

**1. General information****Course:** AUDIOVISUAL SCRIPT**Code:** 16510**Type:** CORE COURSE**ECTS credits:** 12**Degree:** 401 - UNDERGRADUATE DEGREE PROGRAMME IN AUDIOVISUAL COMMUNICATION**Academic year:** 2023-24**Center:** 12 - FACULTY OF COMMUNICATION**Group(s):** 30**Year:** 2**Duration:** A3**Main language:** Spanish**Second language:****Use of additional languages:****English Friendly:** N**Web site:****Bilingual:** N**Lecturer:** CLARA LÓPEZ CANTOS - Group(s): 30

Building/Office	Department	Phone number	Email	Office hours
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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.
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.

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.

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

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.

6. Units / Contents**Unit 1:**

Unit 1.1

Unit 1.2

Unit 1.3

Unit 1.4

Unit 2:

Unit 2.1

Unit 2.2

Unit 2.3
 Unit 2.4
 Unit 2.5
 Unit 3:
 Unit 3.1
 Unit 3.2
 Unit 4:
 Unit 4.1
 Unit 4.2
 Unit 4.3
 Unit 4.4
 Unit 4.5
 Unit 5:
 Unit 5.1
 Unit 5.2
 Unit 6:
 Unit 6.1
 Unit 6.2
 Unit 6.3
 Unit 7:
 Unit 7.1

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 CE12 CG04	0.16	4	Y	Y	
Class Attendance (practical) [ON-SITE]	Lectures	CB01 CB02 CB04 CE12 CE14 CG02 CG04 CG07	0.96	24	Y	N	
Class Attendance (theory) [ON-SITE]	Lectures	CB01 CB04 CE14 CG02 CG05 CG06	2.16	54	N	-	
Group tutoring sessions [ON-SITE]	Project/Problem Based Learning (PBL)	CG02 CG04 CG07	0.32	8	Y	N	
Project or Topic Presentations [ON-SITE]	project-based learning	CE14 CG02 CG04 CG07	0.56	14	Y	Y	
Computer room practice [ON-SITE]	project-based learning	CB01 CB04 CE12	0.32	8	Y	N	
In-class Debates and forums [ON-SITE]	Debates	CB04 CG05 CG06	0.32	8	N	-	
Writing of reports or projects [OFF-SITE]	Individual presentation of projects and reports	CE14 CG02 CG04 CG07	3.2	80	Y	N	
Portfolio Development [OFF-SITE]	Individual presentation of projects and reports	CB02 CB04 CE12 CG04	4	100	Y	Y	
Total:			12	300			
Total credits of in-class work: 4.8				Total class time hours: 120			
Total credits of out of class work: 7.2				Total hours of out of class work: 180			

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
Theoretical papers assessment	40.00%	0.00%	
Oral presentations assessment	10.00%	0.00%	
Portfolio assessment	50.00%	50.00%	
Theoretical exam	0.00%	50.00%	
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
Final test [PRESENCIAL][Assessment tests]	4
Unit 1 (de 7):	
Activities	Hours
Class Attendance (practical) [PRESENCIAL][Lectures]	4
Class Attendance (theory) [PRESENCIAL][Lectures]	8

Computer room practice [PRESENCIAL][project-based learning]	8
Writing of reports or projects [AUTÓNOMA][Individual presentation of projects and reports]	10
Unit 2 (de 7):	
Activities	Hours
Class Attendance (practical) [PRESENCIAL][Lectures]	4
Class Attendance (theory) [PRESENCIAL][Lectures]	10
In-class Debates and forums [PRESENCIAL][Debates]	2
Writing of reports or projects [AUTÓNOMA][Individual presentation of projects and reports]	10
Unit 3 (de 7):	
Activities	Hours
Class Attendance (practical) [PRESENCIAL][Lectures]	4
Class Attendance (theory) [PRESENCIAL][Lectures]	10
Project or Topic Presentations [PRESENCIAL][project-based learning]	4
In-class Debates and forums [PRESENCIAL][Debates]	2
Writing of reports or projects [AUTÓNOMA][Individual presentation of projects and reports]	12
Portfolio Development [AUTÓNOMA][Individual presentation of projects and reports]	20
Unit 4 (de 7):	
Activities	Hours
Class Attendance (practical) [PRESENCIAL][Lectures]	4
Class Attendance (theory) [PRESENCIAL][Lectures]	10
In-class Debates and forums [PRESENCIAL][Debates]	4
Writing of reports or projects [AUTÓNOMA][Individual presentation of projects and reports]	12
Portfolio Development [AUTÓNOMA][Individual presentation of projects and reports]	20
Unit 5 (de 7):	
Activities	Hours
Class Attendance (practical) [PRESENCIAL][Lectures]	4
Class Attendance (theory) [PRESENCIAL][Lectures]	8
Group tutoring sessions [PRESENCIAL][Project/Problem Based Learning (PBL)]	4
Writing of reports or projects [AUTÓNOMA][Individual presentation of projects and reports]	12
Portfolio Development [AUTÓNOMA][Individual presentation of projects and reports]	20
Unit 6 (de 7):	
Activities	Hours
Class Attendance (practical) [PRESENCIAL][Lectures]	4
Class Attendance (theory) [PRESENCIAL][Lectures]	8
Group tutoring sessions [PRESENCIAL][Project/Problem Based Learning (PBL)]	4
Writing of reports or projects [AUTÓNOMA][Individual presentation of projects and reports]	12
Portfolio Development [AUTÓNOMA][Individual presentation of projects and reports]	20
Unit 7 (de 7):	
Activities	Hours
Project or Topic Presentations [PRESENCIAL][project-based learning]	10
Writing of reports or projects [AUTÓNOMA][Individual presentation of projects and reports]	12
Portfolio Development [AUTÓNOMA][Individual presentation of projects and reports]	20
Global activity	
Activities	hours
Portfolio Development [AUTÓNOMA][Individual presentation of projects and reports]	100
Class Attendance (practical) [PRESENCIAL][Lectures]	24
In-class Debates and forums [PRESENCIAL][Debates]	8
Final test [PRESENCIAL][Assessment tests]	4
Group tutoring sessions [PRESENCIAL][Project/Problem Based Learning (PBL)]	8
Project or Topic Presentations [PRESENCIAL][project-based learning]	14
Writing of reports or projects [AUTÓNOMA][Individual presentation of projects and reports]	80
Computer room practice [PRESENCIAL][project-based learning]	8
Class Attendance (theory) [PRESENCIAL][Lectures]	54
Total horas: 300	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Gifreu, Arnau	El documental interactivo. Evolución, caracterización y perspectivas de desarrollo.	Editorial UOC		9788490640357	2013	
Calvisi, Daniel	Story maps: TV Drama: The structure of the one - hour television Pilot	Act four Screenplays		100983626693	2016	
Basté, Carme y Peralta, Miquel	Sorprender cada minuto y medio. El guión en la televisión de entretenimiento y actualidad	UOC		978-8491162674	2016	
Fernández, Eva P. y Linares, Rafael	¡Echa el anzuelo! Estrategias de Pitch para jornadas audiovisuales y proyectos transmedia La mente creadora. La	Editorial UOC		978-84-9064-106-4	2014	

Grau Rafel, Marta	neurociencia aplicada al arte de escribir guiones	Laertes	978-84-16783-21-2	2017
Weinrichter, Antonio	Desviados de lo real. El cine de no ficción	T&B Editores	8495602636	2005
Guerrero, Enrique	Guion y producción de programas de entretenimiento	EUNSA	9788431328962	2012
Galán, Helena y Herrero, Begoña	El guion de ficción en televisión	Síntesis	9788497567770	2011
Cruz, Coral	Imágenes narradas	Laertes	9788475849379	2014
Aristóteles	Poética	Aguilar	9788403170025	1979
Snyder, Blake	Salva al gato	Alba Editorial	9788484285823	2010
Corbett, David	El arte de crear personajes: en narrativa, cine y televisión	Alba Editorial	9788490654446	2018
Vogler, Christopher	El viaje del escritor	Ma non troppo	9788412136654	2020
McKee, Robert	El guion. Sustancia, estructura, estilo y principios de la escritura de guiones	Alba Editorial	9788484284468	2009
Seger, Linda	Cómo llegar a ser un guionista excelente	Rialp	9788432150760	2019
Seger, Linda	El arte de la adaptación. Cómo convertir hechos y ficciones en películas	Rialp	9788432160332	2021
McKee, Robert	El diálogo. El arte de hablar en la página, la escena y la pantalla	Alba Editorial	9788490654286	2018
Guzmán, Patricio	Filmar lo que no se ve	Docma	9788416705108	2016
Field, Syd	El libro del guion. Fundamentos de la escritura de guiones	Plot Ediciones	84-86702-28-3	1996
Caporicci, Cristina y Helena Mas	¿Cómo se crea una teleserie dramática?	UOC	9788491800903	2018
Vilches, Lorenzo	Taller de escritura para televisión	Gedisa	8474327121	1999
Luna, Alicia	Nunca mientas a un idiota: poker para guionistas y demás escribientes	Alba Editorial	9788484287230	2012
Mínguez, Norberto (ed.)	Itinerarios y formas del ensayo audiovisual	Gedisa	9788417690618	2019
Raynauld, Isabelle	Leer y escribir un buen guion	La Marca	9789508892584	2018
Tremlett, Sarah	The Poetics of Poetry Film: Film Poetry, Videopoetry, Lyric Voice, Reflection	Intellect Books	1789382688L	2020