

**1. General information****Course:** AUDIOVISUAL FORMATS WORKSHOP**Code:** 16517**Type:** CORE COURSE**ECTS credits:** 6**Degree:** 401 - UNDERGRADUATE DEGREE PROGRAMME IN AUDIOVISUAL COMMUNICATION**Academic year:** 2021-22**Center:** 12 - FACULTY OF COMMUNICATION**Group(s):** 30 31**Year:** 2**Duration:** C2**Main language:** Spanish**Second language:****Use of additional languages:****English Friendly:** Y**Web site:****Bilingual:** N**Lecturer:** NIEVES LIMÓN SERRANO - Group(s): 30 31

Building/Office	Department	Phone number	Email	Office hours
2.15	DPTO. EN CONSTITUCIÓN		Nieves.Limon@uclm.es	

2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

Not established

4. Degree competences achieved in this course**Course competences**

Code	Description
CB01	Possess and understand knowledge in an area of study that builds on the foundation of general secondary education and is at a level that relies on advanced textbooks and also includes knowledge from the cutting edge of their field of study.
CB02	Apply knowledge to the craft or vocation in a professional manner and possess the skills to develop and defend arguments and solve problems within the field of study.
CB04	Convey information, ideas, problems and solutions for both specialist and non-specialist audiences.
CE11	Express themselves fluently and effectively orally and in writing, using the most appropriate linguistic and literary resources for the audiovisual industry.
CE13	Know and apply the practical basics of television, video, radio and photographic formats.
CG02	Develop creativity to take risks in the definition of research or creative topics from an innovative perspective that contributes to the knowledge, interpretation or development of audiovisual languages and/or formats.
CG03	Use the basic tools of information and communication technologies necessary for the exercise of professions linked to audiovisual communication.
CG04	Expose the results of academic work in writing, orally or by other means, in accordance with the canons of the communication disciplines.
CG05	Know the constitutional values, ethical principles and deontological rules applying to audiovisual communication.
CG06	Know the state of the world and its recent historical evolution as well as acquiring the concepts necessary for understanding its political, economic, technological and sociocultural dimensions in such a way that they serve as an instrument in the resolution of professional problems and challenges.
CG07	Acquire the ability to work in a team, face collective challenges and cooperatively solve problems, respecting the diversity of the participants and of their contributions.

5. Objectives or Learning Outcomes**Course learning outcomes****Description**

Appreciate the relevance of media literacy and media education in the processes of shaping a political and active citizenship.

Understand the rhetoric of the different languages of the media.

Know the theoretical principles and handle the appropriate technologies for registering and editing audiovisual contents

Identify graphic design as an appropriate language for the display of information and data.

Identify the relevant actors in the media structure and in the audiovisual industry, both at the international and national sphere.

Appropriately organise verbal and written information in order to convert it into audiovisual information and use the necessary tools to propose effective communication solutions through audiovisual formats.

Handle and conserve materials as well as make appropriate use of the workspace (TV set, radio studio, laboratories, etc.).

Select, prioritise and adapt the contents to the different formats and languages of audiovisual communication.

Communicate as effectively, ethically and correctly as possible, producing texts in a linguistically comprehensible form and adapted to the norm.

Manage the techniques and processes for disseminating content through different media and formats.

Successfully apply the knowledge and skills acquired throughout the degree syllabus.

Apply theoretical principles to increase the effectiveness and innovation of audiovisual narratives.

Additional outcomes

6. Units / Contents

Unit 1: Conceptualization of the format: from analog television to video on demand.

Unit 2: Creativity, adaptation and programming of formats.

Unit 3: Formats, audiovisual genres and narrative structures.

Unit 4: Language and writing in the audiovisual medium.

Unit 5: Audiovisual information formats: from television news to new informative narratives.

Unit 6: Production of other audiovisual genres on television, platforms and social networks.

Unit 7: Socio-technical and deontological considerations.

ADDITIONAL COMMENTS, REMARKS

The teaching staff reserves the right to adapt the contents of the subject and modify the teaching guide if required by the development of the course.

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Writing of reports or projects [OFF-SITE]	Self-study	CB01 CB02 CB04 CE11 CE13 CG02 CG03 CG04 CG05 CG06 CG07	2.4	60	Y	Y	
Class Attendance (theory) [ON-SITE]	Lectures	CG05 CG06	1	25	Y	N	
Laboratory practice or sessions [ON-SITE]	Practical or hands-on activities	CE13 CG02 CG03	1.4	35	Y	N	
Study and Exam Preparation [OFF-SITE]	Cooperative / Collaborative Learning	CB02 CB04 CE11 CE13 CG02 CG03 CG04	1.2	30	Y	N	
Total:			6	150			
Total credits of in-class work: 2.4			Total class time hours: 60				
Total credits of out of class work: 3.6			Total hours of out of class work: 90				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Fieldwork assessment	40.00%	50.00%	
Final test	50.00%	50.00%	
Assessment of problem solving and/or case studies	10.00%	0.00%	
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

9. Assignments, course calendar and important dates

Not related to the syllabus/contents	
Hours	hours
Unit 1 (de 7): Conceptualization of the format: from analog television to video on demand.	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Self-study]	8.5
Class Attendance (theory) [PRESENCIAL][Lectures]	3.5
Laboratory practice or sessions [PRESENCIAL][Practical or hands-on activities]	5
Study and Exam Preparation [AUTÓNOMA][Cooperative / Collaborative Learning]	4
Unit 2 (de 7): Creativity, adaptation and programming of formats.	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Self-study]	8.5
Class Attendance (theory) [PRESENCIAL][Lectures]	3.5
Laboratory practice or sessions [PRESENCIAL][Practical or hands-on activities]	5
Study and Exam Preparation [AUTÓNOMA][Cooperative / Collaborative Learning]	4
Unit 3 (de 7): Formats, audiovisual genres and narrative structures.	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Self-study]	8.5
Class Attendance (theory) [PRESENCIAL][Lectures]	3.5
Laboratory practice or sessions [PRESENCIAL][Practical or hands-on activities]	5
Study and Exam Preparation [AUTÓNOMA][Cooperative / Collaborative Learning]	5
Unit 4 (de 7): Language and writing in the audiovisual medium.	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Self-study]	8.5
Class Attendance (theory) [PRESENCIAL][Lectures]	3.5

Laboratory practice or sessions [PRESENCIAL][Practical or hands-on activities]	5
Study and Exam Preparation [AUTÓNOMA][Cooperative / Collaborative Learning]	4
Unit 5 (de 7): Audiovisual information formats: from television news to new informative narratives.	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Self-study]	9
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Laboratory practice or sessions [PRESENCIAL][Practical or hands-on activities]	5
Study and Exam Preparation [AUTÓNOMA][Cooperative / Collaborative Learning]	5
Unit 6 (de 7): Production of other audiovisual genres on television, platforms and social networks.	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Self-study]	8.5
Class Attendance (theory) [PRESENCIAL][Lectures]	3.5
Laboratory practice or sessions [PRESENCIAL][Practical or hands-on activities]	5
Study and Exam Preparation [AUTÓNOMA][Cooperative / Collaborative Learning]	4
Unit 7 (de 7): Socio-technical and deontological considerations.	
Activities	Hours
Writing of reports or projects [AUTÓNOMA][Self-study]	8.5
Class Attendance (theory) [PRESENCIAL][Lectures]	3.5
Laboratory practice or sessions [PRESENCIAL][Practical or hands-on activities]	5
Study and Exam Preparation [AUTÓNOMA][Cooperative / Collaborative Learning]	4
Global activity	
Activities	hours
Study and Exam Preparation [AUTÓNOMA][Cooperative / Collaborative Learning]	30
Writing of reports or projects [AUTÓNOMA][Self-study]	60
Laboratory practice or sessions [PRESENCIAL][Practical or hands-on activities]	35
Class Attendance (theory) [PRESENCIAL][Lectures]	25
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Soler, Llorenç	La realización de documentales y reportajes para televisión. Teoría y CIMS 97 práctica.		Madrid		1988	
Vilalta i Casas, Enrique	El espíritu del reportaje	Universitat de Barcelona.	Barcelona		2006	
Artero Rueda, Manuel	El guión en el reportaje informativo. Un guiño a la noticia	IORTV.	Madrid		2004	
Martínez Albertos, José Luis	Curso general de redacción periodística : lenguaje, estilos y géneros	Paraninfo	Madrid		2012	
Echevarría Llombart, Begoña	El reportaje periodístico. Una radiografía de la realidad	Comunicación social.	Sevilla		2011	
Yorke, Ivor	Principios básicos del reportaje televisivo	IORTV.	Madrid		1993	
Stokel-Walker, Chris	YouTubers: How YouTube shook up TV and created a new generation of stars	Cambury Press	UK		2019	
Pérez, Gabriel	Informar en la e-televisión	Eunsa	Pamplona		2010	
Pérez Tornero, José Manuel; Martín-Pascual, Miguel Ángel; Fernández-García, Nuria (eds.)	MOJO Manual de periodismo móvil	IORTV.	Madrid		2017	
Marrero Santan, Liliam	El reportaje multimedia como género del periodismo digital actual. Acercamiento a sus rasgos formales y de contenido				2008	
Echevarría Llombart, Begoña	Las Ws del reportaje	Fundación Universidad S. Pablo	Madrid		1998	
Adelman, Kim	Cómo se hace un cortometraje: todo lo que precisas saber para re a izar con éxito un cortometraje	MA NON TROPPO	Barcelona		2005	
Esains, Ignacio	Quiero ser Youtuber: ¡Todo lo que hay que saber para crear los mejores videos de la red!	No ficción ilustrados	Madrid		2018	