

## 25327 - Audiovisual communication project

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 25327 - Audiovisual communication project

**Faculty / School:** 103 - Facultad de Filosofía y Letras

**Degree:** 272 - Degree in Journalism

**ECTS:** 9.0

**Year:** 3

**Semester:** First Four-month period

**Subject type:** Compulsory

**Module:**

### 1. General information

The goal of the "Audiovisual Communication Project" is for the student to develop all the phases of the process of production of a television news report. The subject matter will include a complete report, analysis of different reports already broadcasted and a subsequent sale of the piece produced.

Knowledge of this subject will pay attention to the following Sustainable Development Goals (SDGs): Objective 3: Health and wellness.

Goal 4: Quality Education.

Goal 5: Gender Equality.

Goal 10: Reduction of Inequalities

Goal 16: Peace, Justice and Strong Institutions

Goal 17: Alliances to Achieve goals.

This subject will have a part of common work related to the subjects of Audiovisual Production and Narrative Audiovisual: the presentation and sale of the project.

### 2. Learning results

The learning results derive directly from the acquisition of the following competencies:

Competence to conceive, develop the script in all its phases, plan the realization, record, edit and post-produce standard quality TV news magazine reports with a length between 6 and 12 minutes.

Indicators: the projects are evaluated in three fundamental aspects:

a) quality of the structure of the script: defined parts; an attractive and involving opening sequence that sets out the subsequent development; the principle of progression and unity in the sequencing; effective functioning before the spectator from an informative, argumentative and dramatic viewpoint; a closing that is conclusive and coherent with the opening sequence.

b) quality of the realization approach with the basic criterion of coherence between the idea and the approach and the solutions of realization pointed out

c) quality of the finished product, evaluating the good organisation of the production, the coordination of the filming team, the appropriate conduct of interviews, the technical and expressive quality of the recordings, the good selection of sets, the adaptation of the final images to the previous production plan, the quality of the sound technique, the quality of the text of the location, the conception and global elaboration of the soundtrack, assessing its structural and expressive function. Functioning general operation of the report from the point of view of its informative or argumentative function and its capacity to involve the viewer.

### 3. Syllabus

Unit 1. Searching for possible topics and developing the idea of the report

Unit 2. Documentation and analysis of the subject

Unit 3. The Playbill and the Script

Unit 4. Shooting plan, production and location scouting

Unit 5. Recording of the report

Unit 6. Editing/post-production of the report

### 4. Academic activities

The subject has an applied orientation, consisting of the development of all the production phases of a project.

Initially, the analysis of broadcasted reports will allow students to apply the quality indicators of news reporting to their project,

as well as to defend the piece in a commercial sale.

Achieve the expected results, the subject comprises the following activities:

-Expository-participative classes

-Activity of analysis of types of reports

-Activity of elaboration of a medium-length reportage project.

-Portfolio of the final reports and commercial sale of the piece (this part will be done in conjunction with the subjects of Audiovisual Production and Audiovisual Narrative).

## **5. Assessment system**

### **First Call**

#### *Continuous assessment*

Test 1. Two analyses of reports following the news quality indicators. (20 % final grade).

Test 2. Elaboration of a reportage project that develops all the phases of the production process (50% final grade).

Test 3. Portfolio with the materials used for the development of the report (30%).

a) Group and individual documentation (10% grade).

b) Presentation of internships and reports (20%). It will be carried out in conjunction with Audiovisual Production and Audiovisual Narrative and will value the realization, narration and commerciality of the project presented. The grade will be collegiate among the professors of the subject.

#### *Global assessment*

Test 1. Theoretical test based on the theory of the subject (20%)

Test 2. Analysis of two reports (30%)

Test 3. Preparation of the script, recording and editing of a news report (50%).

Common evaluation criteria: timeliness, relevance of the topic, use of resources and critical analysis of the work.

### **Second call**

Global evaluation test identical to the first one.