



Teaching Guide

Teaching Guide				
Identifying Data			2020/21	
Subject (*)	Audiovisual Organisation and Production		Code	616G01029
Study programme	Grao en Comunicación Audiovisual			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	1st four-month period	Fourth	Obligatory	6
Language	SpanishGalician			
Teaching method	Hybrid			
Prerequisites				
Department	Socioloxía e Ciencias da Comunicación			
Coordinador	Formoso Barro, María Josefa	E-mail	m.formoso@udc.es	
Lecturers	Formoso Barro, María Josefa	E-mail	m.formoso@udc.es	
Web				
General description	The necessary knowledge is acquired to create, develop and manage an audiovisual product in all its phases.from the initial planning to the work plan, the cost estimate, the production management or the financing and operating methods.			
Contingency plan	1. Modifications in the contents Will not realise changes 2. Methodologies *educational Methodologies that keep Session magistral Learning colaborativa Mixed proof Works tutelados Personalised attention *educational Methodologies that modify 3. Mechanisms of personalised attention to the alumnado Email: daily. Of use to make consultations, request virtual meetings to resolve doubts and do the follow-up on supervised work. Teams. 1 weekly session in big group to advance the theoretical contents and of the works tutelados in the time band that has assigned the matter. Moodle. 4. Modifications in the evaluation Works tutelados (60%): in relation with the supervised works will value : - The methodological adecuacy of the work proposals - A presentation and clarity in the exhibition Tests mixed (40%) - Test that integrates essay and objective questions. *Observations of evaluation: 5. Modifications of the bibliography or webgrafía will not realise changes. They have of the materials of work in Moodle.			

Study programme competences

Code	Study programme competences
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A2	Crear produtos audiovisuais.
A3	Xestionar proxectos audiovisuais.
A6	Coñecelo sector audiovisual: a oferta e as audiencias.
A7	Coñecelas técnicas de creación e produción audiovisual.
A9	Coñecelos modelos de xestión.
A10	Coñecelo marco legal e deontolóxico.
A12	Coñecelos principais códigos da mensaxe audiovisual.
B6	Expresarse correctamente tanto de xeito oral como escrito en linguas oficiais da comunidade autónoma
B7	
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		
Coñecemento do emprego de material para xestión de proxectos audiovisuales	A2	B6	C1
	A3	B7	C2
	A6	B8	C3
	A7	B9	C4
	A9		
	A10		
	A12		
Coñecementos para crear e desenvolver un produto audiovisual	A2	B6	C1
	A3	B7	C2
	A6	B8	C3
	A7	B9	C4
	A9		
	A10		
	A12		
Capacidade de manexar ferramentas para producir un produto audiovisual	A2	B6	C1
	A3	B7	C2
	A6	B8	C3
	A7	B9	C4
	A9		
	A10		
	A12		

Contents	
Topic	Sub-topic



Tema 1. O proceso de produción	1.1. The planning 1.2. Staff typology
Tema 2. Productora e persoal	2.1. Phases of production 2.2. Type of production 3.1. The director of audiovisual projects 3.2. Estimation of costs
Tema 3. Producción executiva: deseño, creación e dirección de proxectos	4.1. The work plan 4.2. The management of resources 5.1. Movie Magic 5.2. Budget management
Tema 4. Dirección de produción	6.1. Financing 6.2. Exploitation
Tema 5. Ferramentas de xestión da produción	
Tema 6. Estratexias de comercialización	

Planning				
Methodologies / tests	Competencies	Ordinary class hours	Student?s personal work hours	Total hours
Supervised projects	A2 A3 A6 A7 A9 A10 A12 B6 B7 B8 B9 C1 C2 C3 C4	19	45	64
Collaborative learning	A2 A3 A6 A7 A9 A10 A12 B6 B7 B8 B9 C1 C2 C3 C4	16	27	43
Mixed objective/subjective test	A2 A3 A6 A7 A9 A10 A12 B6 B7 B8 B9 C1 C2 C3 C4	4	18	22
Guest lecture / keynote speech	A2 A3 A6 A7 A9 A10 A12 B6 B7 B8 B9 C1 C2 C3 C4	15	0	15
Personalized attention		6	0	6
(*)The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.				

Methodologies



Methodologies	Description
Supervised projects	These activities focus on the development of skills related to direct and systematic observation, and the analysis and collection of information for the realization of audiovisual products. They will be individual or group works. These jobs are face-to-face
Collaborative learning	The students will know in a practical way the process of creation and management of an audiovisual product. These works are face-to-face.
Mixed objective/subjective test	Realizarán una prueba individual escrita and face to face.
Guest lecture / keynote speech	Oral presentation of the subject with the help of audiovisual media. These sessions place the students in the appropriate environment to perform the supervised work. The master session will be online

Personalized attention

Methodologies	Description
Supervised projects Collaborative learning Mixed objective/subjective test	Realization of work directed to achieve a viable audiovisual project. Farase unha brief exposition of matter and propoñeranse practical traballos, tutelados polo professor. For this realization it is important to consult with the teacher about the progress made progressively in order to offer the necessary orientations in each case and thus assure quality at work two agreed upon criteria that will be indicated. Or tracking farase preferably individually through two communication spaces da ferramenta Moodle, or email, and personally.

Assessment

Methodologies	Competencies	Description	Qualification
Supervised projects	A2 A3 A6 A7 A9 A10 A12 B6 B7 B8 B9 C1 C2 C3 C4	Individual works Group work	60
Mixed objective/subjective test	A2 A3 A6 A7 A9 A10 A12 B6 B7 B8 B9 C1 C2 C3 C4	Test that integrates questions type of test tests and questions type of objective tests. Regarding the former, it gathers open questions of development; the latter can combine multiple-choice, ordering, brief response, discrimination, completion and / or association questions.	40
Others			

Assessment comments

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Sources of information

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Basic	- (). . Marzal, J., y López, F. (2008). Teoría y Técnica de la Producción audiovisual. Tirant lo blanchAugros, Joël (2000). El dinero de Hollywood. PaidósPoveda, Miguel Ángel (2013). Producción de ficción en cine y televisión. Edición personalFernández, F y Blasco, J. (1995). Dirección y gestión de proyectos. Aplicación a la producción audiovisual. Ediciones UPCSanchez Tabernero, Alfonso (2008). Los contenidos de los medios de comunicación. DeustoEcija&amp;amp;Asociados Abogados (2000). Como producir, distribuir y financiar una obra audiovisual. Grupo ExportfilmSanchez Tabernero, Alfonso (2000). Dirección estratégica de empresas de comunicación. CatedraFormoso Barro, Finocha (2017). La ficción televisiva y su programación en España. Círculo RojoMiñarro, Laura (2013). Cómo vender una obra audiovisual. Editorial UOCPardo, Alejandro (2014). Producción ejecutiva de proyectos cinematográficos. EUNSA Pardo, Alejandro (2014). Fundamentos de producción y gestión de proyectos audiovisuales. EUNSA Pardo, Alejandro (2003). El oficio de producir películas. El estilo Puttnam. EUNSAHebera, Joan; Linares, Rafa (2015). marketing cinematográfico. Cómo promocionar una película en el entorno digital. UOC
Complementary	

Recommendations
Subjects that it is recommended to have taken before
Oral and Written Communication/616G01001
Viewing Figures/616G01020
Art Direction and Production Design/616G01025
Subjects that are recommended to be taken simultaneously
Filmmaking/616G01030
Subjects that continue the syllabus
Final Dissertation/616G01034
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.