IDENTIFYING DATA

Audiovisual storytelling in digital contexts

Subject	Audiovisual storytelling in digital contexts			
Code	P04M176V01203			
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	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Ramahí García, Diana			
Lecturers	Ramahí García, Diana Yáñez Anllo, María			
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Web				
General description	Study of the processes, resources and techniques for the construction of audiovisual stories in digital contexts			

Training and Learning Results

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.

Expected results from this subject

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

CONTINUOUS ASSESSMENT

Assessment based on the active participation of the student and the delivery of the work required throughout the course.

Global assessment of the learning process and acquisition of skills and knowledge through face-to-face tests on the official dates approved by the centre.

It will be necessary to obtain at least 50% of the total score of all assessable parts in order to pass the subject.

OVERALL ASSESSMENT

Students must inform the teacher of their express waiver of the continuous assessment system within the period established by the centre for this purpose, attaching the document provided for this purpose, covered and signed.

The overall assessment test will take place on the date and at the times scheduled by the centre in the official exam calendar. The student must pass each and every one of the assessment tests detailed below, obtaining a minimum mark of 50% in each one of them. Given the length of the tests, students who take the global assessment must have 4 hours to complete them from the official starting time of the examination of the subject according to the official calendar.

Brief description of the tests

Test 1. Examination test on the theoretical contents taught in the subject. The test has a value of 20% of the total grade, being necessary to obtain a minimum qualification of 50% of it to pass this part.

Test 2. Problem solving. Development of activities in accordance with the guidelines defined by the teachers. The work is worth 25% of the total grade. A minimum qualification of 50% must be obtained to pass this part. The work will be handed in on the date and time of the exam. Details of the contents of the work, methodologies and assessment criteria will be provided to students of global assessment once the period for express waiver of continuous assessment has expired.

Test 3. Project-based learning. Assessment of the process and result of the elaboration of a strategy aimed at the development of audiovisual content in social media. Details of the contents of the work, methodologies and assessment criteria will be provided to students of global assessment once the period for expressly waiving continuous assessment has ended.

Summary of the tests and percentage of overall assessment of the set of tasks:

Test 1. Examination. Valuation of 20% of the total mark.

Test 2. Problem solving or exercises. Valuation of 40% of the total mark.

Test 3. Project-based learning. Assessment of 40% of the total mark.

Students must obtain a minimum mark of 50% in all the tests to pass the subject.

Information about the evaluation tests, their format, length, evaluation rubric and delivery channels will be detailed through the Moovi platform. It is the student's responsibility to pay attention to the information uploaded and to gather the specific and complementary information required to pass the subject.

SECOND CHANCE

The evaluation system is the same in all the calls.

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