



Teaching Guide

Identifying Data				2024/25	
Subject (*)	Professional English	Code	616G02048		
Study programme	Grao en Creación Dixital, Animación e Videoxogos				
Descriptors					
Cycle	Period	Year	Type	Credits	
Graduate	1st four-month period	Fourth	Obligatory	6	
Language	English				
Teaching method	Face-to-face				
Prerequisites					
Department	Letras				
Coordinador	Llanos Tojeiro, Ángela	E-mail	angela.llanos@udc.es		
Lecturers	Llanos Tojeiro, Ángela	E-mail	angela.llanos@udc.es		
Web					
General description	This course is based on and oriented to handling materials at the B2 level. Students will work on improving their language skills within the digital creation, animation and video games context.				

Study programme competences / results

Code	Study programme competences / results
A5	CE5 - Habilidade para seleccionar, comunicar y dar forma a diferentes mensajes así como para planificar su difusión a través de diversos medios gráficos, audiovisuales y multimedia, atendiendo a las normas de su lenguaje y narrativa.
A41	CE41 - Capacidad de expresarse en lengua inglesa oral y escrita en el ámbito profesional y en el ámbito académico de la creación digital, la animación y los videojuegos.
B1	CB1 - Que os estudantes demostrasen posuir e comprender coñecementos nunha área de estudo que parte da base da educación secundaria xeral, e se atope a un nivel que, se ben se apoia en libros de texto avanzados, inclúe tamén algúns aspectos que implican coñecementos procedentes da vangarda do seu campo de estudo
B2	CB2 - Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio
B3	CB3 - Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética
B4	CB4 - Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado
B5	CB5 - Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía
B9	CG4 - Conocer los procedimientos, destrezas y metodologías necesarios para la adaptación del proceso creativo al medio digital y la producción de obras artísticas a través de tecnologías específicas.
B11	CG6 - Capacidad crítica y autocrítica. Necesaria en todo proceso creativo en el que se busca un compromiso con la calidad del trabajo, los resultados y las soluciones propuestas.
B12	CG7 - Trabajo en equipo. Capacidad de abordar proyectos en colaboración con otros estudiantes, asumiendo roles y cumpliendo compromisos de cara al grupo.
B13	CG8 - Capacidad de aplicar los conocimientos en la práctica, integrando las diferentes partes del programa, relacionándolas y agrupándolas en el desarrollo de productos complejos.
C1	CT1 - Adequate oral and written expression in the official languages.
C2	CT2 - Mastering oral and written expression in a foreign language.
C3	CT3 - Using ICT in working contexts and lifelong learning.
C4	CT4 - Acting as a respectful citizen according to democratic cultures and human rights and with a gender perspective.
C6	CT6 - Acquiring skills for healthy lifestyles, and healthy habits and routines.
C7	CT7 - Developing the ability to work in interdisciplinary or transdisciplinary teams in order to offer proposals that can contribute to a sustainable environmental, economic, political and social development.



C8	CT8 - Valuing the importance of research, innovation and technological development for the socioeconomic and cultural progress of society.
C9	CT9 - Ability to manage times and resources: developing plans, prioritizing activities, identifying critical points, establishing goals and accomplishing them.

Learning outcomes			
Learning outcomes	Study programme competences / results		
Life Long Learning: tools to improve independent learning of professional English in the field of digital creation, animation and video games.	A5 A41	B1 B2 B3 B4 B5 B9 B11 B12 B13	C1 C2 C3 C4 C6 C7 C8 C9
Professional English in the field of videogames: basic aspects Introduction to the industry Business analysis and applied critical thinking Oral and written communication in the professional context The animation industry culture	A5 A41	B1 B2 B3 B4 B5 B9 B11 B12 B13	C2 C3 C4 C6 C7 C8 C9

Contents	
Topic	Sub-topic
The Animation and Video Game Industry	Introduction to the industry Business awareness Business culture Business tools applied to the industry: SWOT Analysis, Business Model Canvas Jobs, roles, skills
Communication profesional	Oral communication: Presentations, job interviews Written communication Technical documents Game reviews and critiques CVs

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Glossary	A5 A41 B1 B2 B3 B4 B5 B9 B11 B12 B13 C1 C2 C3 C4 C6 C7 C8 C9	1	10	11



Student portfolio	A5 A41 B1 B3 B4 B11 B13 C2 C3 C4 C6 C9	4	16	20
Objective test	B1 B13 C2	2	20	22
Oral presentation	A5 A41 B2 B3 B4 B11 B12 C2 C3 C6 C7	3	24	27
Multiple-choice questions	A41 B1 B3	3	6	9
Guest lecture / keynote speech	B1 B2 B3 B4 B5 C1 C2 C3 C4 C6 C7 C8 C9	30	30	60
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
Glossary	Throughout the semester, the students will put together a glossary containing specific terminology glossary to be submitted at the end of each module.
Student portfolio	Students will carry out individual assignments throughout the semester.
Objective test	Final exam
Oral presentation	Students will work in teams to develop a project and will deliver an oral presentation in the interactive lessons.
Multiple-choice questions	Students will take two short multiple-choice tests.
Guest lecture / keynote speech	Attendance and participation in the DE and DI lessons are highly recommended

Personalized attention	
Methodologies	Description
Oral presentation Glossary Student portfolio	Students will have personalized attention in order to elaborate their glossaries, portfolios and the oral presentation during the Interactive Teaching classes and in the office hours.

Assessment			
Methodologies	Competencies / Results	Description	Qualification
Oral presentation	A5 A41 B2 B3 B4 B11 B12 C2 C3 C6 C7	In this presentation, teamwork and oral skills will be assessed.	20
Student portfolio	A5 A41 B1 B3 B4 B11 B13 C2 C3 C4 C6 C9	At the end of the semester, students will submit a portfolio with the contents established throughout the study period: initial activities, SWOT analysis, Business Model Canvas, etc...	20
Objective test	B1 B13 C2	Final exam Minimum grade: 4	40
Multiple-choice questions	A41 B1 B3	Two short multiple-choice tests.	20

Assessment comments



EVALUATION REGULATIONS

1. Evaluation conditions: It is forbidden to access the exam room with any device that allows communication with the outside and/or storage of information.

2. Identification of the student: The student must prove his/her identity in accordance with the current regulations.

B) TYPES OF QUALIFICATION:

1. No-show grade: Corresponds to the student, when he/she only participates in evaluation activities that have a weighting of less than 20% on the final grade, regardless of the grade achieved.

2. Students with recognition of part-time dedication and academic dispensation of exemption from attendance: except for the dates approved by the Faculty Board for the final objective test, for the remaining tests a specific calendar of dates compatible with their dedication will be agreed at the beginning of the course.

C) EVALUATION OPPORTUNITIES: 1. First opportunity: the evaluation criteria previously indicated in this section will be applied. 2. Second opportunity: In this opportunity, the final test will be worth 70% and the portfolio 30%. 3. Advanced call: in the advanced call it is possible to recover the points of the oral presentation and the multiple-choice tests by means of additional questions to the final objective test.

D) OTHER EVALUATION OBSERVATIONS: The final grade for Professional English is the weighted result of the glossary and portfolio, the 2 short multiple choice tests, the final exam and the oral presentation. It is mandatory to submit all the assignments in the corresponding deadlines as well as to obtain a minimum grade of 4 in the final exam. Students who have to take the July opportunity should submit their portfolio and glossaries in again on the date of the exam. IMPORTANT: Any issues related to academic dispensation, study dedication, permanence and academic fraud will be regulated by the current academic regulations at the UDC. In accordance with the various regulations governing university teaching, it is necessary to incorporate a gender perspective into this subject. This includes, among other measures, the use of non-sexist language, bibliographies that are inclusive from a gender perspective, and encouraging participation from all students in class, regardless of their gender.

We will pay particular attention to identifying and addressing sexist prejudices and attitudes. We will actively work towards the modification of this environment and the promotion of values of respect and equality.

Our efforts will focus on detecting cases of gender discrimination and implementing appropriate actions to rectify such cases.

Sources of information

Basic	<ul style="list-style-type: none"> - Fullerton, Tracy (2019). Game Design Workshop. Taylor & Francis - Lemarchand, Richard (2021). A Playful Production Process. The MIT Press - Osterwalder, Alexander (2010). Business Model Generation. John Wiley and Sons - Rogers, Scott (2014). Level Up! The Guide to Great Video Game Design. Wiley <p>Bibliografía a ampliar</p>
Complementary	<ul style="list-style-type: none"> - Cooper, Lynne (2008). Business NLP for Dummies. Chichester, Wiley - (). .

Recommendations

Subjects that it is recommended to have taken before

Subjects that are recommended to be taken simultaneously

Subjects that continue the syllabus

Other comments

This subject focuses on working with a B1/B2 level of competence.

(*)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.