UNIVERSIDAD DE CASTILLA - LA MANCHA
GUÍA DOCENTE

1. General information

Course: MULTIMEDIA JOURNALISM WORKSHOP II   **Code:** 16333

Type: ELECTIVE   **ECTS credits:** 6

Degree: 377 - UNDERGRADUATE DEGREE PROGRAMME IN JOURNALISM   **Academic year:** 2022-23

Center: 12 - FACULTY OF COMMUNICATION   **Group(s):** 30

Year: 4   **Duration:** C2

Main language: Spanish   **Second language:** English

Use of additional languages: English, Portuguese, Catalan, German   **English Friendly:** Y

Web site: https://orcid.org/0000-0003-1625-4411   **Bilingual:** N

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 provided at the beginning of the course on the virtual campus and the faculty's bulletin boards.

2. Pre-Requisites

It is recommended to have overcome:

- Multimedia I

- 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.

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 'Desing Thinking'.

6. Units / Contents

Unit 1: Emerging and Innovative Methodologies (for example, 'Design Thinking').

Unit 2: Information Architecture, Design of Interfaces, Languages and Genres, Interactivity and Usability.

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

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

Unit 5: Web Analytics and SEO. Law and Legislation. Business models.

<div style="background-color:green; color:white">ADDITIONAL COMMENTS, REMARKS</div>

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	The teacher will expose the basic contents of the subject and will propose works to extend them based on the interests and needs of the students.
Class Attendance (practical) [ON-SITE]	Guided or supervised work	E03 E08 E11 E12 E13 E14 G02 G06 G08	1.2	30	Y	N	The student will carry out the cross/multi/transmedia project with the guidance of the teacher.
Writing of reports or projects [OFF-SITE]	Self-study	E03 E08 E11 E12 E13 E14 G02 G06 G08	3.6	90	Y	Y	The student will carry out the cross/multi/transmedia project autonomously.
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
Final test	30.00%	30.00%	Presentation of the Cross / Multi / Transmedia project.
Portfolio assessment	70.00%	70.00%	Elaboration of the Cross / Multi / Transmedia project.
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 (70%) accompanied by the corresponding report (15%) and oral presentation (15%). 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 standards approved by the Center's Faculty Board.

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.

Any student may switch to the non-continuous assessment modality as long as they have not participated during the class 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, they will be considered in continuous evaluation without the possibility of changing the evaluation modality.

Non-continuous evaluation:

The student must present a Cross / Multi / Transmedia project (70%) accompanied by the corresponding report (15%) and oral presentation (15%). 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 standards approved by the Center's Faculty Board.

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Specifications for the resit/retake exam:

The student must present a Cross / Multi / Transmedia project (70%) accompanied by the corresponding report (15%) and oral presentation (15%). 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 standards approved by the Center's Faculty Board.

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.

Any student may switch to the non-continuous assessment modality as long as they have not participated during the class 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, they will be considered in continuous evaluation without the possibility of changing the evaluation modality.

Specifications for the second resit / retake exam:

The student must present a Cross / Multi / Transmedia project (70%) accompanied by the corresponding report (15%) and oral presentation (15%). 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 standards approved by the Center's Faculty Board.

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.

Any student may switch to the non-continuous assessment modality as long as they have not participated during the class 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, they will be considered in continuous evaluation without the possibility of changing the evaluation modality.

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').	
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.	
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.	
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.	
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.	
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 (practical) [PRESENCIAL][Guided or supervised work]	30
Writing of reports or projects [AUTÓNOMA][Self-study]	90
Class Attendance (theory) [PRESENCIAL][Other Methodologies]	30
Total horas:	150

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Serrano Tellería, Ana	JOURNALISM, TRANSMEDIA AND DESIGN THINKING WITHIN MOBILE DEVICES	McGrawHill		9788448620035	2020	
Flores Vivar, Jesús (Coord.)	Tecnologías del ecosistema periodístico: realidad inmersiva, drones y otras tecnologías disruptivas en la nueva ecología de los medios	Comunicación Social		978-84-17600-19-8	2019	
Noguera, José Manuel	Las claves para dominar el SEO	CreateSpace		978-1-4961-9367-4	2016	
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	
SERRANO TELLERIA, ANA	OTRA VUELTA DE TUERCA THE ROLE OF THE PROFILE	PUBLIXED.COM		978-84-940987-8-9.	2015	

SERRANO TELLERÍA, ANA	AND THE DIGITAL IDENTITY ON THE MOBILE CONTENT.	IGI GLOBAL	9781466688384	2016
	http://www.igi-global.com/chapter/the-role-of-the-profile-and-the-digital-identity-on-the-mobile-content/138000			
SERRANO TELLERÍA, ANA.	TWITTER NA PARTILHA DE ESTRATÉGICAS E FERRAMENTAS PARA A PRIVACIDADE	SOPCOM	978-989-99840-0-4.	2017
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GUILLERMO LÓPEZ	PERIODISMO DIGITAL. REDES, AUDIENCIAS Y MODELOS DE NEGOCIO.	COMUNICACIÓN SOCIAL	978-84-15544-93-7	2015
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SAID HUNG, ELIAS; SERRANO TELLERÍA, ANA; GARCÍA DE TORRES, ELVIRA; YEZERSKA, LYUDMYLA	LA GESTIÓN DE LOS SOCIAL MEDIA EN LOS MEDIOS INFORMATIVOS IBEROAMERICANOS / THE MANAGEMENT OF THE SOCIAL MEDIA AT THE IBEROAMERICANS MASS MEDIA.	UNIVERSIDAD DE NAVARRA	0214-0039	2013
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	https://catalogobiblioteca.uclm.es/cgi-bin/abnetopac/O7045/ID266b489b/NT20			
SERRANO TELLERÍA, ANA	UNA PROPUESTA DE ANÁLISIS SINTÁCTICO-SEMÁNTICO PARA LOS NODOS INICIALES EN CIBERMEDIOS		1646-3153	2010
	http://revistas.ua.pt/index.php/prismacom/article/view/756			
SERRANO TELLERÍA, ANA.	MEMÓRIAS MEDIADAS: UM DIÁRIO NO INSTAGRAM	SOPCOM	978-989-99840-1-1.	2017
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SERRANO TELLERÍA, ANA	LA LENTA EVOLUCIÓN DEL DISEÑO CIBERPERIODISTICO	978-84-87175-54-1.	978-84-87175-54-1.	2017
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SERRANO TELLERÍA, ANA; OLIVEIRA, MARCO	LIQUID SPHERES ON SMARTPHONES: THE PERSONAL INFORMATION POLICIES.		1865-7923	2015
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	http://tvn.sagepub.com/content/early/2013/02/19/1527476412474352.abstract			
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FIDALGO; ANTÓNIO; SERRANO TELLERÍA, ANA; CARVALHEIRO, JOSÉ RICARDO; CANAVILHÂS, JOÃO; CORREIA, JOÂO CARLOS	EL SER HUMANO COMO PORTAL DE COMUNICACIÓN: LA CONSTRUCCIÓN DEL PERFIL EN EL TELÉFONO MÓVIL		1138 5820	2013
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CARVALHEIRO, JOSE RICARDO; (ORG); FIDALGO, ANTONIO;	A NOVA FLUIDEZ DE UMA			

Author	Title	Publisher		ISBN/ISSN	Year
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SERRANO TELLERÍA, ANA; PORTOVEDO, SARA; ALBUQUERQUE, ANA ISABEL	NEGOCIAÇÕES DA PRIVACIDADE NOS DISPOSITIVOS MÓVEIS	MINERVA		978-972-798-358-2.	2015
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GEORGE-PALILONIS, JENNIFER	THE MULTIMEDIA JOURNALIST: STORYTELLING FOR TODAY'S MEDIA LANDSCAPE	OXFORD UNIVERSITY PRESS		978-0-19-976452-5	2013
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SERRANO TELLERÍA, ANA	TRANSMEDIA PRODUCTION: KEY STEPS IN CREATING A STORYWORLD		9789462988118	2019	
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SERRANO TELLERÍA, ANA	LIQUID SPHERES ON UBIQUITOUS TV	LABCOM	978-989-654-205-4	2015	
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Alejandro, Jennifer	Journalism in the Age of Social Media				
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Noguera, José Manuel	Redes y periodismo. Cuando las noticias se socializan.	UOC		2012	
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