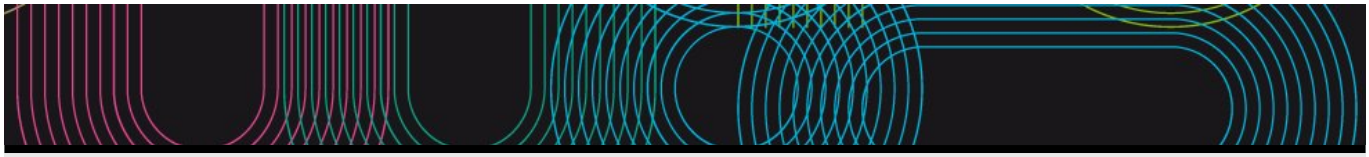
Universidade Vigo

Subject Guide 2021 / 2022



IDENTIFYING DATA				
Audiovisual storytelling in digital contexts				
Subject	Audiovisual storytelling in digital contexts			
Code	P04M176V01203			
Study programme	University Master´s Degree in Social Media Management and content design			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1st	2nd
Teaching language	Spanish Galician			
Department				
Coordinator	Ramahí García, Diana			
Lecturers	García Crespo, Oswaldo Ramahí García, Diana Yáñez Anllo, María			
E-mail	dianaramahi@gmail.com			
Web				
General description	Study of the processes, resources and techniques for the construction of audiovisual stories in digital contexts			

Skills	
Code	
B1	(*)Capacidade para integrarse en equipos de traballo multidisciplinares
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.

Learning outcomes	
Expected results from this subject	Training and Learning Results
Find creative solutions adapted the different communicative contexts.	C14 D1
Know relocate information and emotions associated to the resulted or processes of manufacture of the his messages or strategies.	C14
Assimilate the basic concepts stop the conception of narrative contents of audiovisual character in some surroundings web.	C14
Know schedule the creation of audiovisual contents in have of management of the technical resources and available humans.	B1 C15
Know the basic technical bases associated to the capture of audio and come, as well as his treatment in the phases of manufacture of the contained.	C16

Contents	
Topic	
1. The narrative approach. The story as a tool of communication	.

2. The logic of the audiovisual story	.
3. The specificities of the audiovisual story in social media	.
4. Introduction to the audiovisual narrative in new media	.
5. Strategies for planning audiovisual production	.

Planning			
	Class hours	Hours outside the classroom	Total hours
Lecturing	6	9	15
Case studies	6	9	15
Problem solving	2	6	8
Project based learning	3	7	10
Workshops	2	5	7
Design Thinking	3	12	15
Presentation	1	3	4
Systematic observation	1	0	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	Presentation by the teacher of the contents on the subject of study, theoretical basis and / or guidelines of a job, an exercise that the student has to develop.
Case studies	Analysis of a fact, problem or real event with the purpose of knowing it, interpreting it, solving it, generating hypotheses, contrasting data, reflecting, completing knowledge, diagnosing it and training in alternative solution procedures.
Problem solving	Activity in which problems and/or exercises related to the subject are formulated. The student must develop the adequate or correct solutions taking into account what was exposed in class.
Project based learning	Elaboration of an own strategy oriented to the development of audiovisual contents in social media.
Workshops	Creation of work teams to experiment with audiovisual creation tools and their narrative possibilities
Design Thinking	Acquisition of basic knowledge about the users of a product, situation or problem; in developing empathy with the user to reach a solution to a problem they have; in building prototypes with the most appropriate ideas; and in learning from users' reactions when interacting with the prototype.

Personalized assistance	
Methodologies	**Description**
Lecturing	Students can receive advice on the content of the subject or the development of activities during class hours and tutorials.
Design Thinking	Students can receive advice on the content of the subject or the development of activities during class hours and tutorials.
Case studies	Students can receive advice on the content of the subject or the development of activities during class hours and tutorials.
Project based learning	Students can receive advice on the content of the subject or the development of activities during class hours and tutorials.
Workshops	Students can receive advice on the content of the subject or the development of activities during class hours and tutorials.
Problem solving	Students can receive advice on the content of the subject or the development of activities during class hours and tutorials.
Tests	**Description**
Presentation	Students can receive advice on the content of the subject or the development of activities during class hours and tutorials.

Assessment					
	Description	Qualification	Training and Learning Results		
Problem solving	Evaluation of the proposed activities related to the subject, taking into account what was presented in class.	40		C14 C15	
Project based learning	Evaluation of the process and result of the elaboration of an own strategy oriented to the development of audiovisual contents in social media.	40	B1	C14 C15 C16	D1

Systematic observation	Assessment of the active participation and presence of students in the classroom.	20	B1

Other comments on the Evaluation

The evaluation criteria are the same in all calls.

A minimum score of 50% in all evaluable parts will be required to pass the subject.

Sources of information

Basic Bibliography

Complementary Bibliography

Alexander, B., **The New Digital Storytelling: Creating Narratives with New Media**, Praeger, 2011

Bordwell, D., **La narración en el cine de ficción**, Paidós, 2009

Chase, A., **Calm Technology: Principles and Patterns for Non-Intrusive Design**, O'Reilly Media, 2015

Gaudreault, A. y Jost, F., **El relato cinematográfico**, Paidós, 2008

Guarinos, V., **Microrrelatos y microformas. La narración audiovisual mínima**, Admira, 2009

Jenkins, H., **Convergence culture: La cultura de la convergencia de los medios de comunicación**, Paidós, 2008

Lambert, J, **Digital storytelling : capturing lives, creating community**, Routledge, 2013

Manovich, L., **El lenguaje de los nuevos Medios**, Paidós, 2010

Recommendations

Contingency plan

Description

=== SCHEDULED EXCEPTIONAL MEASURES ==
Due to the uncertain and unpredictable evolution of the sanitary alert caused by the COVID- 19, the University will trigger extraordinary measures when the authorities and the institution determine so. These measures attend security, health, and responsibility criteria and guarantee the teaching in a non entirely on-site environment. These already scheduled measures ensure, at the prescriptive moment, a more flexible and effective educational development when being known beforehand by students and readers through the teaching normalized and institutionalized tool DOCNET.

=== METHODOLOGY ADAPTATION ===
No modifications in the teaching methodology are expected, except the online provision of the theoretical contents.

Electronic mail and remote campus will provide students' online attention mechanisms (tutoring) during the scheduled time.

=== EVALUATION ADAPTATION ===
No modifications are scheduled in the evaluation methods, apart from the possibility that any of the evaluation tasks may be required to be off-site.