25334 - Digital Communication Project

Syllabus Information

Academic year: 2023/24
Subject: 25334 - Digital Communication Project
Faculty / School: 103 - Facultad de Filosofía y Letras
Degree: 272 - Degree in Journalism
ECTS: 9.0
Year: 4
Semester: First Four-month period
Subject type: Compulsory
Module:

1. General information

The subject provides competences for the planning, design, development and realization of an informative project in digital media, with indicators; and to understand, manage and apply the formal knowledge and technical processes (design and web editing) to the realization of a press product.

The approaches and goals of the subject are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (https://www.un.org/sustainabledevelopment/es/), so that the acquisition of the learning results will contribute to some extent to the achievement of goals 4, 5, 10, 16 and 17.

2. Learning results

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

- Understand a knowledge base of the planning, design, development stages and realization of a project informative in digital media, with indicators: Apply the knowledge to the analysis and elaboration of projects in digital support.
- Understand, manage and apply formal knowledge and technical processes (design and web editing) to the realization of a press product, with indicators: Apply the knowledge to the development and design of a digital product . Apply knowledge to the selection and evaluation of sources, writing and editing of a digital press product.
- Ability to foster egalitarian awareness about individuals and peoples, respect international human rights , with indicators: Determine the values of respect for human rights in digital journalistic informationand in reference situations.
- Adopt a favorable attitude towards respect for fundamental individual and collective values, with indicators:

- Determine the values of respect for human rights in digital information.

- Show capacity for teamwork that facilitates the development of knowledge with cultural exchange critical and responsible, with indicators: Show collaborative skills.

3. Syllabus

It is an essentially practical subject with four phases of realization:

1. Project design and planning.
2. Project development and implementation.
3. Elaboration of contents for the project.
4. Open publication and evaluation of the project

4. Academic activities

This subject seeks that students are able to adequately develop in the creation, management and development of information content in the digital environment, so it is proposed as a practical subject and continuous assessment in which classroom classes are devoted entirely to the creation of the product from the initial design to the creation and dissemination of content in multimedia format (expository-participatory classes). It is developed as a team, as in a means of communication, so that students learn to coordinate the work they carry out and to know the professional reality.

5. Assessment system

First Call.

Continuous assessment

The approach of the subject requires a continuous evaluation based on the elaboration of a digital project and the evolution of the student's resolution capacity. The project consists of three products: written version, digital version and contents.

1. Design and implementation of the project (70% of the total grade, in group, with the written version having a value of 20% and the digital of 50%). The project will preferably be carried out in groups of four or five students. will especially value originality, journalistic style, adjustment to the characteristics and format of adigital media of general or specialized information, rigor and grammatical and spelling correctness.

2. Content creation (30%). Individual, with a minimum of three pieces in text, audio and video format. The adjustment of the information to the characteristics of the digital narrative and the use of multimedia elements in the creation of contentswill be valued.

Global assessment

Elaboration of a digital communication project according to the contents and guidelines established for the continuous evaluation, but individually basis.

Second Call

Global evaluation test identical to the first one.