



Teaching Guide				
Identifying Data			2016/17	
Subject (*)	Deseño de produción	Code	616G01025	
Study programme	Grao en Comunicación Audiovisual			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	1st four-month period	Third	Obligatoria	6
Language	SpanishEnglish			
Teaching method	Face-to-face			
Prerequisites				
Department	Humanidades			
Coordinador		E-mail		
Lecturers	León Sanjuán, María Victoria de	E-mail	victoria.de.leon@udc.es	
Web	www.cienciasdacomunicacion.es			
General description	The aim is for the student to understand the role of the Production Designer or Art Department head within the audiovisual project. Basic concepts and techniques will be analyzed as well as the main tools and vocabulary, learning to visualize the entire process.			

Study programme competences	
Code	Study programme competences
A1	Comunicar mensaxes audiovisuais.
A2	Crear produtos audiovisuais.
A7	Coñecelas técnicas de creación e produción audiovisual.
A8	Coñecela tecnoloxía audiovisual.
B6	Expresarse correctamente tanto de xeito oral como escrito en linguas oficiais da comunidade autónoma
B7	Dominar a expresión e a comprensión de forma oral e escrita dun idioma estranxeiro
B8	Empregar as ferramentas básicas das tecnoloxías da información e as comunicacións (TIC) precisas para o exercicio da súa profesión e para a aprendizaxe ao longo da súa vida.
B9	Desenvolverse para o exercicio dunha cidadanía aberta, culta, crítica, comprometida e solidaria capaz de analizar a realidade, diagnosticar problemas, formular e implanter solución baseadas no coñecemento e orientadas ao ben común
C1	Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras.
C2	Valorar criticamente o coñecemento, a tecnoloxía e a información dispoñible para resolver os problemas cos que deben enfrontarse.
C3	Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida.
C4	Valorar a importancia que ten a investigación, innovación e o desenvolvemento tecnolóxico no avance socioeconómico e cultural da sociedade.

Learning outcomes			
Learning outcomes	Study programme competences		
The aim is for the student to understand the role of the Production Designer or Art Department head within the audiovisual project. Basic concepts and techniques will be analyzed as well as the main tools and vocabulary, learning to visualize the entire process.	A1	B6	C1
	A2	B7	C2
	A7	B8	C3
	A8	B9	C4

Contents	
Topic	Sub-topic



1st Block. The Production Designer: Role and Responsibilities	Lesson 1. Skills and knowledge of the Production Designer. Origin of design and first designers. Lesson 2. The production environment. Components for set and character building. Lesson 3. Use of special effects in Art Direction. Lesson 4. Basic lighting and color skills.
2nd Block. General Working Process	Lesson 5. Storyboards. Lesson 6. Set and character documentation. Outdoor site locations. Lesson 7. Previous designs, models and plan drawings. Lesson 8. Construction materials and set assembly.

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours
Guest lecture / keynote speech	A1 A2 A7 A8 B6 B7 B8 B9 C1 C2 C3 C4	24	24	48
Workshop	A1 A2 A7 A8 B6 B7 B8 B9 C1 C2 C3 C4	24	77	101
Personalized attention		1	0	1

(\*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
Methodologies	Description
Guest lecture / keynote speech	Explanation of lessons at class, using Power Point and audiovisual examples.
Workshop	There will be required a variety of tasks explained at the beginning of the course. Complete explanation at Campus Virtual (Moodle). - Short practices and public presentation (demanded) - Long practices of artistic direction (demanded)

Personalized attention	
Methodologies	Description
Workshop	Personalized tutoring at class or at teacher's office. Please, by appointment at: vleon@udc.es or victoria.de.leon@udc.es

Assessment			
Methodologies	Competencies	Description	Qualification
Workshop	A1 A2 A7 A8 B6 B7 B8 B9 C1 C2 C3 C4	70% of total punctuation: short practices and the long project developed during the course or practical exam on July call.	70
Guest lecture / keynote speech	A1 A2 A7 A8 B6 B7 B8 B9 C1 C2 C3 C4	30% of total punctuation: multiple choice exam or short questions exam of theory.	30

Assessment comments
<p><b>IMPORTANT ADVICE:</b></p> <p>It is obligatory to pass each block for getting through the subject.</p> <p>Passed parts will be kept for the following calls.</p>

Sources of information



<b>Basic</b>	<ul style="list-style-type: none"><li>- ETTEGUI, Peter (2001). "Diseño de producción &amp; dirección artística". Barcelona: Océano</li><li>- GUARDIA, Manuel y ALONSO, Raúl (1993). "Técnicas de construcción, ornamentación y pintura de decorados". Madrid: IORTV (Instituto Oficial de Radio y Televisión)</li><li>- HART, John (2001). "La Técnica del Storyboard". Madrid: IORTV</li><li>- MILLERSON, Gerald (2001). "Realización y producción en TV" (caps.10-11). Madrid: IORTV</li><li>- RIZZO, MICHAEL (2007). "Manual de dirección artística cinematográfica". Barcelona: Ed. Omega</li><li>- STEVEN, Katz D. (2002). "Plano a plano. De la idea a la pantalla". Madrid: Editorial Plot</li><li>- Varios autores (2002). "La Dirección Artística? nº27. Madrid: Nickel Odeón</li></ul>
<b>Complementary</b>	<ul style="list-style-type: none"><li>- GOROSTIZA, Jorge (1997). "Directores Artísticos Del Cine Español". Madrid: Cátedra S.A.</li><li>- MÁRQUEZ BERRIOS, Juan (2000). "Maquillaje y caracterización". Madrid: IORTV</li><li>- MURCIA, Félix (2002). "La escenografía en el cine". Madrid: Fundación Autor</li><li>- VILA, SANTIAGO (1997). "La escenografía. Cine y arquitectura". Madrid: Cátedra</li></ul>

## Recommendations

### Subjects that it is recommended to have taken before

Expresión gráfica/616G01004  
Diseño aplicado/616G01015  
Guión/616G01018

### Subjects that are recommended to be taken simultaneously

Análise audiovisual/616G01021  
Dirección de fotografía e iluminación/616G01022  
Teoría e práctica da edición e a montaxe/616G01023  
Infografía 3D-1/616G01024

### Subjects that continue the syllabus

### Other comments

(\*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.