

**1. General information****Course:** MULTIMEDIA JOURNALISM WORKSHOP I**Type:** ELECTIVE**Degree:** 377 - UNDERGRADUATE DEGREE PROGRAMME IN JOURNALISM**Center:** 12 - FACULTY OF COMMUNICATION**Year:** 4**Main language:** Spanish**Use of additional languages:** English, Portuguese, German, Catalan**Web site:** <http://orcid.org/0000-0003-1625-4411>**Code:** 16334**ECTS credits:** 6**Academic year:** 2021-22**Group(s):** 30**Duration:** First semester**Second language:** English**English Friendly:** Y**Bilingual:** Y**Lecturer:** ANA SERRANO TELLERIA - Group(s): 30

Building/Office	Department	Phone number	Email	Office hours
2.12	DPTO. EN CONSTITUCIÓN	4795	Ana.Serrano@uclm.es	They will be published in the Virtual Campus at the beginning of the course.

2. Pre-Requisites

It is recommended to have overcome:

- Oral and written expression in Spanish for News Media
- Theory of Journalism
- Press and Internet Equipment Techniques
- Audiovisual Journalism: Television
- Cyberjournalism

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

The objective of the subject is the acquisition of techniques for the pre and post production, editing and realization of a cross / multi / transmedia project, putting into practice in an integrated way the knowledge and skills acquired throughout the career. It focuses on the development of the skills, abilities, competencies and know-how needed by applying, for this, emerging and innovative methodologies such as *Design Thinking*. Likewise, we have the opportunity to acquire reflective and creative capacity for the production of professional quality content that allows us to plan and effectively execute said projects. *'Multimedia I': level I / 'Multimedia II': level II.

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

Code	Description
E03	Capacity and ability to retrieve, organise, analyse and process information and communication with the aim of disseminating, conveying or processing it for private or collective use through different media and formats, or for the creation of all types of productions.
E08	Capacity and ability to use IT systems and resources, as well as their interactive applications.
E11	Capacity and ability to use Information and Communication technologies and techniques in the different media or in combined and interactive media (multimedia) systems.
E12	Capacity and ability to undertake core journalistic tasks in different subject areas, applying journalistic genres and procedures.
E13	Capacity for devising, planning and executing Information or Communication projects.
E14	Capacity to experiment and innovate by learning and using techniques and methods applied to improvement of quality and self-assessment processes. Develop capacity for autonomous learning, adaptation to change and creativity-driven innovation.
G02	Knowledge about Information and Communication Technologies (ICTs).
G06	Apply and transmit journalistic knowledge in an understandable, professional and ethical manner to citizens.
G08	Convey ideas, problems and solutions within the field of Journalism and, in general, within the field of Communications, during professional practice in both fields.

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

Not established.

Additional outcomes

- Differentiate between cross / multi / transmedia.
- Recognize the skills, abilities, competences and know-how necessary to apply proactively in the project to be developed: cross / multi / transmedia.
- Transmit information and content combining more than one medium, platform and support simultaneously.
- Communicate in the proper language of the (new) narrative forms and their genres, applying the different media, platforms and supports.
- Innovate in the process of creating a project, using emerging methodologies such as 'Design Thinking'.

6. Units / Contents**Unit 1: Emerging and Innovative Methodologies (for example, 'Design Thinking') - Level I.****Unit 2: Information Architecture, Design of Interfaces, Languages and Genres, Interactivity and Usability - Level I.**

Unit 3: (New) Narratives, their Languages and Genres. Differences and Similarities between Cross / Multi / Transmedia - Level I.

Unit 4: Pre and Postproduction, Editing and Realization. Dissemination Strategies. Social Media - Level I.

Unit 5: Web Analytics and SEO. Law and Legislation. Business Models - Level I.

ADDITIONAL COMMENTS, REMARKS

The calendar and the teaching period of each topic may vary depending on the development and needs of the students and their cross/multi/transmedia project. The theory is applied continuously and proactively to practice.

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Other Methodologies	E03 E08 E11 E12 E13 E14 G02 G06 G08	1.2	30	Y	N	
Class Attendance (practical) [ON-SITE]	Guided or supervised work	E03 E08 E11 E12 E13 E14 G02 G06 G08	1.2	30	Y	N	
Writing of reports or projects [OFF-SITE]	Self-study	E03 E08 E11 E12 E13 E14 G02 G06 G08	3.6	90	Y	Y	
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
Portfolio assessment	80.00%	80.00%	Elaboration of the Cross / Multi / Transmedia project, level I.
Final test	20.00%	20.00%	Preparation of the memory corresponding to the Cross / Multi / Transmedia project, level I.
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).

Evaluation criteria for the final exam:

Continuous assessment:

The student must present a Cross / Multi / Transmedia project (80%) accompanied by the corresponding report (10%) and oral presentation (10%). The rules of plagiarism and common spelling correction for the Degree will be applied.

*Multimedia I': level I / 'Multimedia II': level II.

This planning may be adapted and slightly modified in the event that any extraordinary measure related to the COVID-19 health pandemic is undertaken. However, even in an unforeseen scenario, they will try to maintain the evaluation percentages with the maximum fidelity to what is indicated in this guide.

Non-continuous evaluation:

The student must present a Cross / Multi / Transmedia project (80%) accompanied by the corresponding report (10%) and oral presentation (10%). The rules of plagiarism and common spelling correction for the Degree will be applied.

*Multimedia I': level I / 'Multimedia II': level II.

This planning may be adapted and slightly modified in the event that any extraordinary measure related to the COVID-19 health pandemic is undertaken. However, even in an unforeseen scenario, they will try to maintain the evaluation percentages with the maximum fidelity to what is indicated in this guide.

Specifications for the resit/retake exam:

The student must present a Cross / Multi / Transmedia project (80%) accompanied by the corresponding report (10%) and oral presentation (10%). The rules of plagiarism and common spelling correction for the Degree will be applied.

*Multimedia I': level I / 'Multimedia II': level II.

This planning may be adapted and slightly modified in the event that any extraordinary measure related to the COVID-19 health pandemic is undertaken. However, even in an unforeseen scenario, they will try to maintain the evaluation percentages with the maximum fidelity to what is indicated in this guide.

Specifications for the second resit / retake exam:

The rules of plagiarism and common spelling correction for the Degree will be applied.

This planning may be adapted and slightly modified in the event that any extraordinary measure related to the COVID-19 health pandemic is undertaken. However, even in an unforeseen scenario, they will try to maintain the evaluation percentages with the maximum fidelity to what is indicated in this guide.

9. Assignments, course calendar and important dates

Not related to the syllabus/contents	
Hours	hours
General comments about the planning: The calendar and teaching period of each subject may vary depending on the development and needs of the students and their projects.	

Unit 1 (de 5): Emerging and Innovative Methodologies (for example, 'Design Thinking') - Level I.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	6
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	6
Writing of reports or projects [AUTÓNOMA][Self-study]	18
Comment: The calendar and teaching period of each subject may vary depending on the development and needs of the students and their projects.	
Unit 2 (de 5): Information Architecture, Design of Interfaces, Languages and Genres, Interactivity and Usability - Level I.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	6
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	6
Writing of reports or projects [AUTÓNOMA][Self-study]	18
Unit 3 (de 5): (New) Narratives, their Languages and Genres. Differences and Similarities between Cross / Multi / Transmedia - Level I.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	6
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	6
Writing of reports or projects [AUTÓNOMA][Self-study]	18
Unit 4 (de 5): Pre and Postproduction, Editing and Realization. Dissemination Strategies. Social Media - Level I.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	6
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	6
Writing of reports or projects [AUTÓNOMA][Self-study]	18
Unit 5 (de 5): Web Analytics and SEO. Law and Legislation. Business Models - Level I.	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	6
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	6
Writing of reports or projects [AUTÓNOMA][Self-study]	18
Global activity	
Activities	hours
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	30
Class Attendance (practical) [PRESENCIAL][Guided or supervised work]	30
Writing of reports or projects [AUTÓNOMA][Self-study]	90
Total horas: 150	

10. Bibliography and Sources						
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Alejandro, Jennifer	Journalism in the Age of Social Media https://reutersinstitute.politics.ox.ac.uk/our-research/journalism-age-social-media					
Serrano Tellería, Ana	FILOSOFÍA DEL PERIODISMO TRANSMEDIA: IDEALES, LÓGICA Y VALORES http://www.riaeditorial.com/index.php/dimensoes-transmidia/			978-989-8971-15-9	2019	
Cobo, Silvia	Internet para periodistas. Kit de supervivencia para la era digital.	UOC			2012	
Mancini, Pablo	Hackear el periodismo. Manual de laboratorio.	La Crujía		978-987-601-134-1	2011	
SAID HUNG, ELIAS; SERRANO TELLERÍA, ANA; GARCÍA DE TORRES, ELVIRA ET AL	IBERO-AMERICAN ONLINE NEWS MANAGERS GOALS AND HANDICAPS IN MANAGING SOCIAL MEDIA http://tvn.sagepub.com/content/early/2013/02/19/1527476412474352.abstract	SAGE		1527-476	2013	
SERRANO TELLERÍA, ANA	OTRA VUELTA DE TUERCA	PUBLIXED.COM		978-84-940987-8-9.	2015	
SERRANO TELLERÍA, ANA	THE ROLE OF THE PROFILE AND THE DIGITAL IDENTITY ON THE MOBILE CONTENT. http://www.igi-global.com/chapter/the-role-of-the-profile-and-the-digital-identity-on-the-mobile-content/138000	IGI GLOBAL		9781466688384	2016	
SERRANO TELLERÍA, ANA.	TWITTER NA PARTILHA DE ESTRATÉGIAS E FERRAMENTAS PARA A PRIVACIDADE http://www.bocc.ubi.pt/pag/sopcom/1-ix-congresso.pdf	SOPCOM		978-989-99840-0-4.	2017	
GUILLERMO LÓPEZ	PERIODISMO DIGITAL. REDES, AUDIENCIAS Y MODELOS DE NEGOCIO. https://catalogobiblioteca.uclm.es/cgi-bin/abnetopac/O7045/ID266b489b/NT9	COMUNICACIÓN SOCIAL		978-84-15544-93-7	2015	
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JONES, JANET	DIGITAL JOURNALISM https://catalogobiblioteca.uclm.es/cgi-bin/abnetopac/O7045/ID266b489b/NT20	SAGE	978-1-4129-2082-7	2012
SERRANO TELLERÍA, ANA	UNA PROPUESTA DE ANÁLISIS SINTÁCTICO-SEMÁNTICO PARA LOS NODOS INICIALES EN CIBERMEDIOS http://revistas.ua.pt/index.php/prismacom/article/view/756		1646-3153	2010
SERRANO TELLERÍA, ANA.	MEMÓRIAS MEDIADAS: UM DIÁRIO NO INSTAGRAM http://www.bocc.ubi.pt/pag/sopcom/2-ix-congresso.pdf	SOPCOM	978-989-99840-1-1.	2017
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SERRANO TELLERIA, ANA.	BETWEEN THE PUBLIC AND PRIVATE IN MOBILE COMMUNICATION. https://www.routledge.com/Between-the-Public-and-Private-in-Mobile-Communication/Serrano-Telleria/p/book/978113822555	ROUTLEDGE STUDIES IN NEW MEDIA AND CYBERCULTURE.	978-1-138-22555-8	2017
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