



## 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    | <p>1. Modifications in the contents</p> <p>Will not realise changes</p> <p>2. Methodologies</p> <p>*educational Methodologies that keep</p> <p>Session magistral</p> <p>Learning colaborativa</p> <p>Mixed proof</p> <p>Works tutelados</p> <p>Personalised attention</p> <p>*educational Methodologies that modify</p> <p>3. Mechanisms of personalised attention to the alumnado</p> <p>Email: daily. Of use to make consultations, request virtual meetings to resolve doubts and do the follow-up on supervised work.</p> <p>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.</p> <p>Moodle.</p> <p>4. Modifications in the evaluation</p> <p>Works tutelados (60%): in relation with the supervised works will value :</p> <p>- The methodological adecuacy of the work proposals</p> <p>- A presentation and clarity in the exhibition</p> <p>Tests mixed (40%)</p> <p>- Test that integrates essay and objective questions.</p> <p>*Observations of evaluation:</p> <p>5. Modifications of the bibliography or webgrafía</p> <p>will not realise changes. They have of the materials of work in Moodle.</p> |        |                  |           |

## Study programme competences

| Code | Study programme competences |
|------|-----------------------------|
|------|-----------------------------|



|     |                                                                                                                                                                                                                                        |
|-----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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<br>1.2. Staff typology                                                                                          |
| Tema 2. Productora e persoal                                            | 2.1. Phases of production<br>2.2. Type of production<br><br>3.1. The director of audiovisual projects<br>3.2. Estimation of costs |
| Tema 3. Producción executiva: deseño, creación e dirección de proxectos | 4.1. The work plan<br>4.2. The management of resources<br><br>5.1. Movie Magic<br>5.2. Budget management                          |
| Tema 4. Dirección de produción                                          | 6.1. Financing<br>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<br>A12 B6 B7 B8 B9 C1<br>C2 C3 C4 | 19                   | 45                            | 64          |
| Collaborative learning                                                                                                          | A2 A3 A6 A7 A9 A10<br>A12 B6 B7 B8 B9 C1<br>C2 C3 C4 | 16                   | 27                            | 43          |
| Mixed objective/subjective test                                                                                                 | A2 A3 A6 A7 A9 A10<br>A12 B6 B7 B8 B9 C1<br>C2 C3 C4 | 4                    | 18                            | 22          |
| Guest lecture / keynote speech                                                                                                  | A2 A3 A6 A7 A9 A10<br>A12 B6 B7 B8 B9 C1<br>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<br>Collaborative learning<br>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.<br><br>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<br>A12 B6 B7 B8 B9 C1<br>C2 C3 C4 | Individual works<br>Group work                                                                                                                                                                                                                                                        | 60            |
| Mixed objective/subjective test | A2 A3 A6 A7 A9 A10<br>A12 B6 B7 B8 B9 C1<br>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         | <p>- (). .</p> <p>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;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</p> |
| 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.