

**1. General information****Course:** AUDIOVISUAL SCRIPT**Code:** 16510**Type:** CORE COURSE**ECTS credits:** 12**Degree:** 401 - UNDERGRADUATE DEGREE PROGRAMME IN AUDIOVISUAL COMMUNICATION**Academic year:** 2021-22**Center:** 12 - FACULTY OF COMMUNICATION**Group(s):** 30**Year:** 2**Duration:** A3**Main language:** Spanish**Second language:** English**Use of additional languages:****English Friendly:** Y**Web site:****Bilingual:** N**Lecturer:** MINERVA CAMPOS RABADÁN - Group(s): 30

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2. Pre-Requisites

The student must be familiar with basic aspects of audiovisual narrative such as scene and sequence.

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

The script is the fundamental basis for any dramatic creation. Knowing its structure perfectly is essential to work in or about the audiovisual industry. The purpose of this subject is to get the student into the heart of the script, from the main idea to the final draft. The ultimate goal is to get to know the audiovisual script in depth. Thus, students will be able to start in professional writing, as in its breakdown in its role as a basic tool in any of the branches that make up audiovisual production.

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.
CE12	Know, analyse and apply the mechanisms and elements of the construction of audiovisual narratives, regarding different genres, formats and audiovisual production technologies.
CE14	Know and apply the resources, methods and procedures used in the construction and analysis of audiovisual stories.
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.
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.
CT01	Learn a second foreign language.

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

Apply techniques and procedures of visual and sound composition in different media and formats.

Develop and expose theoretical and practical projects related to audiovisual creation, in the areas of production, design, editing and post-production.

Know the basic concepts of visual communication and the mechanisms of visual perception.

Know the radio, photography, television and video genres.

Describe and advocate for changes in public communication policies for improving the media structure.

Apply the theoretical basics and professional of scriptwriting in the production of an audiovisual project.

6. Units / Contents

Unit 1: Theoretical foundations and terminology of the audiovisual script.

Unit 1.1 Format

Unit 1.2 Film semiotic

Unit 2: Techniques of the audiovisual story.

Unit 2.1 The idea

Unit 2.2 The premise

Unit 2.3 Treatment

Unit 2.4 Literary development

Unit 3: Construction and architecture of the audiovisual script.

Unit 3.1 Field's paradigm

Unit 3.2 Grove's Nine Steps and Vogler's Twelve Steps

Unit 3.3 Snyder's Fifteen Points

Unit 4: Film script.

Unit 4.1 The hero's journey

Unit 4.2 Plots map. Parallels and confluences of the subplots

Unit 5: Television script.

Unit 5.1 The plan

Unit 5.2 Tagline, Logline, Storyline and Synopsis

Unit 5.3 The Pitch, extra-narrative values

Unit 6: Script for the new multimedia and transmedia variants.

Unit 6.1 Immediacy

Unit 6.2 Contents

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Final test [ON-SITE]	Assessment tests	CB02 CB04 CG04 CG07	0.16	4	Y	Y	
Class Attendance (practical) [ON-SITE]	Lectures	CB01 CB02 CB04 CE12 CE14 CG02 CG04 CG07	2	50	N	-	
Progress test [ON-SITE]	Assessment tests	CB01 CB02 CB04	0.16	4	Y	N	
Group tutoring sessions [ON-SITE]	Project/Problem Based Learning (PBL)	CG02 CG04 CG07	0.4	10	N	-	
Project or Topic Presentations [ON-SITE]	project-based learning	CE14 CG02 CG04 CG07	0.4	10	Y	N	
Computer room practice [ON-SITE]	project-based learning	CB01 CB02 CB04	1.2	30	N	-	
Study and Exam Preparation [OFF-SITE]	project-based learning	CB01 CB02 CB04 CE12 CE14 CG02	7.2	180	N	-	
In-class Debates and forums [ON-SITE]	Debates	CB04	0.24	6	N	-	
On-line debates and forums [OFF-SITE]	Debates	CB04	0.24	6	Y	N	
Total:			12	300			
Total credits of in-class work: 4.56			Total class time hours: 114				
Total credits of out of class work: 7.44			Total hours of out of class work: 186				

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
Projects	30.00%	50.00%	
Final test	30.00%	50.00%	
Progress Tests	20.00%	0.00%	
Oral presentations assessment	20.00%	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).

Evaluation criteria for the final exam:

Continuous assessment:

Students must deliver all the compulsory practices to pass the subject. The cut-off mark for each test is a 4.

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

Non-continuous evaluation:

To pass the subject, the student will present a practical work that will be presented orally (30%), the presentation of a portfolio (50%) and a theoretical exam (40%). Cut note: 4

The rules of plagiarism and common spelling correction for the Degree will be applied. The cutoff grade will be a 4.

This planning may be adapted and undergo slight modifications in the event that any extraordinary measure related to the health pandemic of COVID-19 is

undertaken. However, even in an unforeseen scenario, an attempt will be made to maintain the evaluation percentages with the maximum fidelity to what is indicated in this guide.

Any student may change to the non-continuous assessment mode as long as she has not participated during the teaching period in assessable activities that together account for at least 50% of the total assessment of the subject. If a student has reached that 50% of evaluable activities or if, in any case, the class period has ended, she will be considered in continuous evaluation without the possibility of changing the evaluation modality.

Specifications for the resit/retake exam:

The extraordinary call contains all the matter. In the extraordinary call, the student will be able to take a test that will be worth 100% of the grade. He can choose to keep the mark of the practices carried out throughout the course or in the non-continuous assessment, and take a final test. The cutoff grade is 4.

The evaluation of any of the activities carried out in previous courses will not be kept.

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

This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation rules approved by the Faculty Board of the center.

Specifications for the second resit / retake exam:

The special call for completion contains all the material. To pass it, it is mandatory to pass the final test. In this call, the student must take a test that will be worth 100% of the grade. The evaluation of any of the activities carried out in the ordinary or extraordinary call, nor in previous courses, will not be kept.

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

This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulations, as well as the specific evaluation rules approved by the Faculty Board of the center.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Unit 1 (de 6): Theoretical foundations and terminology of the audiovisual script.	
Activities	Hours
Class Attendance (practical) [PRESENCIAL][Lectures]	8
Progress test [PRESENCIAL][Assessment tests]	2
Group tutoring sessions [PRESENCIAL][Project/Problem Based Learning (PBL)]	1
Project or Topic Presentations [PRESENCIAL][project-based learning]	2
Computer room practice [PRESENCIAL][project-based learning]	5
Study and Exam Preparation [AUTÓNOMA][project-based learning]	30
In-class Debates and forums [PRESENCIAL][Debates]	1
On-line debates and forums [AUTÓNOMA][Debates]	1
Unit 2 (de 6): Techniques of the audiovisual story.	
Activities	Hours
Class Attendance (practical) [PRESENCIAL][Lectures]	8
Progress test [PRESENCIAL][Assessment tests]	2
Group tutoring sessions [PRESENCIAL][Project/Problem Based Learning (PBL)]	2
Project or Topic Presentations [PRESENCIAL][project-based learning]	1
Computer room practice [PRESENCIAL][project-based learning]	5
Study and Exam Preparation [AUTÓNOMA][project-based learning]	30
In-class Debates and forums [PRESENCIAL][Debates]	1
On-line debates and forums [AUTÓNOMA][Debates]	1
Unit 3 (de 6): Construction and architecture of the audiovisual script.	
Activities	Hours
Class Attendance (practical) [PRESENCIAL][Lectures]	8
Progress test [PRESENCIAL][Assessment tests]	2
Group tutoring sessions [PRESENCIAL][Project/Problem Based Learning (PBL)]	1
Project or Topic Presentations [PRESENCIAL][project-based learning]	2
Computer room practice [PRESENCIAL][project-based learning]	5
Study and Exam Preparation [AUTÓNOMA][project-based learning]	30
In-class Debates and forums [PRESENCIAL][Debates]	1
On-line debates and forums [AUTÓNOMA][Debates]	1
Unit 4 (de 6): Film script.	
Activities	Hours
Class Attendance (practical) [PRESENCIAL][Lectures]	8
Progress test [PRESENCIAL][Assessment tests]	1
Group tutoring sessions [PRESENCIAL][Project/Problem Based Learning (PBL)]	2
Project or Topic Presentations [PRESENCIAL][project-based learning]	1
Computer room practice [PRESENCIAL][project-based learning]	5
Study and Exam Preparation [AUTÓNOMA][project-based learning]	30
In-class Debates and forums [PRESENCIAL][Debates]	1
On-line debates and forums [AUTÓNOMA][Debates]	1
Unit 5 (de 6): Television script.	
Activities	Hours
Class Attendance (practical) [PRESENCIAL][Lectures]	8
Progress test [PRESENCIAL][Assessment tests]	1
Group tutoring sessions [PRESENCIAL][Project/Problem Based Learning (PBL)]	2
Project or Topic Presentations [PRESENCIAL][project-based learning]	2
Computer room practice [PRESENCIAL][project-based learning]	5
Study and Exam Preparation [AUTÓNOMA][project-based learning]	30
In-class Debates and forums [PRESENCIAL][Debates]	1
On-line debates and forums [AUTÓNOMA][Debates]	1

Unit 6 (de 6): Script for the new multimedia and transmedia variants.

Activities	Hours
Final test [PRESENCIAL][Assessment tests]	4
Class Attendance (practical) [PRESENCIAL][Lectures]	10
Progress test [PRESENCIAL][Assessment tests]	4
Progress test [PRESENCIAL][Assessment tests]	2
Group tutoring sessions [PRESENCIAL][Project/Problem Based Learning (PBL)]	2
Project or Topic Presentations [PRESENCIAL][project-based learning]	2
Computer room practice [PRESENCIAL][project-based learning]	5
Study and Exam Preparation [AUTÓNOMA][project-based learning]	30
In-class Debates and forums [PRESENCIAL][Debates]	1
On-line debates and forums [AUTÓNOMA][Debates]	1
Global activity	
Activities	hours
Progress test [PRESENCIAL][Assessment tests]	4
Final test [PRESENCIAL][Assessment tests]	4
Class Attendance (practical) [PRESENCIAL][Lectures]	50
Group tutoring sessions [PRESENCIAL][Project/Problem Based Learning (PBL)]	10
Computer room practice [PRESENCIAL][project-based learning]	30
In-class Debates and forums [PRESENCIAL][Debates]	6
On-line debates and forums [AUTÓNOMA][Debates]	6
Project or Topic Presentations [PRESENCIAL][project-based learning]	10
Study and Exam Preparation [AUTÓNOMA][project-based learning]	180
Total horas: 300	

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Blake Snyder	Salva al gato	ALBA EDITORIAL		9788484285823	2010	
Coral Cruz	Imágenes narradas	LAERTES		9788475849379	2014	
Christopher Vogler	El viaje del escritor	MA NON TROPPO		9788412136654	2020	
Joseph Campbell	El héroe de las mil caras	EDICIONES ATALANTA		9788412213003	2020	
Aristóteles	Poética	Aguilar		9788403170025	1979	
Linda Seger	El secreto del mejor cine	Rialp		9788432149962	2018	
David Corbett	El arte de crear personajes: En narrativa, cine y televisión	Alba Editorial		9788490654446	2018	
Phillip Parker	Cómo escribir el guión perfecto	Robinbook		9788496924857	2010	
Jorge Luis Borges	El oro de los tigres	Sudamericana		9789500761918	2014	
Robert Mckee	El Guión	ALBA EDITORIAL		9788484284468	2009	