UNIVERSIDAD DE CASTILLA - LA MANCHA
GUÍA DOCENTE

1. General information

Course: AUDIOVISUAL PRODUCTION 2	**Code:** 16518
Type: CORE COURSE	**ECTS credits:** 6
Degree: 401 - UNDERGRADUATE DEGREE PROGRAMME IN AUDIOVISUAL COMMUNICATION	**Academic year:** 2022-23
Center: 12 - FACULTY OF COMMUNICATION	**Group(s):** 30
Year: 2	**Duration:** C2
Main language: Spanish	**Second language:**
Use of additional languages:	**English Friendly:** Y
Web site:	**Bilingual:** N

Lecturer: TATIANA SANTOS GONÇALVES - Group(s): **30**

Building/Office	Department	Phone number	Email	Office hours
	DPTO. EN CONSTITUCIÓN		Tatiana.Santos@uclm.es	

2. Pre-Requisites

It is recommended to have completed Audovisual Production I

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

Audiovisual Production II belongs to the Realization and Editing subject, within the Audiovisual Projects module. The subjects of this subject provide specific knowledge on audiovisual production, design, realization, post-production and editing, content, therefore, essential for the communication professional. Students will acquire the knowledge and skills necessary to execute an audiovisual project and ultimately turn it into a market product. It is therefore a strategic subject in the study plan as it provides the student with training in audiovisual production techniques from the project's origin to its completion.

4. Degree competences achieved in this course

Course competences

Code	Description
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.
CB05	Develop the learning skills necessary to undertake further studies with a high degree of autonomy.
CE21	Apply the different audiovisual technologies and formats according to their expressive properties.
CE22	Know in a theoretical and practical way the techniques involved in the administration and management of audiovisual companies.
CE23	Define audiovisual projects, assume leadership, and plan and manage human, technical and budgetary resources in the different phases of production based on principles of social responsibility.
CE24	Know and apply the techniques for the design, management and development of multimedia and transmedia projects.
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.

5. Objectives or Learning Outcomes

Course learning outcomes

Description

Understand the evolution of the different genres of discourse and their specific languages as well as know the relevant authors or schools of thought.

Identify the necessary requirements for the creation of innovative and creative audiovisual content, as well as know and evaluate the processes and techniques of audiovisual formats.

Identify and describe the main approaches to the market performance, as well as analyse information on the national and international economic structure.

Handle technological tools appropriately in the different phases of the audiovisual process in order to express themselves through audiovisual discourses.

Handle the basic tools and techniques of audiovisual production and editing to apply them to the production of content.

Understand consumption patterns in mass and digital media through social research and audience studies.

Explore the technical and expressive possibilities of the moving image and interactive digital media.

Achieve the minimum skills to distinguish audiovisual journalistic genres and to write and produce audiovisual pieces.

Additional outcomes

6. Units / Contents

Unit 1: The audiovisual industry in Spain: production companies and distributors.

Unit 2: Actual and emergent formats: analysis and design.

Unit 3: Presentation of the project: pitch, script analysis, project feasibility, product, pilot / trailer.

Unit 4: Creation of a non-fiction project: production folder, treatment, technical data of production, design and production plan, execution plan and budget.

Unit 5: Creation of a fiction project: production folder, treatment, technical data of production, design and production plan, execution plan and budget.

Unit 6: Registration of projects, copyright, transfer of rights.

Unit 7: Organizations linked to the creation of audiovisual content.

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]	Lectures	CB02 CE21 CE22 CG04 CG05 CG06	1.2	30	Y	N	
Problem solving and/or case studies [ON-SITE]	Case Studies	CB02 CB04 CB05 CE21 CE22 CE23 CE24 CG04 CG05 CG07	0.64	16	Y	N	
Group tutoring sessions [ON-SITE]	project-based learning	CB04 CE22 CE23 CG02 CG04 CG05	0.4	10	Y	N	
Study and Exam Preparation [OFF-SITE]	Combination of methods	CB02 CE21 CE23 CG02 CG04 CG05	1.2	30	Y	N	
Final test [ON-SITE]	Assessment tests	CB04 CE21 CG04	0.16	4	Y	Y	

Writing of reports or projects [OFF-SITE]	Cooperative / Collaborative Learning	CB04 CB05 CE21 CE22 CE23	2.4	60	Y	N	
		CG02 CG04 CG05 CG07 **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%	40.00%	
Practicum performance	50.00%	60.00%	
Practicum and practical activities reports 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:

This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulation, as well as the specific rules of evaluation approved by the Faculty Board of the center. Works and projects must be delivered to be able to make an average with the final test.

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.

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

Non-continuous evaluation:

This subject will apply the evaluation criteria agreed in the UCLM Evaluation Regulation, as well as the specific rules of evaluation approved by the Faculty Board of the center. Works and projects must be delivered to be able to make an average with the final test.

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.

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

Specifications for the resit/retake exam:

The teacher reserves the right to keep the marks of some of the approved parts or to propose a global test that will mean 100% subject's final mark.

Specifications for the second resit / retake exam:

The same as in the extraordinary resit.

9. Assignments, course calendar and important dates

Not related to the syllabus/contents	
Hours	**hours**
Study and Exam Preparation [AUTÓNOMA][Combination of methods]	30
Final test [PRESENCIAL][Assessment tests]	4
Writing of reports or projects [AUTÓNOMA][Cooperative / Collaborative Learning]	60

Unit 1 (de 7): The audiovisual industry in Spain: production companies and distributors.	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Problem solving and/or case studies [PRESENCIAL][Case Studies]	2
Group tutoring sessions [PRESENCIAL][project-based learning]	2

Unit 2 (de 7): Actual and emergent formats: analysis and design.	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Problem solving and/or case studies [PRESENCIAL][Case Studies]	4
Group tutoring sessions [PRESENCIAL][project-based learning]	2

Unit 3 (de 7): Presentation of the project: pitch, script analysis, project feasibility, product, pilot / trailer.	
Activities	**Hours**
Problem solving and/or case studies [PRESENCIAL][Case Studies]	2
Group tutoring sessions [PRESENCIAL][project-based learning]	4

Unit 4 (de 7): Creation of a non-fiction project: production folder, treatment, technical data of production, design and production plan, execution plan and budget.	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	8
Problem solving and/or case studies [PRESENCIAL][Case Studies]	4

Unit 5 (de 7): Creation of a fiction project: production folder, treatment, technical data of production, design and production plan, execution plan and budget.	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	8
Problem solving and/or case studies [PRESENCIAL][Case Studies]	2

Unit 6 (de 7): Registration of projects, copyright, transfer of rights.	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Problem solving and/or case studies [PRESENCIAL][Case Studies]	2

Unit 7 (de 7): Organizations linked to the creation of audiovisual content.	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	2
Group tutoring sessions [PRESENCIAL][project-based learning]	2

Global activity	
Activities	**hours**
Problem solving and/or case studies [PRESENCIAL][Case Studies]	16
Final test [PRESENCIAL][Assessment tests]	4
Writing of reports or projects [AUTÓNOMA][Cooperative / Collaborative Learning]	60
Group tutoring sessions [PRESENCIAL][project-based learning]	10
Study and Exam Preparation [AUTÓNOMA][Combination of methods]	30
Class Attendance (theory) [PRESENCIAL][Lectures]	30
Total horas:	**150**

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
RECURSO ONLINE	GECA					
	https://www.geca.es/geca/index.asp					
Simpson, R.	Manual practico para producción audiovisual	Gedisa			2015	

Autor	Título	Editorial		Año	Notas
Linares Palomar, Rafael; Fernández Manzano, Eva. (Coord.)	Principios Basicos De La Produccion Audiovisual Cinematografica 4ª Ed.	Omnpress		2019	Guía básica
Pardo, Alejandro	Producción ejecutiva de proyectos cinematográficos	Universidad de Navarra EUNSA	Pamplona	2016	
	https://books.google.es/books?id=EndxCgAAQBAJ&printsec=frontcover&hl=es&source=gbs_ge_summary_r&cad=0#v=twopage&q&f=false				
Pardo, Alejandro	Fundamentos de producción y gestion de proyectos audiovisuales	Universidad Navarra EUNSA	Pamplona	2016	
	https://books.google.es/books?id=COSTAgAAQBAJ&printsec=frontcover&dq=inauthor:%22Alejandro+Pardo%22&hl=es&sa=X&ved=2ahUKEwji89SmmMrqAhWaAmMBHRclBTgQ6AEwAXoECAUQAg#v=onepage&q&f=false				
Martínez Abadía, J.	Manual del productor audiovisual	UOC		2010	
Fernández Heredero, Carlos(ed.)	Industria del cine y el audiovisual en España. Estado de la cuestión. 2015-2018.	Gráficas La Paz			Informe realizado por el festival de Málaga, descargable
	https://festivaldemalaga.com/Content/source/img/superdestacados/20200401110850_159_super_destacado_descarga.pdf				
RECURSO ONLINE	produccionaudiovisual.com				
	https://produccionaudiovisual.com/				
RECURSO ONLINE	Vertele				
	https://vertele.eldiario.es/				
RECURSO ONLINE	audiovisual451				
	https://www.audiovisual451.com/				
RECURSO ONLINE	Barlovento Comunicación				
	https://www.barloventocomunicacion.es/				
Marzal Felici, Javier y Francisco Javier Gómez Tarin (coords.)	El productor y la producción en la industria cinematográfica	Universidad Complutense		2009	
	https://dialnet.unirioja.es/servlet/libro?codigo=398095				