Universidad Zaragoza

Academic Year/course: 2020/21

30343 - Audio and Video Production

Syllabus Information

Academic Year: 2020/21
Subject: 30343 - Audio and Video Production
Faculty / School: 110 - Escuela de Ingeniería y Arquitectura
Degree: 438 - Bachelor's Degree in Telecomunications Technology and Services Engineering
ECTS: 6.0
Year: 3 and 4
Semester: Second semester
Subject Type: ---
Module: ---

1. General information

1.1. Aims of the course

The subject and its expected results respond to the following approaches and objectives:
The subject "Audio and Video Production" aims to train the student in the set of knowledge (technologies, procedures) necessary to identify and develop an audiovisual production.
The techniques of radio and television production, the different audiovisual products, the script, and the production for videogames and interactive media will be studied. This is intended to make the student capable of managing and executing an audiovisual production project.
To this end, the set of fundamental objectives can be summarized as follows:
? Know the most significant characteristics of the different styles of audiovisual production (advertising, fiction, documentary, ...).
? Master the basic techniques of recording, mixing and mastering audio and video, being able to create new audiovisual pieces.
? Manage the minimum equipment necessary for the production of audiovisual events in different areas (television, radio, live music or studio).
? Use operational skills in audio, video and multimedia production and editing.
? Possess analysis and design criteria to advise the media or companies.

1.2. Context and importance of this course in the degree

Audiovisual production represents a good example of interdisciplinary work in which different professionals contribute their experience and knowledge to create a product, in this case, an audiovisual content. The availability of audio and video capture systems based on mobile technologies, the interconnection of information points and the growing need to know how to communicate using audiovisual media requires that the students of the degree know the audiovisual language and how to conceive a audio and video production.
The course is part of the audiovisual content offered in the degree: "Audio and video electronic systems", "Audiovisual communications" and "Multimedia Engineering and Interactivity". This subject complements these contents from the point of view of the final product and its relation with the audiovisual technologies presented in the degree.

1.3. Recommendations to take this course

To follow this course normally, it is advisable that the student has previously studied the basic subjects of first and second year. With respect to other subjects of similar topics, the knowledge of the subjects "Electronic audio and video systems", "Audiovisual communications" and "Multimedia engineering and Interactivity" is especially recommended.On the other hand, the student is recommended to actively attend class (both theory and programmed activities), and the completion of practices. In the same way, the student is recommended to take advantage of and respect the teacher's tutoring schedules to resolve possible doubts. The subject presents an important percentage of practical content, being an exceptional occasion to exercise personal work, for which it is strongly advised to continuously monitor the proposed activities.

2. Learning goals

2.1. Competences

Upon passing the subject, the student will be more competent to ...

- Plan, budget, organize, direct and control tasks, people and resources (C2).
- Combining basic knowledge and specialized engineering to generate innovative and competitive proposals in the professional activity (C3).

- Solve problems and make decisions with initiative, creativity and critical reasoning (C4).
- Use the engineering techniques, skills and tools necessary to practice it (C6).
- The management of information, management and application of technical specifications and legislation necessary for the practice of Engineering (C9).
- Learn on a continuous basis and develop autonomous learning strategies (C10).
- Apply information and communication technologies in Engineering (C11).
- Build, operate and manage telecommunications services and applications, understood as systems of capture, analog and digital processing, coding, transport, representation, processing, storage, reproduction, management and presentation of audiovisual services and multimedia information (CSeI1).
- Create, codify, manage, disseminate and distribute multimedia content, according to criteria of usability and accessibility of audiovisual, broadcast and interactive services (CSeI5).

2.2. Learning goals

The student, to pass this subject, must demonstrate the following results ...

RA1 Know the most significant characteristics of the different styles of audiovisual production (institutional, didactic or documentary video, external production, event coverage or Closed Circuit Television, Broadcast ... etc.).
RA2 Master the basic techniques of recording, mixing and mastering audio and video, being able to create new audiovisual pieces.
RA3 Have the ability to handle the minimum equipment necessary for the production of audiovisual events in different areas (television, radio, live music or studio).
RA4 Use operational skills in production and editing of audio, video and multimedia.
RA5 Possess analysis and design criteria to advise the media or business.

2.3. Importance of learning goals

Audiovisual technologies are one of the training skills that can be acquired by a graduate in Telecommunications Technology and Services Engineering who wants to develop their skills in the knowledge and design of audiovisual systems, of such importance nowadays.
The subject "Audio and Video Production" bases its foundation on providing the student with the knowledge, skills and competences that allow to design, produce and manage an audiovisual content, which will allow him to have the basic knowledge to be integrated into work teams of the field audiovisual and thus be able to provide not only the necessary technical knowledge but also those of production.
The contents of the course allow students to be oriented to both the traditional audiovisual sector (broadcasting, television, production companies, installers, ...) and videogames or the production of interactive audiovisual installations.
This training can be complemented with other optional subjects of audiovisual content and in the completion of the final degree project.

3. Assessment (1st and 2nd call)

3.1. Assessment tasks (description of tasks, marking system and assessment criteria)

The student must demonstrate that he has achieved the expected learning outcomes through the following assessment activities
The student will have an assessment through continuous assessment and global test in each of the calls established throughout the course. The dates and times of the global test will be determined by the Center. The qualifications will be obtained in the following way:

1) Continuous evaluation

a. Assessable tasks (20%)
A set of evaluable tasks that will consist of activities of individual accomplishment will be proposed to the student throughout the semester. These tasks will be eminently practical and must be delivered throughout the development of the subject. The tasks will be assessed both in terms of the results obtained and the process and presentation of them.

b. Laboratory practices (20%)
The performance and the use of the students in the practical sessions will be monitored. For the evaluation the materials of the result of the practices will be collected, which will be delivered to the responsible teacher, and the observation of the development capacity of the techniques proposed by the students.

c. Final course work (60%)
You will have to carry out a practical work of the subject in which conventional and interactive audiovisual productions will be developed. The content and objectives of the work will be agreed with the students and will adapt to the time and credits available in the subject. It will be obligatory to make an oral presentation of the work during the class schedule. The evaluation of the work will be carried out according to the following criteria:

- Objectives and scope of work (10%)
- Work planning (20%)
- Development of work and contributions made (35%)
- Achievement of the objectives (20%)
- Oral and written presentation of the work (15%)

The evaluation of the coursework will be completed with a self-evaluation of both the student's work group and the rest of the groups. The self-evaluation will be based on a simple rubric provided by the teacher.

Students who pass the subject through continuous assessment tests will not have to take the global test. The subject is passed with 5 points out of 10.

2) Global test (official calls)
In the two official examinations, the overall evaluation of the student will be carried out through a written final exam valued at 0 to 10 points (100%). The exam will consist of a written test in which the theoretical and practical knowledge of the subject will be assessed and will be carried out in the hours and classrooms arranged by the Center.

The subject is passed with a rating of 5 points out of 10.

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The learning process that is designed for this subject is based on the following:

Classwork: 2.4 ECTS (60 hours)
1. Participative Lectures (45 hours)
2. Laboratory practices (15 hours)

Personal work: 3.6 ECTS (90 hours)

3. Carrying out evaluable tasks

4. Performing practical work and supervised
5. Study (M14, M15)
6. Personal attention to students through tutorials (M10)
7. Evaluation tests (M11)

4.2. Learning tasks

The learning process that is designed for this subject is based on the following:

Classwork: 2.4 ECTS (60 hours)
1. **Participatory Lectures** (45 hours) in which the theoretical foundations of the contents of the subject are presented and where student participation is encouraged. the presentation of bibliographic material previously delivered to the student (or deposited in the computer means provided by the University for this purpose) and its development on the board for proper follow-up will be combined. (M1, M2, M7, M16)
2. **Laboratory practices** (15 hours) in which students will perform 5 sessions of practices 3 hours in labs Ada Byron Building. In small groups, a training series related to the contents of the subject and to consolidate the set of theoretical concepts are made. This activity will be conducted in the laboratory in person. (M9)

Personal work: 3.6 ECTS (90 hours)

3. **Performance of evaluable tasks**. Tasks of an individual nature to be carried out throughout the four-month period, with a sharing and assessment in the classroom.

4. Performing practical work and tutored by teachers, based on the contents of the subject and related to audiovisual editing and production. Possibility of attending seminars related to the topic mentioned with the participation of external guests to them. (M6, M13)
5. **Study** (M14, M15)
6. **Personalized attention to students through tutorials** (M10)
7. **Evaluation tests** (M11)

4.3. Syllabus

The program that the student is offered to help you achieve the expected results includes the following activities.

- Introduction
- Photography
- Radio production
- TV
    - Television history
    - Economy, society and television
    - Television production
    - Television programming
    - Development of television products
- Cinema
    - The film language
    - Film production

PROGRAMMING LABORATORY PRACTICE AND SEMINARS

Throughout the course, a number of practices will be conducted in order to verify in the laboratory the concepts of the

subject,

- Practice 1. Audio Editing I
- Practice 2. Audio Editing II
- Practice 3. Video Editing I
- Practice 4. Video Editing II
- Practice 5. Audiovisual project I
- Practice 6. Audiovisual project II

4.4. Course planning and calendar

Schedule sessions and presentation of works

The schedule of the course, both of the master classes and laboratory sessions, will be determined by the academic calendar that the center established for the corresponding course.

The oral presentation of the coursework will take place during the week of continuous evaluation planned in the academic calendar of the Centre.

4.5. Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=30343&year=2019

Similarly, and taking into account the digital media provided by the University of Zaragoza, students enrolled in the course will be provided with access to a set of LESSON NOTES prepared by the teachers in charge.