Universitat de Lleida

DEGREE CURRICULUM

INTRODUCTION TO ICT. AUDIOVISUAL COMMUNICATION

Coordination: PADIAL ALBAS, CESAR ANTONIO

Academic year 2018-19

INTRODUCTION TO ICT. AUDIOVISUAL COMMUNICA... 2018-19

Subject's general information

Subject name	INTRODUCTION TO ICT. AUDIOVISUAL COMMUNICATION
Code	101956
Semester	1st Q(SEMESTER) CONTINUED EVALUATION
Typology	

Degree	Course	Character	Modality
Bachelor's Degree in Audiovisual Communication and Journalism	1	COMPULSORY	Attendance-based

Course number of credits (ECTS)	6
Type of activity, credits, and groups	

Activity type	PRAULA	TEORIA
Number of credits	1.5	4.5
Number of groups	2	1

Coordination	PADIAL ALBAS, CESAR ANTONIO
Department	CATALAN STUDIES AND COMMUNICATION
Teaching load distribution between lectures and independent student work	The learning is divided into theoretical-practical blocks that will give the student the necessary knowledge to develop the corresponding part of the final practice. All theoretical concepts will be developed and the last part of the class will be dedicated to practicing and solving all doubts. The student, in this last part of the class, can begin to work the content destined to the final practice. Although they must also work autonomously during the week, in the time that each one needs.
Important information on data processing	Consult this link for more information.
Language	Catalan and Spanish

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
PADIAL ALBAS, CESAR ANTONIO	cesar.padial@udl.cat	7,5	

Subject's extra information

The subject introduces the student to the concepts, systems and basic audiovisual standards for a better use of new technologies and a more professional creation of audiovisual content.

Students will work with editing software, film cameras and professional audiovisual production facilities. Although not required, it is recommended to bring laptop to class if available. If not, the classrooms have desktop computers where they can practice the theoretical notions acquired during the class.

Learning objectives

- Apply techniques and systems for the recording of image and sound to the production of audiovisual products.

- Identify the technical fundamentals of the production, realization and dissemination of audiovisual content.

- Identify and apply the aesthetic and technical foundations of audiovisual publishing and postproduction.

- Identify and apply the techniques of audiovisual production and diffusion processes in their various phases from the point of view of the organization and management of technological resources.

- Demonstrate the acquisition of knowledge in the modalities of conceptualization, creation, design and production of audiovisual content.

Competences

Basic

CB2. Apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and problem solving within their area of study

General

CG2. Develop organizational and planning skills.

CG3. Apply theoretical knowledge in practical activity.

CG4. To develop knowledge of applied computer science and digital systems.

CG6. Develop creativity, innovation and competitiveness Specific

EC9. Conceive, plan and execute projects in the field of media in all types of supports.

CE11. Design formal and aesthetic aspects in written, audiovisual, multimedia and interactive media.

CE12. To master the technologies and systems used to process, elaborate and transmit contents in all types of media.

CE13. Identify and apply the theoretical and practical foundations of audiovisual communication and internet communication

CE14. Identify and apply the specific narratives and expositive skills of the audiovisual and interactive contents of an informative and non-informative nature.

CE15. To develop the creative capacity in the audiovisual, multimedia and interactive realization of the different genres.

Transverse

CT3. Acquire training in the use of new technologies and information and communication technologies.

CT4. Acquire basic knowledge of entrepreneurship and professional environments.

Subject contents

BLOCK 1

- Television and realization.

- Writing, postproduction and outside work (ENG, UM ...)

- The Radio, distribution center (Studio, tables, voiceover ...)

- Tools for the consumption and creation of audiovisual content.

- Distribution and transmission technologies.

BLOCK 2

- Human capture of audiovisual.

- Notions of light and color.

- Color properties.

- Additive and Subtractive Synthesis.

- Color Temperature.

- Light sources and lighting fixtures.

BLOCK 3

- Fixed Image Studio.

- Resolution, size, weight, color depth...

- Formats, vectors and bitmap...

- Software and tools to work the image.

BLOCK 4

- The video camera and TV.

- Optical system: lenses, diaphragm, focus ring, macro...

- Electronic system: filters, white balance, shutter, camera sensor...

- The viewfinder.

- Types of cameras, connectors and accessories.

BLOCK 5

- Basics of Photography.

- Composition of the image.

- Frames, standards and types of plans.

- Angles, respect the airs...

- Camera Movements.

BLOCK 6

- Video edition.

- Technical aspects: Aspect ratio, fps, interlaced and progressive ...

- Analog systems: NTSC, PAL ... and high definition.

- Formats, coding.

- Software and technical aspects for video editing.

BLOCK 7

- Basic sound concepts.

- Types of microphones and connections.

- Audio Formats.

- Software needed to record audio and to treat it.

BLOCK 8

- Web 2.0 2.0 protocols, Internet, networks and streaming.

- Professional postproduction software to generate animations.

- Multimedia player, software compression and export formats, storage (CD, DVD, Hard disk, usb memory ...)

Methodology

1 - Lectures. Exposition of the contents of the subject in theoretical sessions imparted in the large group. (CG).

6 - Group work. Alternatively to the lectures there will be group activities to develop learning tasks.

12 - Practices. The last part of the class will be devoted to dividing the large group into two groups and applying at

the practical level the knowledge acquired in it.

9 - Development of projects. The final practice will be the design, planning and development of a video containing the techniques and knowledge acquired by the student during the course.

Evaluation

. Mid-term test: 25% Examination of the theoretical content developed until half-year.

. Final exam: 25% Examination of the total theoretical content of the course.

. Final practice: 40% This is an audiovisual work that will be created as the student learns the different techniques required in each block. It will be valued that this work has a series of requirements, that the standards and norms are respected, as well as a good technique and creativity.

. Attitude, professionalism, development of weekly practices and attendance to class: 10%

To pass the subject: You must pass the final practice and at least one of the exams. In addition the sum of everything must give at least a 5 note.

Recovery in case of suspension: If the two exams are suspended, a recovery examination should be carried out. If what has been suspended is the final practice, you must recover this by doing another. Failure to attend any of the examinations is suspended directly, without the right to recovery, if it is not formally justified.

Bibliography

Niqui, Cinto: *Fonaments i usos de tecnologia audiovisual digital*. Barcelona, UOC, 2007.

Castillo, José María: *Televisión, realización y lenguaje audiovisual*. Madrid, Instituto RTVE, 2016.

Kuppers, H: *Atlas de los colores*. Barcelona, Blume.

Millerson, Gerald: *La iluminación en televisión*. Madrid, IRTV, 2000.

Souto, H. Mario Raimundo: *Manual del cámara de cine y vídeo*. Madrid, IRTV, 1997.

Moreno, Rafael: *Vídeo digital*. Madrid, Anaya Multimedia, 2009.

Ochoa, Luís i Utray, Francisco: *Guía del 4K*. Madrid, MediaRoom, 2015.

Thompson, Roy: *Manual del montaje*. Madrid, Plot, 2001.

Ohanian, Thomas A: *Edición digital no lineal*. Madrid, IRTV, 1996

Fernandez, J.L i Nohales, T: *Postproducción digital.* Andoain, Escuela de cine y vídeo, 1999.

Cuenca David, Ignasi i Gómez Juan, Eduard: *Tecnología Básica del Sonido I*. Madrid, Thomson, 2005.

Lyver, Des: *Principios básicos del sonido para vídeo*. Barcelona, Gedisa, 2000.

Nisbett, Alec: *El uso de los micrófonos*. Madrid, IORTV, 2002.

Mediaactive: *Aprender Premiere Pro CC*. Barcelona, Marcombo 2015.

Faulker, Andrew i Gyncild, Brie: *Photoshop CC 2014*. Madrid, Anaya Multimedia, 2015.

Faulker, Andrew i Gyncild, Brie: *After Effects CC 2014*. Madrid, Anaya Multimedia, 2015.

Wright, Steve: *Efectos digitales en cine y vídeo*. Andoain, Escuela de Cine y Vídeo.

Sheppard, Rob i Guncheon, Michel: Guía *completa del video HD para fotógrafos digitales.* Madrid, Tutor, 2012

Stockman, Steve: *Como hacer vídeos que valgan la pena*. Anaya Multimedia, 2018

Rodriguez Alonso, Hugo: *Guía completa de la imagen digital*. Marcombo, 2016

Ochoa, Luis i Utray Delgado, Francisco. *Tecnologías para la producción audiovisual en Ulta HD y 4K. Guia 4K 709*. Dykinson, 2016