and virtual worlds

## Planning

	Class hours	Hours outside the classroom	Total hours
Presentation	10	6	16
Practices through ICT	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
Practices through ICT	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
Practices through ICT	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 have 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**

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### Sources of information

#### Basic Bibliography

Berners-Lee, Tim, **Weaving the web. The past, Present and Future of 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

Murray, 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

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### 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

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### Contingency plan

#### Description

=== EXCEPTIONAL MEASURES SCHEDULED ===

In front of the uncertain and unpredictable evolution of the sanitary alert caused by the \*COVID-19, the University of Vigo establishes an extraordinary planning that will activate in the moment in that the administrations and the own institution determine it attending to criteria of security, health and responsibility, and guaranteeing the teaching in a no face-to-face stage or partially face-to-face. These already scheduled measures guarantee, in the moment that was prescriptive, the development of the teaching of a more agile and effective way when being known in advance (or with a wide \*antelación) by the students and the \*profesorado through the tool normalised and institutionalised of the educational guides.

=== ADAPTATION OF THE METHODOLOGIES ===

\* educational Methodologies that keep

The methodologies had been adapted to be taught through on-line platforms.

\* Mechanism no face-to-face of attention to the students (\*tutorías)

The tutorials will carry out of on-line form, through the virtual dispatch of the educational.

\* Additional bibliography to facilitate the self-learning

In the lessons that found the student in the platform \*online, will provide \*videos and documents to facilitate the self-learning.

\* Other modifications

=== ADAPTATION OF THE EVALUATION ===

All the proofs have adapted to be able to be developed on-line.