



(\*)Facultade de Comunicación

## Máster Universitario en Comunicación en Medios Sociales y Creación de Contenidos Digitales

### Subjects

#### Year 1st

Code	Name	Quadmester	Total Cr.
P04M176V01101	Social media ecosystem and digital tools	1st	3
P04M176V01102	Strategic management of digital communication	1st	3
P04M176V01103	Content strategies	1st	3
P04M176V01104	Crisis communication and digital reputation	1st	3
P04M176V01105	Metrics analysis and effectiveness assessment in digital media	1st	3
P04M176V01106	Digital media planning	1st	3
P04M176V01107	Content management, edition and publishing with CMS	1st	3
P04M176V01108	Digital and social media writing	1st	3
P04M176V01109	Web and social media photography	1st	3
P04M176V01110	Social Media entrepreneurship	1st	3
P04M176V01201	Digital media design	2nd	3
P04M176V01202	Inphographics and data visualization	2nd	3
P04M176V01203	Audiovisual storytelling in digital contexts	2nd	3
P04M176V01204	Audiovisual content design and online distribution	2nd	3
P04M176V01205	Internships	2nd	12
P04M176V01206	Master thesis	2nd	6
P04M176V01207	Internships 1	2nd	3
P04M176V01208	Internships 2	2nd	9

**IDENTIFYING DATA****Ecosistema de medios sociais e ferramentas dixitais**

Subject	Ecosistema de medios sociais e ferramentas dixitais			
Code	P04M176V01101			
Study programme	Máster Universitario en Comunicación en Medios Sociais e Creación de Contidos Dixitais			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1	1c
Teaching language	Castelán Galego			
Department	Comunicación audiovisual e publicidade Dpto. Externo Psicoloxía evolutiva e comunicación			
Coordinator	Dafonte Gómez, Alberto			
Lecturers	Dafonte Gómez, Alberto Martí Pellón, Daniel Francisco Porto Renó, Denis			
E-mail	albertodafonte@uvigo.es			
Web				
General description	Ecosistema de medios sociais e ferramentas dixitais é unha materia que presenta aos principais actores que conforman o ecosistema da comunicación dixital, as interrelacións que se establecen entre eles e os obxectivos e motivacións de cada un nese proceso de intercambio. O enfoque da materia fai que estes contidos se aborden tanto desde a vertente corporativa como desde o punto de vista do individuo e da súa competencia dixital.			

**Resultados de Formación e Aprendizaxe**

Code	
A1	Posuír e comprender coñecementos que acheguen unha base ou oportunidade de ser orixinais no desenvolvemento e/ou aplicación de ideas, a miúdo nun contexto de investigación.
A5	Que os estudantes posúan as habilidades de aprendizaxe que lles permitan continuar estudando dun modo que haberá de ser en gran medida autodirigida ou autónoma.
C1	Coñecemento da estrutura do ecosistema comunicativo na sociedade dixital, así como dos usos, comportamentos e códigos dos distintos suxeitos que o conforman.
C2	Capacidade de optimizar a selección e aplicación de ferramentas TIC no ámbito académico e profesional.
D3	Sustentabilidade e compromiso ambiental. Uso equitativo, responsable e eficiente dos recursos

**Resultados previstos na materia**

Expected results from this subject	Training and Learning Results
Identificar os distintos actores dentro do ecosistema da comunicación dixital e comprender as súas interrelacións.	C1
Explicar os principios do funcionamento do ecosistema de medios sociais e da economía dixital.	C1 D3
Seleccionar e aplicar ferramentas TIC sociais e na nube en procesos de traballo individual ou colaborativo.	A5 C2
Usar de forma creativa as ferramentas TIC sociais en aplicacións orixinais.	A1 C2

**Contidos**

Topic	
Competencia dixital	Alfabetización mediática Comunicación e colaboración Creación de contidos dixitais Seguridade Resolución de problemas Aprendizaxe ao longo da vida na contorna dixital
Industrias culturais e plataformas dixitais	Da oralidade ás redes sociais As industrias culturais e as redes

Dixitalización e redes sociais	Cultura dixital e contorna mediática Ecosistema de redes e medios sociais
Economía da atención	Clicks, shares e engagement: o negocio da atención Motivación e comportamento dos usuarios na contorna dixital A opinión pública na contorna dixital: postverdade e fake news

### Planificación

	Class hours	Hours outside the classroom	Total hours
Seminario	16	24	40
Prácticas con apoio das TIC	5	20	25
Cartafol/dossier	0	10	10

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

### Metodoloxía docente

	Description
Seminario	Nos seminarios desenvolveranse os contidos da materia cunha perspectiva de aprendizaxe activa.
Prácticas con apoio das TIC	Actividade de curación de contidos a través de ferramentas dixitais e publicación en redes sociais.
Cartafol/dossier	Elaboración dun informe final sobre a actividade de publicación en redes sociais desenvolvida, según os parámetros facilitados polos docentes.

### Atención personalizada

Methodologies	Description
Seminario	Durante os seminarios fomentárase o debate e a participación activa do alumnado

### Avaliación

	Description	Qualification	Training and Learning Results	
Seminario	Nos seminarios desenvolveranse os contidos da materia cunha perspectiva de aprendizaxe activa polo que se valorará a participación e implicación do alumnado nas actividades.	20	A1	C1
Prácticas con apoio das TIC	Actividade de curación de contidos e publicación en redes sociais desenvolvida de xeito individual	40	A5	C1 C2
Cartafol/dossier	Elaboración dun informe final sobre a actividade de publicación en redes sociais desenvolvida, según os parámetros facilitados polos docentes.	40	A1 A5	C1 D3

### Other comments on the Evaluation

O procedemento de avaliación descrito ata este punto é válido para o alumnado que opte pola avaliación continua e cumpra coas entregas previstas ao longo do cuadrimestre.

En caso de que desexe optar por avaliación global, o alumnado deberá informar ao docente da súa renuncia expresa ao sistema de avaliación continua no prazo establecido polo centro para tal fin, axuntado cuberto e asinado o documento habilitado para tal fin. O procedemento de avaliación global é o descrito a continuación.

### AVALIACIÓN GLOBAL DA MATERIA

A proba de avaliación global realizarase na data e horarios previstos polo centro no calendario de exames oficial. O estudante deberá superar todas e cada unha das probas de avaliación previstas que se detallan a continuación obtendo unha cualificación mínima de 5 puntos en cada unha delas. Dada a extensión das probas o alumnado que se acolla a avaliación global deberá dispor de 4 horas para a realización das mesmas a partir da hora oficial de inicio do exame da materia segundo o calendario oficial.

A avaliación global consta das seguintes probas:

Proba 1. Exame da materia (20%)

Proba 2. Actividade de curación de contidos e publicación en redes sociais desenvolvida de xeito individual (40%). Entrega a través de Moovi con límite na data do exame.

Proba 3. Elaboración dun informe final sobre a actividade de publicación en redes sociais desenvolvida, según os parámetros facilitados polos docentes. (40%). Entrega a través de Moovi con límite na data do exame.

A información sobre as probas de avaliación, o seu formato, extensión, rúbrica de avaliación e canles de entrega serán detalladas a través da plataforma Moovi. É responsabilidade do alumno ou alumna estar atento á información subida e recompilar a información específica e complementaria que sexa precisa para superar a materia

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### **Bibliografía. Fontes de información**

#### **Basic Bibliography**

Illades, Esteban, **Fake news : la nueva realidad**, Grijalbo, 2018

Noguera Vivo, José Manuel, **Generación efímera : la comunicación de las redes sociales en la era de los medios líquidos**, Comunicación Social, 2018

Argemí, Marc., **El Sentido del rumor : cuando las redes sociales ganan las encuestas**, Ediciones Península, 2017

Sampedro Blanco, Víctor, **Dietética digital para adelgazar al Gran Hermano**, Icaria, 2018

Trigo, Beatriz y Dellinger, Mary Ann(eds.), **Entornos digitales : conceptualización y praxis**, UOC, 2017

Villar, Jorge, **Gestión y planificación de redes sociales profesionales : todo lo que debes saber para gestionar correctamente redes sociales corporativas**, Deusto, 2016

Kawasaki, Guy, **El Arte del social media : consejos prácticos para una estrategia de éxito**, Anaya Multimedia, 2016

#### **Complementary Bibliography**

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### **Recomendacións**

**IDENTIFYING DATA****Dirección estratéxica de comunicación dixital**

Subject	Dirección estratéxica de comunicación dixital			
Code	P04M176V01102			
Study programme	Máster Universitario en Comunicación en Medios Sociais e Creación de Contidos Dixitais			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1	1c
Teaching language	Castelán Galego			
Department	Comunicación audiovisual e publicidade Dpto. Externo			
Coordinator	Míguez González, María Isabel			
Lecturers	Baamonde Silva, Xosé Manuel Míguez González, María Isabel Paredes Díaz, Marta Pérez Seoane, Jesús			
E-mail	mabelm@uvigo.es			
Web				
General description	Materia obrigatoria que se imparte no primeiro cuadrimestre do curso e que afonda na relevancia da dirección de comunicación dixital dentro do marco dunha estratexia global de comunicación da organización.			

**Resultados de Formación e Aprendizaxe**

Code	
A2	Que os estudantes saiban aplicar os coñecementos adquiridos e a súa capacidade de resolución de problemas en contornas novas ou pouco coñecidos dentro de contextos máis amplos (ou multidisciplinares) relacionados coa súa área de estudo.
B2	Capacidade de liderado
C3	Capacidade para integrar a dirección de comunicación dixital dentro da estratexia de comunicación global dunha organización.
C4	Capacidade para identificar e definir públicos, obxectivos e mensaxes da comunicación institucional no contexto dixital.
C5	Habilidade para deseñar e implantar un plan de comunicación dixital e desenvolver campañas de comunicación en redes sociais e medios dixitais.
D5	Habilidade para a integración e aplicación de coñecementos nun proxecto de comunicación dixital.

**Resultados previstos na materia**

Expected results from this subject	Training and Learning Results
Entender a relevancia da dirección de comunicación dixital no marco da estratexia global de comunicación da organización.	C3
Identificar os diferentes públicos da organización no ámbito online.	C4
Analizar as relacións con estes públicos e identificar as necesidades comunicativas que se desprenden delas.	A2 C4
Fixar os obxectivos específicos de comunicación online dunha organización, en coherencia cos obxectivos globais de comunicación e coa estratexia organizacional.	C5 D5
Deseñar as estratexias e tácticas de comunicación online da organización, adaptándoas aos recursos e obxectivos organizacionais.	C5 D5
Elaborar, presentar y aplicar el plan de comunicación online de la organización.	B2 C3 C5

**Contidos**

Topic	
Dirección estratéxica de comunicación	A importancia da dirección estratéxica de comunicación e da xestión de intanxibles no marco do plan estratéxico empresarial.
	A comunicación online como parte da estratexia global de comunicación da organización.

Deseño do plan de comunicación online	Diagnóstico. Mapa de públicos. Obxectivos. Definición da mensaxe. Estratexias e tácticas. Orzamento e previsión de avaliación.
O desenvolvemento de plans e campañas de comunicación online: recomendacións estratéxicas	Exemplos e recomendacións desde o mundo das axencias.  Presentación de ofertas de creación de contidos dixitais para a administración pública a través do concurso público.  Xestión de contidos dixitais para directivos.

### Planificación

	Class hours	Hours outside the classroom	Total hours
Seminario	12	2	14
Traballo tutelado	4	30	34
Traballo tutelado	3	20	23
Resolución de problemas	4	0	4

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

### Metodoloxía docente

	Description
Seminario	Actividade enfocada ao traballo sobre un tema específico, que permite afondar ou complementar os contidos da materia.
Traballo tutelado	Actividades enfocadas á elaboración tutelada dun traballo con asesoramento específico por parte do profesorado.
Traballo tutelado	Actividades enfocadas á elaboración tutelada dun traballo con asesoramento específico por parte do profesorado.
Resolución de problemas	Actividade na que se formulan problemas e/ou exercicios relacionados coa materia.

### Atención personalizada

Methodologies	Description
Seminario	O estudiantado contará co asesoramento do docente durante as sesións de seminario
Traballo tutelado	O estudiantado poderá recorrer ao profesorado no horario de titorías para o asesoramento no caso dos traballos tutelados
Resolución de problemas	O estudiantado contará co asesoramento do docente durante as sesións dedicadas á resolución de problemas
Traballo tutelado	O estudiantado poderá recorrer ao profesorado no horario de titorías para o asesoramento no caso dos traballos tutelados

### Avaliación

	Description	Qualification	Training and Learning Results
Seminario	Valorarase a través da observación cuantificada a asistencia e participación (tanto en termos cuantitativos como cualitativos) nas sesións de seminario da materia.	30	A2 B2 C3
Traballo tutelado	Traballo consistente no informe de diagnóstico dunha marca para o posterior desenvolvemento do plan de social media.	30	C3 D5 C4 C5
Traballo tutelado	Traballo consistente na presentación dunha oferta para a creación de contidos dixitais para unha administración a través dun concurso público.	30	C3 D5 C4 C5
Resolución de problemas	Resolución dun exercicio formulado durante as sesións docentes.	10	A2

### Other comments on the Evaluation

#### AVALIACIÓN CONTINUA

Todos os alumnos e alumnas deben superar cada un dos items de avaliación propostos, con alomenos o 50% da nota posible, para poder superar a materia. De non ser o caso, conlevará o suspenso na materia. Na segunda oportunidade terase en conta o mesmo sistema de avaliación e criterios establecidos para a primeira oportunidade.

#### AVALIACIÓN GLOBAL

No caso do alumnado que renuncie expresamente ao procedemento de avaliación continua, a avaliación efectuarase mediante un exame final de tipo práctico na data oficial de exames. O exame terá un valor de 10 puntos e será necesario obter unha cualificación mínima de 5 puntos para aprobar a materia.

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**Bibliografía. Fontes de información****Basic Bibliography****Complementary Bibliography**

Aced, Cristina, **Relaciones Públicas 2.0. Cómo gestionar la comunicación corporativa en el entorno digital**, UOC, 2018

Mir, Pedro, **Brand.com. Reputación de marcas y social media**, EUNSA, 2016

Pino, Iván, **Tu plan de comunicación en Internet. Paso a paso.**,

Review Trackers, **Social Media Reputation Management: How to Do it Right**, 2022

Sainz de Vicuña Ancin, José María, **El plan de marketing digital en la práctica**, 3ª, ESIC, 2018

Sanagustín, Eva, **Vender más con márketing digital. La estrategia online paso a paso**, Libros de Cabecera, 2018

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**Recomendacións****Subjects that continue the syllabus**

Comunicación de crise e reputación dixital/P04M176V01104

**IDENTIFYING DATA****Content strategies**

Subject	Content strategies			
Code	P04M176V01103			
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	García Mirón, Silvia			
Lecturers	Bastón Meira, Rubén Corbacho Valencia, Juan Manuel García Mirón, Silvia			
E-mail	silviamiron@uvigo.es			
Web	<a href="http://mastersocialmedia.webs.uvigo.es">http://mastersocialmedia.webs.uvigo.es</a>			
General description	In the context characterized by diverse digital communication options, consumers gather information before purchasing a product, compare different offers with other buyers, and hold brands that provide useful content in their day-to-day lives in higher regard. In other words, consumers require brands to offer content that aligns with their interests. This is where inbound marketing and the appreciation of content, created from a strategic perspective, emerge. In this regard, this subject aims to contextualize the content environment and provide information on tasks related to content creation, developing a strategy that aligns with the brand's overall strategy and its marketing and communication objectives, and designing a content plan.			
	English Friendly Program Subject: International students may request from the faculty: a) materials and bibliographic references to follow the subject in English, b) English-language tutorials, c) exams and evaluations in English.			

**Training and Learning Results**

Code	
A1	(*)Posuír e comprender coñecementos que acheguen unha base ou oportunidade de ser orixinais no desenvolvemento e/ou aplicación de ideas, a miúdo nun contexto de investigación.
C6	(*)Habilidade para deseñar a estratexia de contidos de acordo cos obxectivos de comunicación fixados e de desenvolvelos dentro das liñas estratéxicas da organización.
C12	(*)Capacidade para redactar contidos de marca para blogues, webs e redes sociais dentro da estratexia de comunicación dixital dunha 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.
D2	(*)Capacidade para comunicarse por oral e por escrito en lingua galega

**Expected results from this subject**

Expected results from this subject	Training and Learning Results
New	A1 C6
New	C6 C12 C14
New	C6 D2

**Contents**

Topic	
1. Advertising and Inbound marketing	1.1. Definition and characteristic of Inbound Marketing 1.2. Functions and profits of the Inbound Marketing 1.3. Definition of strategies and actions 1.4. Tools



2. Definition of contents	2.1. Types of contents 2.2. Characteristics 2.3. Filter contents 2.4. Reuse of contents
3. Elements and phases of the strategy of contents for inbound	3.1. What do we want to achieve? Definition of aims and creation of KPIs 3.2. For who do we create contents? Identification of publics and creation of the buyer person 3.3. Which messages do we create? Creation of contents: messages and guide of style. 3.4. Where do we publish the contents? Delimitation of supports. 3.5. When do we publish the contents? Timing of publishing and frequency.
4. Best practices and cases of success in the creation and distribution of contents.	4.1. Cases of success in the creation of contents 4.2. Cases of success in the distribution of contents

### Planning

	Class hours	Hours outside the classroom	Total hours
Seminars	18	12	30
Mentored work	2	30	32
Presentation	4	9	13

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

### Methodologies

	Description
Seminars	Sessions of participatory classroom to deep on theoretical and practical appearances related with the contents of the subject
Mentored work	Application of the contents of the subject to a mentored work that will consist in the creation of a strategy and plan of contents for a brand

### Personalized assistance

#### Methodologies Description

Mentored work	It will have sessions of classroom and other tutorials so much face-to-face as no face-to-face reserved for the tutorials and follow-up of the mentored works
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### Assessment

	Description	Qualification	Training and Learning Results	
Seminars	Participatory classroom sessions to delve into theoretical and practical aspects related to the subject's content. Attendance, participation, and submission of tasks completed in the classroom are evaluated.	40	A1	C6 C14
Mentored work	Application of the subject's content to a supervised project that involves creating a content strategy and plan.	40		C6 C12
Presentation	Oral presentation of the supervised project.	20		C6 D2

### Other comments on the Evaluation

#### OTHER GUIDELINES REGARDING CONTINUOUS EVALUATION

- The supervised work consists of a written assignment and an oral presentation of the proposal.
- It is necessary to pass each of the proposed assignments to pass the subject, with a minimum grade of 50%. If not the case, the student will receive a failing grade in the subject.
- In the second opportunity, the same evaluation system and criteria established for the first opportunity will be taken into account, although the assignments and activities will be done individually.

#### GUIDELINES FOR GLOBAL EVALUATION

- The global evaluation system applies to those students who expressly waive the continuous evaluation system, which is the recommended system for taking this subject.
- This waiver must be made within the first month of teaching the subject, following the protocol guidelines approved by the Faculty of Communication Board and after informing the teacher.
- The global evaluation system will consist of an official theoretical exam (40%) and the development of an assignment

comprising a written dossier (40%) and an oral presentation (20%), to be done individually. This assignment will involve creating a brand with the development of its strategy and content plan for social media.

- Each of the three assessments must be passed separately in order to pass the subject.
- Global evaluation exams will only be conducted on the official date approved by the institution.
- The assignment will not be accepted outside of the official date.
- No tutoring sessions will be provided that consist of explaining theoretical or practical content covered in face-to-face sessions.
- No additional materials will be provided beyond those incorporated in the Moovi online teaching platform for students who waive the continuous evaluation system.

### **Other aspects to consider**

This subject is taught in face-to-face mode, so it is the students' duty to attend the teaching sessions according to the schedule established by the institution.

As mentioned when explaining the continuous evaluation system, attendance will be taken in all sessions (attendance sheet indicating name, ID, and signature).

This regulation applies to all enrolled students in this subject WITHOUT EXCEPTION.

The course guide presents the general outline of the subject. Due to space limitations and the impossibility of uploading additional documentation on the Docnet platform, more specific details regarding the global evaluation system will be managed through the Moovi platform in due time.

For everything not explicitly contemplated and/or detailed in this guide, the instructions of the "Reglamento sobre a avaliación, a calificación e a calidade da docencia e do proceso de aprendizaxe do estudantado" (Approved by the Board on April 18, 2023) will be taken as reference. Available at: <https://secretaria.uvigo.gal/uv/web/normativa/public/show/565>

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### **Sources of information**

#### **Basic Bibliography**

Halligan, B., **Inbound marketing : get found using Google, social media, and blogs**, Wiley, cop., 2010

Sanagustín Fernández, E., **Marketing de contenidos: estrategias para atraer clientes a tu empresa**, Anaya Multimedia, 2013

Sanagustín Fernández, E., **Plan de contenidos para medios sociales**, Editorial UOC, 2017

Campos, Carlos J., **Contenido para convencer : curso general de estrategia de contenidos : 24 lecciones para la formación de estrategias de contenidos in-house**, Estrategia del contenido, 2021

#### **Complementary Bibliography**

Aguado Guadalupe, G., **Inbound Marketing en LinkedIn para la gestión de marca**, Icono 14, 2015

Toledano Cuervas-Mons, F.; Miguel San Emeterio, B., **Herramientas de marketing de contenido para la generación de tráfico cualificado online**, Opción, Año 31, No. Especial, 2015

Castelló Martínez, A., **La estrategia de medios sociales, el Inbound Marketing y la estrategia de contenidos: Marketing de Atracción 2.0**, 2013

García, I., **Human media. Las personas en la era de internet**, Formación Alcalá, 2014

Alonso Coto, M., **El plan de marketing digital**, Pearson Educación, 2008

Gutiérrez Arran, A. M.; Sánchez-Franco, M. J., **Marketing en internet. Estrategia y empresa**, Pirámide, 2005

CONTENT MARKETING INSTITUTE, **B2B Content Marketing Benchmarks, Budgets and Trends. North America.**, HANDLEY, A Y CHAPMAN, C. C., **Content rules: How to Create Killer Blogs, Podcasts, Videos, Ebooks, Webinars (and More) That Engage Customers and Ignite Your Business**, 2012

Regueira, J., **Big Brother is dead. El día que el consumidor hizo callar a las marcas.**, ESIC Editorial, 2011

PULIZZI, J., **Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less.**, Mc Graw-Hill, 2013

PATRUTIU-BALTES, L., **Inbound Marketing - the most important digital marketing strategy**, Bulletin of the Transilvania University of Braşov, 2016

VINERAN, S., **Content Marketing Strategy. Definition, Objectives and Tactics**, Expert Journal of Marketing 5(2), 2017

Sanagustín, E., **Estrategia de contenidos: Técnicas para que tu empresa crezca**, Eva Sanagustín Fernández, 2016

Ávila, C., **Estrategias y marketing de contenidos**, Anaya Multimedia, 2019

Castelló Martínez, A & Barrilero-Carpio, BC., **La estrategia de contenidos en YouTube de los principales anunciantes españoles**, AD Research, 2021, Vol.25 (25), p.44-69, AD Research, 2021

Fernando Toledano Cuervas-Mons, Begoña Miguel San Emeterio, **ARTIGO Herramientas de marketing de contenido para la generación de tráfico cualificado online = Content Marketing Tools for Qualified Web Traffic**, Opción: Revista de Ciencias Humanas y Sociales.-- Año 31 No. Especial 4, (2015) pp. 978 - 996, Revista Opción, 2017

Rock Content, [rockcontent.com](http://rockcontent.com),

We are content, [wearecontent.com](http://wearecontent.com),

Hubspot, [hubspot.com](http://hubspot.com),

Aula CM, [aulacm.com](http://aulacm.com),

Inbound Cycle, <https://www.inboundcycle.com>,

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**Recommendations**

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**Subjects that continue the syllabus**

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Audiovisual content design and online distribution/P04M176V01204

Audiovisual storytelling in digital contexts/P04M176V01203

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**Subjects that are recommended to be taken simultaneously**

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Strategic management of digital communication/P04M176V01102

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**Subjects that it is recommended to have taken before**

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Social media ecosystem and digital tools/P04M176V01101

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**IDENTIFYING DATA****Comunicación de crise e reputación dixital**

Subject	Comunicación de crise e reputación dixital			
Code	P04M176V01104			
Study programme	Máster Universitario en Comunicación en Medios Sociais e Creación de Contidos Dixitais			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1	1c
Teaching language	Castelán Galego			
Department	Comunicación audiovisual e publicidade			
Coordinator	Abuín Penas, Javier			
Lecturers	Abuín Penas, Javier Puentes Rivera, Iván			
E-mail	jabuin@uvigo.es			
Web				
General description	O obxectivo da materia Comunicación de crise e reputación dixital é preparar ao alumnado para afrontar os retos que as crises supoñen nas organizacións/empresas desde o punto de vista da comunicación. Ao final do curso, o alumnado será capaz de prepararse para responder a diferentes tipos de crises desde o punto de vista comunicativo, con especial atención ás características que conlevan as redes sociais nestas situacións.			

**Resultados de Formación e Aprendizaxe**

Code	
A2	Que os estudantes saiban aplicar os coñecementos adquiridos e a súa capacidade de resolución de problemas en contornas novas ou pouco coñecidas dentro de contextos máis amplos (ou multidisciplinares) relacionados coa súa área de estudo.
C4	Capacidade para identificar e definir públicos, obxectivos e mensaxes da comunicación institucional no contexto dixital.
C5	Habilidade para deseñar e implantar un plan de comunicación dixital e desenvolver campañas de comunicación en redes sociais e medios dixitais.
C6	Habilidade para deseñar a estratexia de contidos de acordo cos obxectivos de comunicación fixados e de desenvolvelos dentro das liñas estratéxicas da organización.
D2	Capacidade para comunicarse por oral e por escrito en lingua galega

**Resultados previstos na materia**

Expected results from this subject	Training and Learning Results
Comprender os conceptos de imaxe e reputación.	C4
Comprender a relevancia da reputación dixital na configuración da reputación organizacional.	C5
Identificar as principais ameazas que poden afectar á reputación dixital das organizacións, a partir da análise da contorna mediática e social e dos seus actores.	A2 C4
Identificar e describir as estratexias de comunicación adecuadas para a resolución de procesos de crises online nas organizacións.	C5 C6
Deseñar e aplicar, con especial atención á xestión do tempo, plans de comunicación de crises específicos para o ámbito online, adaptados aos obxectivos xerais de comunicación da organización e ás súas necesidades en termos de imaxe e reputación.	C5 D2
Medir os resultados do plan de comunicación de crise e avaliar as consecuencias globais da crise sobre a reputación online.	A2 C5
Demostrar preparación para asumir o risco na toma de decisións.	A2
Demostrar capacidade para traballar en equipo en situacións de crises.	A2

**Contidos**

Topic	
Tema 1. Conceptos básicos	1.1. Reputación 1.2. Crise
Tema 2. Evolución	2.1. Cambio do paradigma coa web 2.0
Tema 3. Ecosistema de funcionamento	3.1. Recomendacións 3.2. Valoracións
Tema 4. Contidos e ferramentas	4.1. Contidos xerados por usuarios UGC/UGM 4.2. Ferramentas para medir Buzz e reputación online

Tema 5. Tipoloxías de crise	5.1. Clasificacións segundo distintos autores
Tema 6. Pautas de xestión	6.1. Off line 6.2. On line 6.3. Os empregados 6.3.1. Os códigos de conducta 6.7. Atención ao cliente

### Planificación

	Class hours	Hours outside the classroom	Total hours
Estudo de casos	9	9	18
Aprendizaxe baseado en proxectos	1	12	13
Presentación	3	8	11
Debate	1	10	11
Seminario	1	8	9
Lección maxistral	4	4	8
Resolución de problemas e/ou exercicios	1	1	2
Observación sistemática	1	0	1
Resolución de problemas e/ou exercicios	1	1	2

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

### Metodoloxía docente

	Description
Estudo de casos	Analizaráanse varios casos reais de organizacións públicas e privadas, nacionais e internacionais para as que serán necesarias pesquisas previas dos alumnos
Aprendizaxe baseado en proxectos	Partindo de casos reais de distintas organizacións se plantexarán (por parte dos alumnos) distintas alternativas para solventar as problemáticas
Presentación	Os alumnos terán que presentar en público os resultados dos seus traballos
Debate	Os alumnos terán que posicionarse ante problemas comunicativos que están a sufrir algunhas organizacións, realizando argumentacións a favor e en contra
Seminario	Espazo para consultar co profesorado aspectos concretos sobre a materia, tanto sobre as leccións maxistras desenvolvidas coma do resto de metodoloxías utilizadas
Lección maxistral	Presentación de conceptos teóricos para desenvolver a materia que os alumnos complementarán

### Atención personalizada

#### Methodologies Description

Seminario	O alumnado será recibido polos docentes responsables da materia, previa cita, para solventar dúbidas
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### Avaliación

	Description	Qualification	Training and Learning Results
Resolución de problemas e/ou exercicios	Os docentes avaliarán dentro deste apartado tarefas ou actividades levadas a cabo polo alumnado na aula (debates, estudos de caso, presentacións, etc.)	40	A2 C4 D2 C5 C6
Observación sistemática	Os docentes avaliarán a predisposición do alumnado durante a sesión, así como a súa participación e intervencións no desenvolvemento das actividades na aula.	20	A2 C4 C5 C6
Resolución de problemas e/ou exercicios	Os docentes avaliarán dentro deste apartado tarefas ou actividades levadas a cabo polo alumnado na aula (debates, estudos de caso, presentacións, etc.)	40	A2 C4 C5 C6

### Other comments on the Evaluation

O alumnado deberá informar ao docente da súa renuncia expresa ao sistema de avaliación continua no prazo establecido polo centro para tal fin, adxuntando cuberto e asinado o documento habilitado. De non entregar dito documento en tempo e forma, enténdese que tódolos estudantes deciden seguir o sistema de avaliación continua.

A información sobre as probas de avaliación, o seu formato, extensión, rúbrica de avaliación e canles de entrega serán detalladas a través da plataforma Moovi. É responsabilidade do alumnado comprobar toda información dispoñible na plataforma e recompilar a información específica e complementaria que sexa precisa para superar a materia

Para poder superar a materia será necesario obter unha puntuación mínima do 50% en cada unha das metodoloxías. De non ser o caso, conlevará o suspenso na materia. Na segunda oportunidade terase en conta o mesmo sistema de avaliación

e criterios establecidos para a primeira oportunidade. Ademais, será necesario entregar e superar todas as actividades e traballos propostos para aprobar a materia.

### **AVALIACIÓN CONTINUA DA MATERIA**

Serán aplicadas as porcentaxes e conceptos anteriores (traballo tutelado, resolución de problemas, e observación sistemática). Os traballos deben ser entregados a través da plataforma MOOVI no tempo e forma establecidos por cada docente.

Na segunda oportunidade (xullo) aplicaránse os mesmos criterios, aínda que, lóxicamente, a observación sistemática non será reavaliada.

### **AVALIACIÓN GLOBAL DA MATERIA**

O alumnado deberá entregar, antes da data oficial de exame establecida no calendario oficial do centro, a través de MOOVI as tarefas indicadas previamente, coa obrigabilidade de obter unha valoración mínima superior ao 50% de cada unha delas. Os traballos a entregar serán os mesmos que os realizados na avaliación continua pero todos eles deben ser realizados de maneira individual.

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### **Bibliografía. Fontes de información**

#### **Basic Bibliography**

ARCEO VACAS (COORD), **El portavoz en la comunicación de las organizaciones. Fundamentos teórico-prácticos**, Universidad de Alicante, 2012

LOSADA DIAZ, J.C, **Comunicación de la gestión de crisis**, UOC, 2011

#### **Complementary Bibliography**

VELASCO GARCIA, JM, **Análisis del rumor (buzz)**, 2016

DEL FRESNO-GARCIA, M, **Cómo investigar la reputación online en los medios sociales de la web 2.0**, 2011

VAQUERO COLLADO, A, **La reputación online en el marco de la comunicación corporativa. Una visión sobre la investigación de tendencias y perspectivas profesionales**, 2012

ENRIQUE JIMENEZ, AM, **La comunicación empresarial en situación de crisis**, Universidad Autónoma de Barcelona, 2007

FERNÁNDEZ MUÑOZ, C, **100 BM digital tips**, Burson-Marsteller, 2008

LEIVA AGUILERA, **Gestión de la reputación online**, UOC, 2012

MARTINEZ J, **Crisis que matan. Crisis que engordan**, Club Universitario de Alicante, 2011

GONZALEZ HERRERO, A, **Marketing preventivo. La comunicación de crisis en la empresa**, BOSCH, 1998

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### **Recomendacións**

**IDENTIFYING DATA****Metrics analysis and effectiveness assessment in digital media**

Subject	Metrics analysis and effectiveness assessment in digital media			
Code	P04M176V01105			
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	Spanish Galician			
Department				
Coordinator	Ramahí García, Diana			
Lecturers	Acuña Portabales, Paula Alonso Vilar, Laura Ramahí García, Diana Riçón Rodríguez, Patricia			
E-mail	dianaramahi@gmail.com			
Web				
General description	The subject focuses on the process of evaluating the campaigns and actions undertaken in the digital media in general and on social networks in particular. In this way, it is sought that the student understands the necessary generation of results when carrying out such actions and, above all, understands that they must be linked to the strategic plan of the company or institution and, therefore, must focus on achieving goals set. To this end, the student will be introduced to the use of specific measurement tools as well as the establishment of appropriate metrics for each case.			

**Training and Learning Results**

Code	
A3	(*)Que os estudantes sexan capaces de integrar coñecementos e enfrontarse á complexidade de formular xuízos a partir dunha información que, sendo incompleta ou limitada, inclúa reflexións sobre as responsabilidades sociais e éticas vinculadas á aplicación dos seus coñecementos e xuízos.
B3	(*)Capacidade para a organización do traballo
C7	(*)Coñecemento das principais fontes, métricas e ferramentas para medir a eficacia en redes sociais e comunicación dixital.
C8	(*)Capacidade de interpretación e análise de métricas sociais.
C9	(*)Capacidade para avaliar a eficacia e retorno das accións en medios dixitais e 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
New	C7 C8
New	C8 C9 D4
New	A3 B3 C9

**Contents**

Topic	
Unit 1. Digital media: Definition of metrics for evaluating the effectiveness of digital advertising. The KPIs and the digital marketing plan	1.1. Digital media. Audience and advertising inserts. 1.2. The digital marketing plan 1.3. Determination of KPIs in different media: websites, blogs, social networks.

Unit 2. Conceptualization and evolution of digital analytics and communication	2.1. Web analytics: conceptualization, evolution, assessment and current situation. 2.2. Blog tracking. Valuation of digital identity. 2.3. Analytics for social media.
Unit 3. Digital Tools	3.1. Use of current measuring and purchasing tools. 3.2. Elaboration of the measurement plan.

### Planning

	Class hours	Hours outside the classroom	Total hours
Seminars	17	18	35
Project	0	20	20
Project	0	19	19
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
Seminars	Seminars will be developed in which the theoretical contents of the subject will be taught combining with the corresponding practices that contribute to the best understanding of the concepts.

### Personalized assistance

Tests	Description
Project	A tutorial schedule will be established to answer any students' questions.

### Assessment

	Description	Qualification	Training and Learning Results
Project	Development, step by step, of the first part of a project to measure effectiveness.	40	A3 B3 C7 C8 C9 D4
Project	Development, step by step, of the second part of a project to measure effectiveness.	40	A3 B3 C7 C8 C9 D4
Systematic observation	Monitoring the student's performance in the classroom: attendance, participation, use, behavior and evolution	20	A3 B3 C7 C8 C9 D4

### 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. Project. Step-by-step development of the first part of an effectiveness measurement project. The work is worth 40% of the total qualification. A minimum qualification of 50% must be obtained to pass this part. The work is to be handed in on the date and time of the examination. 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. Step-by-step development of the second part of an effectiveness measurement project. The work is worth 40% of the total qualification. A minimum qualification of 50% must be obtained to pass this part. The work is to be handed in on the date and time of the examination. 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.

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

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

Test 2. Project. Valuation of 40% of the total mark.

Test 3. Project. Valuation 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 exam sessions.

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### Sources of information

#### Basic Bibliography

SAÍNZ DE VICUÑA ACÍN, Jose María, **El plan de marketing digital en la práctica**, 3, ESIC, 2018

ESTRELLA RAMÓN, Antonia y SEGOVIA LÓPEZ, Cristina, **Comunicación integrada de marketing**, 1, ESIC, 2017

MERODIO, Juan, **Estrategia y táctica empresarial en redes sociales**, 1, LID Editorial, 2017

MEJIA LLANO, Juan Carlos, **La guía avanzada del Community Manager**, 2, Anaya Multimedia, 2016

ROJA, Pedro y Redondo, María, **Cómo monetizar las redes sociales**, 1, LID Editorial, 2017

BLANCHARD, Olivier Jean, **El retorno de la inversión en social media**, 1, Anaya Multimedia, 2018

KAUSHIK, Avinash, **Analítica Web 2.0**, 4, Gestión2000, 2017

GOROSTIZA, J. y BARAINCA, A., **Google Analytics. Mide y vencerás**, 1, Anaya Multimedia, 2016

LÓPEZ CUESTA, Óscar, **Data Management Platform (DMP). Big data aplicado a las campañas online, audiencias y personalización web**, 1, ESIC, 2018

#### Complementary Bibliography

CAVALLER, Víctor; SÁNCHEZ-AÑO, Silvia; CODINA, Lluís y PEDRAZA, Rafael, **Estrategia y gestión de la comunicación online y offline**, 3, Editorial UOC, 2014

SOMALO, Nacho, **Marketing digital que funciona**, 1, LID Editorial, 2017

RAMOS, Juanjo, **E-Commerce 2.0**, 1, GDEPublishers, 2017

SOLIS, A, **SEO. Las claves esenciales**, 3, Anaya Multimedia, 2016

SERRANO-COBOS, Jorge, **SEO. Introducción a la disciplina del posicionamiento en buscadores**, 3, Editorial UOC, 2015

GONZÁLEZ, Philippe, **Instagram. Mucho más que fotos**, 1, Anaya Multimedia, 2018

ARCILA CALDERÓN, Carlos; BARREDO IBÁÑEZ, Daniel y CASTRO, Cosette (coordinadores), **Analítica y visualización de datos en Twitter**, 1, Editorial UOC, 2017

OCDE, **Perspectivas de la OCDE sobre la Economía Digital 2017**, 1, OCDE, 2017

David Ayala, **Visibilidad online: Inmortaliza tu marca**, ANAYA MULTIMEDIA, 2020

Fernando Maciá Domene, **SEO Avanzado. Casi todo lo que sé sobre posicionamiento web**, ANAYA MULTIMEDIA, 2020

Daniel Rowles, **Digital Branding**, Teell Editorial, 2018

Ana Fernández Pardo, **Marca busca Egblogger. Las nuevas estrategias de comunicación digital**, Grupo Anaya, 2015

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**Recommendations**

**Subjects that continue the syllabus**

Strategic management of digital communication/P04M176V01102

Master thesis/P04M176V01206

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**Subjects that are recommended to be taken simultaneously**

Content strategies/P04M176V01103

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**Subjects that it is recommended to have taken before**

Social media ecosystem and digital tools/P04M176V01101

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**IDENTIFYING DATA****Digital Media Planning**

Subject	Digital Media Planning			
Code	P04M176V01106			
Study programme	Máster Universitario en Comunicación en Medios Sociales y Creación de Contenidos Digitales			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1	1c
Teaching language	Castellano Gallego			
Department	Comunicación audiovisual y publicidad Dpto. Externo			
Coordinator	Badenes Plá, Vicente			
Lecturers	Badenes Plá, Vicente Villarino Espino, Elena			
E-mail	vbadenes@uvigo.es			
Web				
General description	Introducción general a la planificación de medios digitales. reflexión sobre el nuevo contexto mediático, actores participantes, medios y soportes, tipologías, formatos. El día a día de la planificación de medios en la agencia, interlocución con medios y cliente, procesos, herramientas, contratación, seguimiento.			

**Resultados de Formación y Aprendizaje**

Code	
A3	Que los estudiantes sean capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
C8	Capacidad de interpretación y análisis de métricas sociales.
C9	Capacidad para evaluar la eficacia y retorno de las acciones en medios digitales y redes sociales.
C10	Capacidad para seleccionar y contratar canales de difusión de campañas de comunicación en medios digitales y sociales
D3	Sostenibilidad y compromiso ambiental. Uso equitativo, responsable y eficiente de los recursos

**Resultados previstos en la materia**

Expected results from this subject	Training and Learning Results
Identificar y segmentar audiencias digitales en base a objetivos previos.	C8
Diseñar una estrategia de contenidos en medios sociales.	C9 C10
Detectar tendencias en contenidos digitales e implementarlas en una estrategia propia.	A3 C9
Contratar campañas en medios sociales.	C10 D3

**Contenidos**

Topic	
Tema 1: Introducción general a la planificación de medios digitales	Media planning en un mundo digital Penetración y uso de los medios digitales Principales actores del mercado publicitario online Inversión online Claves de la planificación de medios online Terminología clave. KPIs Tipologías de medios digitales Descripción, características, ventajas e inconvenientes Google, SEM & SENO Facebook, Youtube, Twitter, Instagram, Amazon. Otras redes. Formatos de la publicidad digital Introducción a compra programática y RTB Integración 360º ON & OFF Tendencias de mercado: de lo adblocker a el branded content Casos de estudio

<b>Planificación</b>			
	Class hours	Hours outside the classroom	Total hours
Seminario	5	8	13
Trabajo tutelado	9	40	49
Prácticas con apoyo de las TIC	5	8	13

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

<b>Metodologías</b>	
	Description
Seminario	Actividad enfocada al trabajo sobre un tema específico, que permite ahondar o complementar los contenidos de la materia. Se pueden emplear como complemento de las clases teóricas.
Trabajo tutelado	El/La estudiante, de manera individual o en grupo, elabora un documento sobre la temática de la materia y prepara seminarios, investigaciones, memorias, ensayos, resúmenes de lecturas, conferencias, etc. Ver detalle en sistema de evaluación.
Prácticas con apoyo de las TIC	

<b>Atención personalizada</b>	
Methodologies	Description
Seminario	Durante los seminarios se fomentará el debate y la participación activa del alumnado
Trabajo tutelado	El seguimiento de los trabajos comprende sesiones presenciales/síncronas y actividades desarrolladas dentro del marco desarrollado por los docentes.
Prácticas con apoyo de las TIC	

<b>Evaluación</b>					
	Description	Qualification	Training and Learning Results		
Seminario	Asistencia presencial a las sesiones de Digital Media Planning.	20	A3	C8 C9 C10	D3
Trabajo tutelado	Trabajo sobre contenidos explicados en la sesión presencial	40	A3	C8 C9 C10	D3
Prácticas con apoyo de las TIC	Práctica utilizando o basada en una herramienta TIC.	40	A3	C8 C9 C10	D3

### Other comments on the Evaluation

#### Sistema de evaluación continua

Prácticas y porcentaje de valoración

P1. Práctica 1. Valoración del 40% sobre el total de la nota. La información sobre las tareas a realizar, su formato, extensión, rúbrica de evaluación y canales de entrega serán explicadas presencialmente en el aula y/o a través de la plataforma Moovi.

P2. Práctica 2. Valoración del 40% sobre el total de la nota. La información sobre las tareas a realizar, su formato, extensión, rúbrica de evaluación y canales de entrega serán explicadas presencialmente en el aula y/o a través de la plataforma Moovi.

A1. Asistencia a las sesiones en el aula. Valoración del 20% sobre el total de la nota. En todas las sesiones de la asignatura se tomará nota de los miembros asistentes (Hoja de firmas indicando nombre, DNI y firma). Esta será la evidencia para demostrar la asistencia y la única vía para optar al 20% de valoración.

$P1(40\%) + P2(40\%) + A1(20\%) = 100\%$  de la nota

### **Segunda oportunidad. Breve descripción**

La/os estudiantes que cursen evaluación continua deberán superar en segunda convocatoria todas aquellas metodologías o pruebas que no superaran en primera convocatoria.

A efectos de coordinar la segunda oportunidad, el alumnado deberá contactar con el docente responsable de la memoria, quien establecerá las pruebas pertinentes bien sea en Moovi, o de forma presencial durante la fecha establecida y aprobada en Junta de Facultad.

Las condiciones de segunda oportunidad descritas aquí se aplican para el resto de convocatorias sucesivas.

### **Sistema de evaluación global**

El sistema de evaluación por defecto de la Universidad de Vigo es el sistema de evaluación continua. Aquellos alumnos que opten por el sistema de evaluación global deberán seguir las siguiente pautas.

Pautas formales imprescindibles previas a la evaluación:

El alumnado deberá informar al docente de su renuncia expresa al sistema de evaluación continua en el plazo establecido por el centro, adjuntando cubierto y firmado el documento habilitado para tal fin.

Pautas el día de la evaluación:

La prueba de evaluación global se realizará en la fecha y horarios previstos por el centro en el calendario de exámenes oficial y evaluará de forma sistemática todas las metodologías y pruebas establecidas en la guía docente. El estudiante deberá superar todas y cada una de las pruebas de evaluación previstas obteniendo una cualificación mínima de 5 puntos en cada una de ellas.

Prácticas y porcentaje de valoración

P1. Práctica 1. Valoración del 40% sobre el total de la nota. La información sobre las tareas a realizar, su formato, extensión, rúbrica de evaluación y canales de entrega serán explicadas presencialmente en el aula y/o a través de la plataforma Moovi.

P2. Práctica 2. Valoración del 40% sobre el total de la nota. La información sobre las tareas a realizar, su formato, extensión, rúbrica de evaluación y canales de entrega serán explicadas presencialmente en el aula y/o a través de la plataforma Moovi.

P3. Práctica 3. Valoración del 20% sobre el total de la nota. La información sobre las tareas a realizar, su formato, extensión, rúbrica de evaluación y canales de entrega serán explicadas presencialmente en el aula y/o a través de la plataforma Moovi.

$P1(40\%) + P2(40\%) + P3(20\%) = 100\%$  de la nota

La información sobre las pruebas de evaluación, su formato, extensión, rúbrica de evaluación y canales de entrega serán detalladas a través de la plataforma Moovi. Es responsabilidad del alumno/a estar atento a la información subida y recopilar la información específica y complementaria que sea precisa para superar la materia.

### **Otros aspectos a tener en cuenta**

Esta materia se imparte en régimen PRESENCIAL por lo que es un deber de los estudiantes asistir a las sesiones docentes en el horario establecido por el centro.

Como ya se ha indicado al explicar el sistema de evaluación continua, en todas las sesiones se tomará nota de los miembros asistentes (Hoja de firmas indicando nombre, DNI y firma).

La presente normativa es aplicable a todos los alumnos y alumnas matriculados en esta materia SIN EXCEPCIÓN

La guía docente presenta el planteamiento general de la asignatura. Por motivos de extensión y ante la imposibilidad de subir documentación complementaria en la plataforma Docnet, los detalles más concretos sobre el sistema de evaluación global se gestionarán en tiempo y forma a través de la plataforma Moovi.

Para todo lo no contemplado y/o detallado de forma expresa en esta guía, se tomará como referencia las indicaciones del

Regulamento sobre a avaliación, a calificación e a calidade da docencia e do proceso de aprendizaxe do estudantado (Aprobado no claustro do 18 de abril de 2023). Disponible en:  
<https://secretaria.uvigo.gal/uv/web/normativa/public/show/565>

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### **Fuentes de información**

#### **Basic Bibliography**

Anthony Young, **Brand Media Strategy**, Palmgrave Macmillan, 2010

#### **Complementary Bibliography**

George S. Day, **Reinventar la empresa en la era digital**, BBVA, 2018

Joseph Straubhaar, Robert LaRose, Lucinda Davenport, **Media Now: Understanding Media, Culture, and Technology**, 7ª, Wadsworth, 2012

IAB, **IAB Spain**: <https://iabspain.es/estudio>, IAB,

AIMC, **Estudio navegantes en la red**, AIMC, 2022

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### **Recomendaciones**

#### **Subjects that are recommended to be taken simultaneously**

Análisis de métricas y evaluación de la eficacia en medios digitales/P04M176V01105

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### **Other comments**

No

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**IDENTIFYING DATA****Content management, edition and publishing with CMS**

Subject	Content management, edition and publishing with CMS			
Code	P04M176V01107			
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 Galician			
Department				
Coordinator	Martínez Rolán, Luís Xabier			
Lecturers	García Ariza, Alberto José Martínez Rolán, Luís Xabier			
E-mail	xabier.rolan@uvigo.es			
Web				
General description	(*)Esta materia recolle as guías e pautas básicas para comprender e realizar desenvolvementos web a través de HTML + CSS e o uso de xestores de contidos como Wordpress			

**Training and Learning Results**

Code	
B1	(*)Capacidade para integrarse en equipos de traballo multidisciplinares
C11	(*)Capacidade para implementar, adaptar e manter os sistemas de xestión de contidos (CMS) de referencia.
C12	(*)Capacidade para redactar contidos de marca para blogues, webs e redes sociais dentro da estratexia de comunicación dixital dunha 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.
D5	(*)Habilidade para a integración e aplicación de coñecementos nun proxecto de comunicación dixital.

**Expected results from this subject**

Expected results from this subject	Training and Learning Results
New	C11
New	C12
New	B1 C11
New	C11 D5
New	C14 D5
New	B1 D5

**Contents**

Topic	
Principles of the design web	How the internet works. Introduction to the basic notions of CMS and web design How to write for web /blogs.
HTML and CSS	Uses of the most important HTML labels, structure of the archives, semantics, etc. The importance of the web standard (W3C) and differentiate between browsers. Responsive, web apps, and services that can be done with web technology Introduction to accessibility fundamental concepts of CSS (document flow) + novelties (CSS Grid, Flexbox...)

WordPress

CMS Configuration: domain, hosting, CPanel.

Customization and optimization of CMS functionalities (plugins, widgets), web design (templates). Technical SEO in WordPress

How to solve main WordPress problems

Other CMS

Introduction to e-commerce oriented CMS

### Planning

	Class hours	Hours outside the classroom	Total hours
Mentored work	12	28	40
Seminars	10	3	13
Essay	0	10	10
Systematic observation	2	0	2
Essay	0	10	10

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

### Methodologies

	Description
Mentored work	The student, individually or in group, elaborates a web document web with HTML + CSS and develops a website with a CMS
Seminars	Activity focused on working on a specific topic, linked to web development with CMS and / or HTML CSS technologies

### Personalized assistance

#### Methodologies Description

Mentored work	Students will be able to establish contact with the teacher either in person during the assigned tutorial schedule or through the online platform that the teacher uses for the online teaching of the subject.
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#### Tests Description

Essay	The student develops exercises or projects outside the classroom, under the guidelines and supervision and mentoring of teachers or reputable experts in the field, preparing and presenting assumptions of a practical nature.
Essay	Students will be able to establish contact with the teacher either in person during the assigned tutorial schedule or through the online platform that the teacher uses for the online teaching of the subject.

### Assessment

	Description	Qualification	Training and Learning Results	
Essay	Creating a fully functional web page with WordPress	40	C11 C14	D5
Systematic observation	Attendance and participation in the classroom and / or in scheduled activities.	20	B1 C12	D5
Essay	Creating a landing page from the most basic start using HTML CSS and the web resources focused on the theoretical sessions	40	C11 C14	D5

### Other comments on the Evaluation

Other comments on Evaluation:

1. Considerations about continuous assessment.

By default, students undergo continuous assessment.

To pass the subject, it is necessary to obtain a minimum of 50% of the score in each of the indicated methodologies/tests. If the minimum score is not achieved, the student will not pass the subject and will be recorded as failed in that examination session with the least detrimental grade for their academic record.

No averaging is done for any section if the minimum score is not achieved (50% of the total for each methodology).

Attendance is mandatory for both theory and practical classes. Students must attend the subject regularly (a minimum of 80% of the classes). If this threshold is not met, they will lose the right to be evaluated in the first examination session. Attendance is assessed using the systematic observation methodology.



In the second and subsequent examination sessions, each assignment will have a weight of 50%, and systematic observation will not be evaluated.

## 2. Brief description of the second opportunity.

Students enrolled in continuous assessment must pass, in the second examination session, the assignments that they did not pass with at least 50% of the minimum score in the first examination session.

Students enrolled in global assessment must undergo, in the second examination session, the same conditions described in the global assessment. That is, they will have the same evaluation system described in point 3 of these instructions.

To coordinate the second opportunity, students who need to undergo this assessment must contact the responsible teacher of the subject, who will establish the relevant tests either through Moovi or in person during the established and approved date by the Faculty Board.

The conditions for the second opportunity described here apply to the rest of the subsequent examination sessions.

## 3. Brief description of the global assessment.

Students who wish to do so and formally request it within the established deadline and mechanisms by the Dean's Office have the right to global assessment. For this purpose, it is advisable to review the information provided by the institution.

The global assessment test will be carried out on the date established by the institution and approved by the Faculty Board. It will systematically evaluate the methodologies and tests established in the course guide for the second examination session and will have a total duration of 5 hours.

In case of enabling the prior submission of assignments, it must be agreed upon with the person responsible for the subject well in advance.

## 4. Other considerations

For everything not covered and/or detailed in this guide, the instructions of the REGULATION ON EVALUATION, GRADING, AND QUALITY OF TEACHING AND THE STUDENTS' LEARNING PROCESS (Approved by the faculty on April 18, 2023) will be taken as reference.

The course guide presents the general overview of the subject. Due to space limitations and the inability to upload additional documentation on the Docnet platform, specific details will be managed through the Moovi platform.

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## Sources of information

### Basic Bibliography

Xabier Martínez Rolán, **Diseño de Páginas Web: WordPres para todos los públicos**, UOC, 2019

### Complementary Bibliography

Sabin-Wilson, L., **WordPress for dummies**, John Wiley & Sons., 2011

Aubry, C., **WordPress 3: un CMS para crear su sitio Web.**, Ediciones ENI, 2011

Cobo, S., & Juárez, S. C., **Internet para periodistas: kit de supervivencia para la era digital**, Editorial UOC, 2012

Giralt, M. L., **Introducción al HTML y al CSS.**, 2011

Gauchat, J. D., **El gran libro de HTML5, CSS3 y Javascript.**, Marcombo, 2012

Jeremy Keith, **Resilient web design**, 2017

Javier Eguluz Pérez, **Introducción a CSS**, 2009

Thord Daniel Hedengren, **Smashing WordPress Themes: Making WordPress Beautiful**, John Wiley & Sons Ltd,

Martínez Rolán, Xabier, **DISEÑO DE PÁGINAS WEB: Wordpress para todos los públicos**, UOC, 2019

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## Recommendations

### Subjects that are recommended to be taken simultaneously

Audiovisual content design and online distribution/P04M176V01204

Digital media design/P04M176V01201

Web and social media photography/P04M176V01109

Digital and social media writing/P04M176V01108

**IDENTIFYING DATA****Redación para medios dixitais e redes sociais**

Subject	Redación para medios dixitais e redes sociais			
Code	P04M176V01108			
Study programme	Máster Universitario en Comunicación en Medios Sociais e Creación de Contidos Dixitais			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1	1c
Teaching language	Castelán Galego			
Department	Dpto. Externo Psicoloxía evolutiva e comunicación			
Coordinator	Domínguez Quintas, Susana Elisa			
Lecturers	Alende Castro, Silvia Domínguez Quintas, Susana Elisa Velásquez Fernández, Wajari			
E-mail	squintas@uvigo.es			
Web				
General description	A materia Redacción para medios dixitais e redes sociais orientará ao alumno ao redor dos contidos teóricos e prácticos necesarios para adquirir as competencias necesarias para redactar e publicar contidos textuais na web e nas redes sociais.			

**Resultados de Formación e Aprendizaxe**

Code	
A4	Que os estudantes saiban comunicar as súas conclusións [e os coñecementos e razóns últimas que as sustentan] a públicos especializados e non especializados dun modo claro e sen ambigüidades.
C12	Capacidade para redactar contidos de marca para blogues, webs e redes sociais dentro da estratexia de comunicación dixital dunha organización.
C13	Coñecemento das técnicas e usos da redacción e maquetación de contidos para internet.
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.
D2	Capacidade para comunicarse por oral e por escrito en lingua galega
D4	Habilidade para a xestión da marca persoal e a propia reputación dixital.

**Resultados previstos na materia**

Expected results from this subject	Training and Learning Results
Redactar contidos de marca para blogs, webs e redes sociais dentro da estratexia de comunicación dixital dunha organización.	C12 D2
Usar ferramentas de axuda á escritura en galego e español.	C13 D2
Identificar os límites legais e éticos na redacción e publicación de textos.	D1 D4
Identificar o ton adecuado da comunicación en redes sociais segundo cliente e público.	A4

**Contidos**

Topic	
Tema I.- O uso da linguaxe, estilo, xéneros e estrutura dos contidos textuais na rede.	-
Tema II.- Xerar impacto no destinatario. Copywriting e escritura persuasiva.	-
Tema III.- SEO técnico, WordPress e redacción para buscadores	-

**Planificación**

	Class hours	Hours outside the classroom	Total hours
Seminario	11	10	21
Traballo tutelado	12	20	32

Observación sistemática	0	2	2
Traballo	0	8	8
Traballo	0	6	6
Traballo	0	6	6

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

### Metodoloxía docente

	Description
Seminario	Nestas sesións desenvolveranse os contidos teóricos da materia, fomentando a participación do alumnado.
Traballo tutelado	Os docentes proporán aos alumnos temas de traballo tutelado en clase, para desenvolver os contidos propostos nos seminarios.

### Atención personalizada

#### Methodologies Description

Seminario	Nestas sesións desenvolveranse os contidos teóricos da materia, fomentando a participación do alumnado.
Traballo tutelado	Os docentes proporán aos alumnos temas de traballo tutelado en clase, para desenvolver os contidos teóricos propostos e traballados nos seminarios.

### Avaliación

	Description	Qualification	Training and Learning Results
Observación sistemática	Percepción atenta, racional, planificada e sistemática para describir e rexistrar as manifestacións do comportamento do alumnado.	10	C13 D1 D2
Traballo	O ou a estudante, de maneira individual ou en grupo, elabora un documento sobre a temática da materia ou prepara seminarios, investigacións, memorias, ensaios, resumos de lecturas, conferencias, etc. sobre a primeira parte da materia.	30	A4 C12 D1 D2 D4
Traballo	O ou a estudante, de maneira individual ou en grupo, elabora un documento sobre a temática da materia ou prepara seminarios, investigacións, memorias, ensaios, resumos de lecturas, conferencias, etc. sobre a segunda parte da materia.	30	A4 C12 D1 D2 D4
Traballo	O ou a estudante, de maneira individual ou en grupo, elabora un documento sobre a temática da materia ou prepara seminarios, investigacións, memorias, ensaios, resumos de lecturas, conferencias, etc. sobre a terceira parte da materia.	30	A4 C12 D1 D2 D4

### Other comments on the Evaluation

Todos os alumnos e alumnas deben superar cada un dos items de avaliación propostos, con polo menos o 50% da nota posible, para poder superar a materia. De non ser así se suspenderá. Na segunda oportunidade se terá en conta o mesmo sistema de avaliación e criterios establecidos na primeira convocatoria.

É necesario entregar todos os traballos propostos para aprobar a materia, tanto na primeira como na segunda convocatoria.

### AVALIACIÓN GOBAL DA MATERIA

**O alumnado deberá informar o docente da súa renuncia expresa ao sistema de avaliación continua no prazo establecido polo centro, achegando cuberto e asinado o documento habilitado para tal fin.**

A proba de avaliación global realizarase na data e hora fixada polo centro no calendario oficial de exames. O/o alumno/a deberá superar todas e cada unha das probas de avaliación previstas que se detallan a continuación, obtendo unha cualificación mínima de 5 puntos sobre 10 en cada unha delas.

Dada a extensión das probas, os/as alumnos/as que realicen a avaliación global deberán dispoñer de 4 horas para realizalas desde a hora oficial de inicio do exame da materia segundo o calendario oficial.

Breve descrición das probas globais.

Proba 1. **Exame teórico.** O exame teórico, que se fará na hora sinalada como inicio da proba no calendario oficial, ten un valor do 40% da nota total e é necesario obter unha cualificación mínima de 5 puntos sobre 10 para aprobar esta parte. Unha cualificación máis baixa non servirá como media con outras probas.

Proba 2. **Actividade práctica.** Unha vez finalizado o exame teórico e tras realizar un descanso de 15 minutos, os/as alumnos/as de avaliación continua deberán asistir á sala de prácticas habitual co docente e alí dispoñerán de 3 horas (desde a hora de inicio da proba) para realizar tres actividades prácticas similares ás que realizaron os/as alumnos/as de avaliación continua. Cada unha delas terá un valor do 20% da nota total. Para superar esta parte é necesario obter unha cualificación mínima de 5 sobre 10 puntos en cada un dos traballos. Unha cualificación máis baixa non servirá como media con outras probas.

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### **Bibliografía. Fontes de información**

#### **Basic Bibliography**

#### **Complementary Bibliography**

Álvarez Ramos, Eva, **El lenguaje periodístico cultural: nuevas plataformas, nuevos paradigmas**, Centro Internacional de Lexicografía, 2015

Bounegru, Liliana; Gray, Jonathan; Venturini, Tommaso y Mauri, Michele, **A Field Guide to "Fake News" and Other Information Disorders**, Public Data Lab., 2017

Díaz Noci, J. y Salaverría, R. (coords.), **Manual de redacción ciberperiodística**, Ariel, 2003

Elogia y iabSpain, **Estudio de redes sociales 2022**, 2022

Franco, Guillermo, **Cómo escribir para la web**, Knight Foundation, 2008

Kerpen, Dave, **Me gusta: redes sociales: cómo encantar a tus clientes y crear una marca atractiva para las redes sociales**, 3ª, McGraw-Hill, 2021

Mastroianni, Bruno, **La disputa feliz: cómo disentir sin pelearse en las redes sociales, en los medios y en público**, Rialp, 2019

Orihuela, José Luis, **Recursos, directrices y claves para la redacción en medios digitales**,

Pérez Tornero, José Manuel y Tejedor, Santiago (Dirs.), **Escribir para la red. Reflexiones sobre la nueva (y vieja) escritura informativa [online]**, Universidad Autónoma de Barcelona, 2014

Salaverría, Ramón, **Redacción periodística en internet**, Eunsa, 2006

Tascón, Mario, **Escribir en Internet. Guía para los nuevos medios y las redes sociales**, Ed. Galaxia Gutenberg, 2012

VV. AA., **Understanding and Addressing the Disinformation Ecosystem**, Libro de actas de Congreso. Annenberg School for C, 2017

Wardle, Claire y Derakhshan, Hossein, **Information disorder: Toward an interdisciplinary framework for research and policy making**, Consejo de Europa, 2017

**Recursos y herramientas para escritores y gestión de redes**,

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### **Recomendacións**

#### **Subjects that are recommended to be taken simultaneously**

Xestión, edición e publicacións de contidos con CMS/P04M176V01107

**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			
E-mail	andres.fraga.perez@uvigo.gal			
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	
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.

<b>Planning</b>			
	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.

<b>Methodologies</b>	
	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.

<b>Personalized assistance</b>	
Methodologies	Description
Mentored work	
Seminars	

<b>Assessment</b>				
	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 C15 C16 D4
Mentored work	Creation of a profile of Instagram following the parameters defined in the previously realized strategy.	40		C14 C15 C16 D1 D4

### **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

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## Recommendations

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**IDENTIFYING DATA****Social Media entrepreneurship**

Subject	Social Media entrepreneurship			
Code	P04M176V01110			
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	Legerén Lago, Beatriz			
Lecturers	Aira Amorín, Adrián Legerén Lago, Beatriz Velásquez Fernández, Wajari			
E-mail	blegeren@uvigo.es			
Web				
General description	(*)Esta materia recolle as guías e pautas básicas para aprender a emprender, tanto por conta propia como a través de proxectos empresariais con máis persoas e / ou socios, dende os aspectos xurídico, fiscal e humano			

**Training and Learning Results**

Code	
A5	(*)Que os estudantes posúan as habilidades de aprendizaxe que lles permitan continuar estudando dun modo que habrá de ser en gran medida autodirigida ou autónoma.
B1	(*)Capacidade para integrarse en equipos de traballo multidisciplinares
B2	(*)Capacidade de liderado
C19	(*)Coñecemento dos contextos e procesos do emprendemento empresarial.
C20	(*)Capacidade para elaborar un plan de negocio.
D3	(*)Sustentabilidade e compromiso ambiental. Uso equitativo, responsable e eficiente dos recursos

**Expected results from this subject**

Expected results from this subject	Training and Learning Results
New	C19
New	A5
	C20
New	C19
	D3
New	B1
New	B2

**Contents**

Topic	
Working on a company. Human capital	The conversion of the business idea into a business.  Management in the growth of a company: from working only to having people in your charge.  How to Manage a Company's Human Capital The day to day of the project manager from the point of view of the workers Negotiation and leadership
Self-employment	Professional experience as a freelancer. Expenses and management procedures. Social Security. Billing.



Project management	Business management. Business plan. Contract models and basic legal concepts. Financing. Project manager communication management. From the client to the work team. Material organization and workflow of projects
How to develop a career in the digital sector	profiles demanded, career opportunities, skills required, lifelong learning and how to learn to look for work
How to fund a digital project	startups, ecommerce, unicorns and rounds of financing

### Planning

	Class hours	Hours outside the classroom	Total hours
Mentored work	7	30	37
Seminars	13	13	26
Essay	0	8	8
Systematic observation	4	0	4

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

### Methodologies

	Description
Mentored work	The student, individually or in groups, prepares a document linked to the business plan of a company or own entrepreneurship project
Seminars	Activity focused on work on a specific topic of the business plan, legal concepts of the enterprise or the economic part (turnover, budgets ...) of the same

### Personalized assistance

#### Methodologies Description

Mentored work	Students will be able to establish contact with the teacher either in person during the assigned tutorial schedule or through the online platform that the teacher uses for the online teaching of the subject.
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#### Tests Description

Essay	The student develops exercises or projects outside the classroom, under the guidelines and supervision and mentoring of teachers or reputable experts in the field, preparing and presenting assumptions of a practical nature.
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### Assessment

	Description	Qualification	Training and Learning Results		
Mentored work	Elaboration of a business plan and manual of company procedures. (40%)  Make a pitch deck of 10 pages max. video if you want explanatory (extra point) Goal: learn to sell the idea or brand (40%)	80	B1	C19 C20	D3
Systematic observation	Attendance and participation in the classroom and / or in scheduled activities.	20	A5	B1 B2	

### Other comments on the Evaluation

The evaluation criteria are the same in all opportunities.

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

### Sources of information

#### Basic Bibliography

#### Complementary Bibliography

Godin, Seth, **El engaño de Ícaro. Hasta dónde quieres volar.**, Booket, 2000

Subra, Jean-Paul & Vannieuwenhuyze, Aurelien, **Scrum: Un metodo ágil para sus proyectos**, Ediciones ENI, 2018

Vilaseca, Borja, **El Principito se pone la corbata: una fábula de crecimiento personal (Empresa y Talento)**, Booket, 2011

García, Toni, **Autónomos: la guía definitiva**, BLACKIE BOOKS, 2014

Pedro Vigier, Hernán, **ADMINISTRACIÓN DEL CAPITAL HUMANO**, ALTARIA, 2015



<b>IDENTIFYING DATA</b>				
<b>Digital media design</b>				
Subject	Digital media design			
Code	P04M176V01201			
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	Molares Cardoso, Julinda			
Lecturers	Molares Cardoso, Julinda Villamizar Fernández, Adriana			
E-mail	jmolares@uvigo.es			
Web				
General description	The subject focuses on the concepts, tools, and workflow to perform graphic design activities in digital media and social networks.			

<b>Training and Learning Results</b>	
Code	
A4	(*)Que os estudantes saiban comunicar as súas conclusións e os coñecementos e razóns últimas que as sustentan e a 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.
C17	(*)Coñecemento sobre as ferramentas de deseño gráfico e visualización de datos optimizados para internet e redes sociais.
C18	(*)Capacidade para elaborar deseños e infografías optimizadas para cada canle de comunicación dixital.
D4	(*)Habilidade para a xestión da marca persoal e a propia reputación dixital.

<b>Expected results from this subject</b>	
Expected results from this subject	Training and Learning Results
New	C14
New	A4 D4
New	C17 C18
New	C17 C18

<b>Contents</b>	
Topic	
	- Foundations and principles of the graphic design
	- Components of the visual process
	- Aesthetic and style in the graphic composition
	- The importance of the mark in internet
	- The creative process and the conceptual thought
	- Design for the channels of digital communication: specifications, optimisation and formats
	-Digital creation: tools and resources

<b>Planning</b>			
	Class hours	Hours outside the classroom	Total hours
Mentored work	2	51	53

Seminars	18	0	18
Systematic observation	2	0	2
Essay	1	0	1
Essay	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
Mentored work	The students will develop works of digital design under the instructions and supervision of the educational
Seminars	The seminars of compulsory assistance will tackle the theoretical appearances of the matter

### Personalized assistance

Methodologies	Description
Seminars	The educational will make a follow-up of the work of the students
Mentored work	The educational will make a follow-up of the work of the students

### Assessment

	Description	Qualification	Training and Learning Results	
Systematic observation	Assistance to class and participation	20	A4	C17 D4
Essay	Development of a work related with the creation of a graphic corporate identity	40	A4	C14 C17 C18 D4
Essay	Application of the graphic corporate identity to different social networks	40	A4	C14 C17 C18 D4

### Other comments on the Evaluation

#### CONTINUOUS EVALUATION

To pass the subject, students must submit the 2 assignments on the dates indicated by the teacher. Those assignments not submitted on the indicated day without justified cause (reasons included in the regulation on evaluation, grading, and quality of teaching approved in the faculty meeting of April 18, 2023) will be considered failed, and the student must submit them in the second opportunity period.

Each of the practical assignments will be valued on a maximum of 10 points and accounts for 40% of the subject's evaluation. It is necessary to obtain a minimum score of 50% (5 points) in each assignment to pass this part. Once the provisional grades of each assignment are published, the teachers will set their review dates. Once the deadline has passed, the grade is considered final.

Attendance is mandatory. Students with unexcused absences cannot be evaluated and will be considered failed in this part and will have to go to the second opportunity period. Attendance and participation in sessions account for 20% of the grade.

Requirements to pass the subject:

- Approval of all practical assignments
- Attendance and participation in class

The final grade is the result of the practical assignments, and it is not possible to pass the subject with any failed part.

#### SECOND OPPORTUNITY

On the official exam day, the student must submit any failed assignments. Each practical assignment will be valued on a maximum of 10 points and accounts for 40% of the subject's evaluation. It is necessary to obtain a minimum score of 50% (5 points) in each assignment to pass this part.

The final grade is the result of the practical assignments, and it is not possible to pass the subject with any failed part.

#### GLOBAL EVALUATION

Students must inform the teacher of their resignation from the continuous evaluation system within the deadline established

by the institution for this purpose, attaching the duly completed and signed document (by both the student and the teacher). Outside the deadline set by the institution, students cannot opt for this evaluation system.

The global evaluation test will be carried out on the date and time scheduled by the institution in the official exam calendar.

The student must pass each and every one of the planned evaluation tests described below, obtaining a minimum score of 5 points in each of them; otherwise, they will not be evaluated, and the subject will be failed.

Given the extent of the tests, students who opt for global evaluation must have 4 hours to take them from the official start time of the subject's exam according to the official calendar.

Description of the tests:

Test 1. Theoretical exam. The theoretical exam will be carried out. The exam is worth 40% of the total grade, and it is necessary to obtain a minimum score of 5 points to pass this part. A lower score will not serve as an average with the other tests.

Test 2. Practical assignments. Submit the two assignments proposed by the teacher. The set of assignments (2) is worth 30% of the total grade. It is necessary to obtain a minimum score of 5 points in each of the assignments to pass this part. A lower score will not serve as an average with the other tests. The assignments will be submitted on the exam date and time. Details of the contents of the assignments, methodologies, and evaluation criteria will be provided to global evaluation students once the deadline for explicit resignation from continuous evaluation has ended.

Test 3. Practical activity. After taking the exam, students must perform practical activities similar to those carried out by continuous evaluation students, using the same resources and equipment used by them. The test will last a maximum of two hours from the start of the exam. Details of the tests, as well as evaluation criteria, will be sent to students no later than one month after their effective resignation from continuous evaluation. The selection of practical activities, as a whole, is worth 30% of the total grade, and it is necessary to obtain a minimum score of 5 points to pass this part. A lower score will not serve as an average with the other tests.

Summary of the tests and percentage of valuation:

Test 1. Exam. Valuation of 40% of the total grade.

Test 2. Practical assignments. Valuation of 30% of the total grade.

Test 3. Practical activities. Valuation of 30% of the total grade.

Students must obtain a minimum score of 5 points in all tests.

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## Sources of information

### Basic Bibliography

### Complementary Bibliography

Williams, Robin, **Diseño gráfico. Fundamentos**, Anaya Multimedia, 2008

Royo, Javier, **Diseño digital**, Paidós, 2004

Lupton, Ellen, **Tipografía en pantalla**, Gustavo Gili, 2014

Steane, Jamie, **Fundamentos del diseño interactivo**, Promopress, 2016

Gordon, B y Gordon M, **Manual de diseño gráfico digital**, Gustavo Gili, 2007

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## Recommendations

**IDENTIFYING DATA****Infografía e visualización de datos**

Subject	Infografía e visualización de datos			
Code	P04M176V01202			
Study programme	Máster Universitario en Comunicación en Medios Sociais e Creación de Contidos Dixitais			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	3	Mandatory	1	2c
Teaching language	Castelán Galego			
Department	Comunicación audiovisual e publicidade Dpto. Externo			
Coordinator	Rodríguez Fernández, Fortunato			
Lecturers	Rodríguez Fernández, Fortunato Sabarís Sardón, Juan			
E-mail	fortunatorf@uvigo.es			
Web				
General description	Conceptos, ferramentas e fluxo de traballo para a creación e publicación de infografías en medios dixitais e redes sociais.			

**Resultados de Formación e Aprendizaxe**

Code	
A3	Que os estudantes sexan capaces de integrar coñecementos e enfrontarse á complexidade de formular xuízos a partir dunha información que, sendo incompleta ou limitada, inclúa reflexións sobre as responsabilidades sociais e éticas vinculadas á aplicación dos seus coñecementos e xuízos.
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.
C17	Coñecemento sobre as ferramentas de deseño gráfico e visualización de datos optimizados para internet e redes sociais.
C18	Capacidade para elaborar deseños e infografías optimizadas para cada canle de comunicación dixital.
D4	Habilidade para a xestión da marca persoal e a propia reputación dixital.

**Resultados previstos na materia**

Expected results from this subject	Training and Learning Results
Interpretar e simplificar datos.	A3
Identificar os límites legais e éticos no deseño e publicación de infografías en medios dixitais.	C14
Identificar o ton adecuado da comunicación gráfica en redes sociais segundo cliente e público.	C14 D4
Usar ferramentas de deseño infográfico de forma optimizada para internet e redes sociais.	C17 C18
Elaborar deseños de infografía optimizados para cada canle de comunicación dixital.	C17 C18

**Contidos**

Topic	
1 - Infografía para internet e redes sociais: características e posibilidades.	Infografía para internet e redes sociais: características e posibilidades.
2 - Deseño para redes sociais: especificacións e formatos	Deseño para redes sociais: especificacións e formatos
3 - Ferramentas de infografía e visualización de datos optimizadas para internet e redes sociais	Ferramentas de infografía e visualización de datos optimizadas para internet e redes sociais

**Planificación**

	Class hours	Hours outside the classroom	Total hours
Seminario	12	6	18
Resolución de problemas de forma autónoma	1	14	15
Traballo tutelado	6	35	41

Observación sistemática 1 0 1  
 \*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

<b>Metodoloxía docente</b>	
	Description
Seminario	Sesións teórico-prácticas adicadas a expoñer os principios xerais da materia, con exemplos e discusión dos mesmos
Resolución de problemas de forma autónoma	Actividade na que se formulan problemas e/ou exercicios relacionados coa materia. O alumno/a debe desenvolver a análise e resolución dos problemas e/ou exercicios de forma autónoma.
Traballo tutelado	Traballo explicado en clase e concluído polos alumnos, onde apliquen os conceptos básicos dos seminarios

<b>Atención personalizada</b>	
Methodologies	Description
Traballo tutelado	Traballo explicado en clase e concluído polos alumnos de forma autónoma, onde apliquen os conceptos básicos dos seminarios
Resolución de problemas de forma autónoma	Actividade na que se formulan problemas e/ou exercicios relacionados coa materia. O alumno/a debe desenvolver a análise e resolución dos problemas e/ou exercicios de forma autónoma.

<b>Avaliación</b>					
	Description	Qualification	Training and Learning Results		
Resolución de problemas de forma autónoma	Pedirásese os alumnos que, previamente a formulación do traballo tutelado, fagan unha búsqueda e sistematización de datos susceptibles de representación gráfica.	40	A3	C14 C17 C18	D4
Traballo tutelado	O alumno realizará un traballo de xeito individual aplicando os principios explicados en clase. Os obxetivos a acadar e as metodoloxías a aplicar serán comunicados en clase e a través da plataforma MOOVI	40	A3	C14 C17 C18	D4
Observación sistemática	Asistencia e participación en clase	20	A3	C14 C17	D4

### **Other comments on the Evaluation**

O alumno poderá optar a dous tipos de cualificación: avaliación continua ou avaliación global

**1 - Avaliación continua:** Serán aplicados as porcentaxes e conceptos anteriores (traballo tutelado, resolución de problemas, e observación sistemática).

Na segunda edición (xulio) aplicaránse os mesmos criterios, aínda que, lóxicamente, a observación sistemática non será re-avaliada.

### **2 - Avaliación global**

- Dacordo o establecido no **Regulamento sobre avaliación, cualificación, calidade e docencia e do proceso de aprendizaxe do alumnado**, o estudante que non opte pola modalidade de avaliación continua, terá dereito a unha proba global nas datas que a Facultade, ou a Comisión Académica, determine. Será unha proba única, que permitirá calificar o alumno entre 0 e 10, igual que na avaliación continua. Esta posibilidade deberá ser solicitada expresamente polo alumno, ca antelación e procedimentos que o Decanato da Facultade, ou a Comisión Académica, determine, e suporá a anulación automática de todas as cualificacións obtidas polo método de avaliación continua.

**Os contidos serán similares os dous primeiros apartados da avaliación continua** (Resolución de problemas e Traballo tutelado), que o alumno entregará, e defenderá, o día da proba global. Cada parte representará un **50%** da cualificación final.

Na segunda edición (xulio) aplicaránse os mesmos criterios

<b>Bibliografía. Fontes de información</b>
<b>Basic Bibliography</b>
Alcalde, Ignasi, <b>Visualización de la información de los datos al conocimiento</b> , Editorial UOC, S.L., 2015

Cole Nussbaumer Knaflic, **Storytelling con datos. Visualización de datos para profesionales**, ANAYA MULTIMEDIA, 2017

Gorostiza Esquerdeiro, Iñaki; Barainca Fontao, Asier, **Data Analytics: divide y vencerás**, Anaya Multimedia, 2020

Jardí, Enric, **Pensar con imágenes**, Editorial Gustavo Gili, S.L., 2012

Meirelles, Isabel, **La Información en el Diseño**, 1, Parramón, 2014

McCandless, David, **La información es bella**, RBA, 2010

Rovira Samblancat, Pere; Pascual Cid, Víctor, **Análítica visual**, Anaya Multimedia, 2021

### **Complementary Bibliography**

Berengueres, José, **Visualización de Datos & Storytelling**, Independently Published, 2020

Cufari, Anira A., **Storytelling y Copywriting\_ como contar la historia de tu empresa**, Anaya Multimedia, 2020

García Garrido, Emilio, **Personal Branding**, Anaya Multimedia, 2020

Steve Wexler, Jeffrey Shaffer, Andy Cotgreave, **The Big Book of Dashboards: Visualizing Your Data Using Real-World Business Scenarios**, John Wiley & Sons Inc, 2017

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### **Recomendaciones**



## 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			
E-mail	dianaramahi@gmail.com			
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

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
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.

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### 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

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### Recommendations



**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			
E-mail	oswaldogarcia@uvigo.es			
Web	<a href="http://http://mastersocialmedia.webs.uvigo.es/plan-de-estudos/">http://http://mastersocialmedia.webs.uvigo.es/plan-de-estudos/</a>			
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
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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.

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### 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**,

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### Recommendations

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#### Subjects that it is recommended to have taken before

Audiovisual storytelling in digital contexts/P04M176V01203

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**IDENTIFYING DATA****Prácticas profesionales**

Subject	Prácticas profesionales			
Code	P04M176V01205			
Study programme	Máster Universitario en Comunicación en Medios Sociales y Creación de Contenidos Digitales			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	12	Mandatory	1	2c
Teaching language				
Department	Comunicación audiovisual y publicidad			
Coordinator	Corbacho Valencia, Juan Manuel			
Lecturers	Corbacho Valencia, Juan Manuel			
E-mail	jmcorbacho@uvigo.es			
Web				
General description				

**Resultados de Formación y Aprendizaje**

Code

**Resultados previstos en la materia**

Expected results from this subject	Training and Learning Results
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**Contenidos**

Topic

**Planificación**

	Class hours	Hours outside the classroom	Total hours
Prácticas de campo	180	120	300
Autoevaluación	0	0	0

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

**Metodologías**

Description

Prácticas de campo

**Atención personalizada**

Methodologies	Description
Prácticas de campo	

**Evaluación**

Description	Qualification	Training and Learning Results
Prácticas de campo	0	

**Other comments on the Evaluation****Fuentes de información****Basic Bibliography****Complementary Bibliography****Recomendaciones**





<b>IDENTIFYING DATA</b>				
<b>Master thesis</b>				
Subject	Master thesis			
Code	P04M176V01206			
Study programme	Máster Universitario en Comunicación en Medios Sociales y Creación de Contenidos Digitales			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	1st	2nd
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Míguez González, María Isabel			
Lecturers	Míguez González, María Isabel			
E-mail	mabelm@uvigo.es			
Web				
General description	Master thesis			

<b>Training and Learning Results</b>	
Code	
A5	(*)Que os estudantes posúan as habilidades de aprendizaxe que lles permitan continuar estudando dun modo que haberá de ser en gran medida autodirigida ou autónoma.
C19	(*)Coñecemento dos contextos e procesos do emprendemento empresarial.
D3	(*)Sustentabilidade e compromiso ambiental. Uso equitativo, responsable e eficiente dos recursos
D4	(*)Habilidade para a xestión da marca persoal e a propia reputación dixital.
D5	(*)Habilidade para a integración e aplicación de coñecementos nun proxecto de comunicación dixital.

<b>Expected results from this subject</b>	
Expected results from this subject	Training and Learning Results
New	A5 C19 D5
New	A5 C19 D4
New	D3 D4 D5

<b>Contents</b>	
Topic	
Social media plan (maximum 20,000 words)	Description and prior analysis of the personal profile or brand on which the work will be developed. Definition of objectives to be achieved. Description of audiences or target audience. Creation of a graphic corporate identity, with the necessary adaptations for the use of a blog and on social networks. Description of the strategy formulated and the proposed actions. These actions must include the creation of a blog and the presence of at least three social networks. From the point of view of content, it will be necessary to generate pieces of all kinds (text, image, photography, audiovisual, infographics ...) Plan development schedule: a plan must be included that includes a minimum of five blog entries and 100 pieces for social media. For the calculation of 100 published pieces, both the own content and the curation of third-party content related to the brand will be taken into account; in this sense, the volume of public pieces will be the sum of the publications in the set of social networks selected in the social media plan. Description of the metrics and indicators that will be used for the evaluation of the plan.

<b>Planning</b>			
	Class hours	Hours outside the classroom	Total hours
Mentored work	10	138	148
Presentation	2	0	2

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

<b>Methodologies</b>	
	Description
Mentored work	The Master's Thesis consists of a practical project in which students, individually, will design and implement their own communication strategy on social media and digital media to build a reputation for the job market or entrepreneurship. Thus, within this framework, two types of work will be admitted: work on the development of the student's personal brand in the online field and work on a trademark owned by the student. The work will cover both aspects related to strategy, metrics and evaluation of the effectiveness of the actions presented and those related to the creation of digital content (web or blog, writing, design, photography and video).

### **Personalized assistance**

<b>Methodologies</b>	<b>Description</b>
Mentored work	The Master's Thesis is a supervised work, which is carried out under the supervision of a tutor. The Master's Degree Academic Committee will be in charge of assigning tutors. The role of the tutors will be to guide the student during the performance of the work, supervise it and ensure compliance with the requirements set for its completion. However, it should be borne in mind that it is not the tutors, but the students, who are responsible for the development of the work, so the tutors, although they can advise, should not generate content for the projects or take an active part in their elaboration. . The tutor must issue a favorable report so that the student can defend his / her work.

### **Assessment**

Description	Qualification	Training	and Learning	Results
PresentationExecution and presentation of the master's thesis.	100	A5	C19	D3 D4 D5

### **Other comments on the Evaluation**

The works will be evaluated by a court. In order for the work to be considered completed, in addition to the quality of the material submitted, the student must have achieved at least the following achievements:

- Presentation of a social media plan that contains all the sections indicated in the contents section.
- Publication of a minimum of 5 blog entries, of at least 500 words each, which will include audiovisual content (images, video, audio, hyperlinks ...) generated by the student.
- Publication of a minimum of 40 entries on social networks, in which a video of one's own creation and an infographic will be used at least once.

### **Sources of information**

#### **Basic Bibliography**

#### **Complementary Bibliography**

### **Recommendations**

**IDENTIFYING DATA****Internships 1**

Subject	Internships 1			
Code	P04M176V01207			
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	Corbacho Valencia, Juan Manuel			
Lecturers	Corbacho Valencia, Juan Manuel Domínguez Pérez, Rebeca Garnil Rodríguez, Alberto Regueiro Bolaño, José Manuel			
E-mail	jmcorbacho@uvigo.es			
Web				
General description	(*)Preparación para a elaboración de prácticas e posterior inserción no mercado laboral			

**Training and Learning Results**

Code	
B1	(*)Capacidade para integrarse en equipos de traballo multidisciplinares
B2	(*)Capacidade de liderado
B3	(*)Capacidade para a organización do traballo
C19	(*)Coñecemento dos contextos e procesos do emprendemento empresarial.
D4	(*)Habilidade para a xestión da marca persoal e a propia reputación dixital.
D5	(*)Habilidade para a integración e aplicación de coñecementos nun proxecto de comunicación dixital.

**Expected results from this subject**

Expected results from this subject	Training and Learning Results
New	C19
New	B3 D4
New	B1 D5
New	B2

**Contents**

Topic	
Face a job interview at the oral and documentation level	Interview preparation The execution of the interview The post-interview
Practical application of microstrategies in digital platforms	Elaboration of proposals and application of the same in real surroundings
Preparation of a practice report	Memory planning and execution. Aspects to be addressed

**Planning**

	Class hours	Hours outside the classroom	Total hours
Seminars	13	60	73
Systematic observation	2	0	2

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

**Methodologies**

	Description
Seminars	Work-focused activity on a specific topic that will focus on microstrategies in digital platforms, job interviews and the practice report

### Personalized assistance

Methodologies	Description
Seminars	The student can request and receive tutoring on topics related to this methodology

### Assessment

	Description	Qualification	Training and Learning Results
Seminars	Resolution of activities related to the syllabus: personal interviews and optimization of professional profiles	80	B3 C19 D4
Systematic observation	Attendance and participation in the classroom and / or in scheduled activities.	20	

### Other comments on the Evaluation

The student must pass with the minimum grade (5 points out of 10 or equivalent) each of the assignments or exercises covered in each of the methodologies or tests.

It is necessary to submit and pass all the activities and works proposed to pass the subject.

Detection of fraudulent practices or code plagiarism will lead to suspension in the matter

### Sources of information

#### Basic Bibliography

ESMERALDA DIAZ-AROCA, **COMO TENER UN PERFIL 10 EN LINKEDIN**, Ediciones Códice,

Alex Ochoa de Aspuru, **ACTITUD SALMÓN. Para emprendedores y pequeñas empresas: Cómo mejorar los resultados de tu negocio actuando a contracorriente**,

Juan Carlos Mejía Llano, **LA GUÍA AVANZADA DEL COMMUNITY MANAGER**, Anaya,

Pere Rosales, **Estrategia Digital**, Deusto,

Richard N. Bolles, **What color is your parachute? 2016**, Crown Publishing, 2016

#### Complementary Bibliography

Steve Dalton, **The 2-Hour Job Search: Using Technology to Get the Right Job Faster**, Ten Speed Press, 2012

### Recommendations

#### Subjects that continue the syllabus

Social Media entrepreneurship/P04M176V01110

#### Subjects that are recommended to be taken simultaneously

Internships 2/P04M176V01208

Master thesis/P04M176V01206

#### Subjects that it is recommended to have taken before

Metrics analysis and effectiveness assessment in digital media/P04M176V01105

Crisis communication and digital reputation/P04M176V01104

Digital media planning/P04M176V01106

Strategic management of digital communication/P04M176V01102

Social media ecosystem and digital tools/P04M176V01101

Social Media entrepreneurship/P04M176V01110

Content strategies/P04M176V01103

Web and social media photography/P04M176V01109

Content management, edition and publishing with CMS/P04M176V01107

Digital and social media writing/P04M176V01108

**IDENTIFYING DATA****Prácticas profesionais 2**

Subject	Prácticas profesionais 2			
Code	P04M176V01208			
Study programme	Máster Universitario en Comunicación en Medios Sociais e Creación de Contidos Dixitais			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	9	Mandatory	1	2c
Teaching language	Castelán Galego			
Department	Comunicación audiovisual e publicidade			
Coordinator	Corbacho Valencia, Juan Manuel			
Lecturers	Corbacho Valencia, Juan Manuel			
E-mail	jmcorbacho@uvigo.es			
Web				
General description	Prácticas profesionais en empresas e institucións			

**Resultados de Formación e Aprendizaxe**

Code	
B1	Capacidade para integrarse en equipos de traballo multidisciplinares
B2	Capacidade de liderado
B3	Capacidade para a organización do traballo
C19	Coñecemento dos contextos e procesos do emprendemento empresarial.
D4	Habilidade para a xestión da marca persoal e a propia reputación dixital.
D5	Habilidade para a integración e aplicación de coñecementos nun proxecto de comunicación dixital.

**Resultados previstos na materia**

Expected results from this subject	Training and Learning Results
Identificar los contextos e procesos do emprendemento empresarial	C19
Integrarse en equipos de traballo multidisciplinares	B1
Organizar o traballo	B3
Xestionar a marca persoal e a propia reputación dixital	D4
Integrar e aplicar coñecementos nun proxecto de comunicación dixital	B2 D5

**Contidos**

Topic	Realización de prácticas nunha contorna laboral e-profesional ligado a algunha das disciplinas do plan de estudos As prácticas levaranse a cabo baixo a supervisión dun titor da Facultade de Ciencias Sociais e da Comunicación e outro na empresa de destino
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**Planificación**

	Class hours	Hours outside the classroom	Total hours
Prácticum, Practicas externas e clínicas	0	180	180
Informe de prácticas, prácticum e prácticas externas	0	45	45

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

**Metodoloxía docente**

	Description
Prácticum, Practicas externas e clínicas	O/A estudante desenvolve as actividades nun contexto relacionado co exercicio dunha profesión, durante un período determinado, realizando as funcións asignadas e previstas na proposta de prácticas.

**Atención personalizada**

<b>Methodologies</b>	<b>Description</b>
Prácticum, Practicas externas e clínicas	O estudante pode solicitar e recibir titorías orientativas para o desenvolvemento das prácticas
<b>Tests</b>	<b>Description</b>
Informe de prácticas, prácticum e prácticas externas	O estudante pode solicitar e recibir titorías orientativas para o desenvolvemento do informe e memoria.

**Avaliación**

	Description	Qualification	Training and Learning Results		
Informe de prácticas, prácticum e prácticas externas	Elaboración de memoria final de prácticas	100	B1 B2 B3	C19	D4 D5

**Other comments on the Evaluation****Bibliografía. Fontes de información****Basic Bibliography****Complementary Bibliography****Recomendacións****Subjects that are recommended to be taken simultaneously**

Prácticas profesionais 1/P04M176V01207