



## 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 Will not realise changes</p> <p>2. Methodologies *educational Methodologies that keep Session magistral Learning colaborativa Mixed proof Works tutelados Personalised attention *educational Methodologies that modify</p> <p>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.</p> <p>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:</p> <p>5. Modifications of the bibliography or webgrafía will not realise changes. They have of the materials of work in Moodle.</p>			

## Study programme competences / results

Code	Study programme competences / results
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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 / results		
Coñecemento do emprego de material para xestión de proxectos audiovisuales	A2 A3 A6 A7 A9 A10 A12	B6 B7 B8 B9	C1 C2 C3 C4
Coñecementos para crear e desenvolver un produto audiovisual	A2 A3 A6 A7 A9 A10 A12	B6 B7 B8 B9	C1 C2 C3 C4
Capacidade de manexar ferramentas para producir un produto audiovisual	A2 A3 A6 A7 A9 A10 A12	B6 B7 B8 B9	C1 C2 C3 C4

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
Tema 3. Produción executiva: deseño, creación e dirección de proxectos	3.1. The director of audiovisual projects 3.2. Estimation of costs
Tema 4. Dirección de produción	4.1. The work plan 4.2. The management of resources
Tema 5. Ferramentas de xestión da produción	5.1. Movie Magic 5.2. Budget management
Tema 6. Estratexias de comercialización	6.1. Financing 6.2. Exploitation

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	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
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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 / Results	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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<b>Basic</b>	<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. EUNSA Hebera, Joan; Linares, Rafa (2015). marketing cinematográfico. Cómo promocionar una película en el entorno digital. UOC</p>
<b>Complementary</b>	

## 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.