



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			
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Web	http://http://mastersocialmedia.webs.uvigo.es/plan-de-estudos/			
General description	Study of the processes, resources and technical for the creation and distribution of audiovisual contents in digital contexts.			
	Matter of the program **English **Friendly. The/ the international students will be able to request to the *profesorado: the) material and references bibliographies for the follow-up of the matter in English, **b) attend the **titorías in English, **c) proofs and evaluations in English.			

Training and Learning Results

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 desenvolverlos 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.

Expected results from this subject

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 **guionización of contents for networks	Script and strategy **transmedia
2_ Audiovisual media technology	Basic principles of capturing, organizing and managing the raw material
3_ Narrative processes in post-production	Narrative editing techniques Manipulation of the audiovisual image in postproduction Automation and use of libraries
4_ Audiovisual production of real image directed to its distribution in social networks.	Basic technical fundamentals Typologies, trends Tools and processes Market analysis, budgets and good practices
5_ CGI Production: 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	3	8
Laboratory practical	4	0	4
Essay	0	15	15
Essay	6	6	12
Systematic observation	0	1	1
Essay	4	8	12

*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 part of the professor/the one of the contents on the matter object of study, theoretical bases and/or guidelines of a work, exercise that the/the student has to develop.
Workshops	Audiovisual production process management workshop
Laboratory practical	Practices of production, edition and **postproducción audiovisual

Personalized assistance

Methodologies	Description
Laboratory practical	Learning guided of tools of audiovisual creation in **postproducción.
Workshops	Analysis by part of the educational of each proposal of development of contents by part of the students

Assessment

	Description	Qualification	Training and Learning Results
Essay	Work 1 Production processes: *Briefing and dossier of production	30	C14 C15 C16 D4
Essay	Work 2 Spot	30	B1 C2 C6 C14 C15 C16 D4

Systematic observation	Attendance at master sessions, workshops and practices of laboratory	10			
Essay	Work 3 Design of a transmedia strategy	30	B1	C2 C6 C14 C15 C16	D4

Other comments on the Evaluation

The information on the evaluation tests, their format, extension, evaluation rubric and delivery channels will be detailed through the Moovi platform. It is the responsibility of the student to be attentive to the information uploaded and to collect the specific and complementary information that is necessary to pass the subject.

CONTINUOUS EVALUATION

Attendance and participation may have a negative influence on the individual level in the evaluation of the work delivered as a group up to 50% of the grade.

All students must pass each of the proposed evaluation items, with at least 50% of the possible grade, including systematic observation, in order to pass the subject.

Late submissions are subject to a 50% reduction in the grade of that work.

SECOND CHANCE AND END OF CAREER

Students who have approved any of the three projects will be able to keep the grade and will only have to appear for the failed part, handing in the project in question according to the dates set by the teacher.

GLOBAL EVALUATION SYSTEM

The overall evaluation of the subject includes a practical block with an overall duration of 5 hours. It will be mandatory to pass each of the four parts to pass the subject:

Part 1: Delivery of two projects:

- Mockup of a spot
- Transmedia strategy

Part 2: Oral defense of a production plan based on the visualization of a piece. 120 minutes

Part 3: Editing a 30-second piece in Davinci Resolve. 90 minutes

Part 4: Writing a transmedia strategy based on a brand briefing. 90 minutes

Each part will be weighted as follows: 20%, 30%, 30% and 20%

The date of the global assessment test will coincide with the official exam tests in the first and second call.

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 practices**,

Recommendations

Subjects that it is recommended to have taken before

Audiovisual storytelling in digital contexts/P04M176V01203