



Universitat de Lleida

DEGREE CURRICULUM
INTRODUCTION TO ICT.
AUDIOVISUAL
COMMUNICATION

Coordination: PADIAL ALBAS, CESAR ANTONIO

Academic year 2020-21

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.

Given the situation of uncertainty, all the planning contained in the document may be altered for health reasons, so we will have to adapt to it. In case of confinement we will carry out totally virtual classes and practices individually. In the event that the health situation is 100% favorable and safe, the theoretical classes would be entirely face-to-face.

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

- Work with remote software and hardware.
- Publication of video content, image, audio and publishing platforms.
- Multimedia player, software compression and export formats, storage (CD, DVD, Hard disk, usb memory ...)

BLOCK 2

- Audiovisual Production Centers.
- 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 3

- Human capture of audiovisual.
- Notions of light and color.
- Color properties.
- Additive and Subtractive Synthesis.
- Color Temperature.
- Light sources and lighting fixtures.

BLOCK 4

- Fixed Image Studio.
- Resolution, size, weight, color depth...
- Formats, vectors and ritma...
- Software and tools to work the image.

BLOCK 5

- 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 6

- Basics of Photography.
- Composition of the image.
- Frames, standards and types of plans.
- Angles, respect the airs ...
- Camera Movements.

BLOCK 7

- 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 8

- Basic sound concepts.
- Types of microphones and connections.
- Audio Formats.
- Software needed to record audio and to treat it.

Methodology

1 - Hybrid or mixed classes. Presentation of the contents of the subject orally by the teacher in person and through videoconference. The classes and/or notes can also be consulted virtually.

6 - Group work. Learning activity that has to be done through collaboration between the members of a group.

9 - Elaboration of projects. Methodology of active teaching that promotes learning from the realization of a project: idea, design, planning, development and evaluation of the project.

12 - Practices. They allow applying and configuring, on a practical level, the theory of a domain of knowledge in a specific context.

Information on data protection in the audiovisual register.

In accordance with current regulations on the protection of personal data, we inform you that:

- The person responsible for the recording and use of your images and voice is the University of Lleida - UdL (contact details of the representative: General Secretariat. Plaza Víctor Siurana, 1, 25003 Lleida; sg@udl.cat; contact details of the data protection officer: dpd@udl.cat).

- Your images and recorded voice will be used exclusively for the purposes inherent to the teaching of the subject.

- Your recorded images and voice will be kept until the end of the current academic year, and will be destroyed under the terms and conditions provided in the regulations on conservation and elimination of the administrative documents of the UdL, and the documentary evaluation tables approved by the Generalitat of Catalonia (<http://www.udl.cat/ca/serveis/arxiu/>).

- Your voice and image are essential to teach this subject, and teaching is a right and a duty of university teachers, who must exercise with academic freedom, as provided for in article 33.2 of Organic Law 6/2001, of December 21,

of universities. For this reason, the UdL does not need your consent to register your voice and image for this exclusive purpose, to teach this subject.

- The UdL will not transfer the data to third parties, except in the cases strictly provided for in the Law.

- You can access your data; request its rectification, deletion or portability; object to the treatment and request the limitation, provided it is compatible with the teaching purposes, by writing sent to the address dpd@udl.cat. You can also file a claim addressed to the Catalan Authority for Data Protection, through the electronic headquarters of the Authority (<https://seu.apd.cat>) or by non-electronic means.

Development plan

Weeks	Description	Exercise	Practices (Magical)	HP	HNP
1	Presentation of the subject.	Present the subject and explain how to do certain virtual tasks.		2/4	3/1
2	Block 1 - Audiovisual production centers.	Virtual or face-to-face theoretical lesson exposing the contents.	Practices for making TV programs and solving activities in group.	2/4	3/1
3	Block 2 - Light and color.	Virtual or face-to-face theoretical lesson exposing the contents.	Practices for making TV programs and solving activities in group.	2/4	3/1

4	Block 3 - The still image.	Virtual or face-to-face theoretical lesson exposing the contents.	Practices for making TV programs and solving activities in group.	2/4	3/1
5	Image editing with professional software.	Virtual or face-to-face practical lesson exposing the contents.	Practices for making TV programs and solving activities in group.	2/4	3/1
6	Block 4 - The camera.	Virtual or face-to-face theoretical lesson exposing the contents.	Practices for making TV programs and solving activities in group.	2/4	3/1
7	Block 5 - The video image.	Virtual or face-to-face theoretical lesson exposing the contents.	Practices for making TV programs and solving activities in group.	2/4	3/1
8	Block 6 - Composition of the image.	Virtual or face-to-face theoretical lesson exposing the contents.	Practices for making TV programs and solving activities in group.	2/4	3/1
9	Block 7 - Video editing.	Virtual or face-to-face theoretical lesson exposing the contents.	Practices for making TV programs and solving activities in group.	2/4	3/1
10	Video editing with professional software.	Virtual or face-to-face practical lesson exposing the contents.	Practices for making TV programs and solving activities in group.	2/4	3/1
11	Block 8 - The Sound.	Virtual or face-to-face theoretical lesson exposing the contents.	Practices for making TV programs and solving activities in group.	2/4	3/1
12	Sound editing with professional software.	Virtual or face-to-face practical lesson exposing the contents.	Practices for making TV programs and solving activities in group.	2/4	3/1
1-12	Final practice	Successfully develop a final practice.		0	12
13	Final exam.	Pass a final exam.		2	0
14	Recoveries	Make up the exam and / or the final practice.		0/2	0/12

Evaluation

Continuous assessment:

. Evaluation activities: **50%** During the course evaluation activities will be carried out that will have to be presented virtually.

. Final practice: **30%** It is an audiovisual work that will be created as the student learns the different necessary

techniques contained in each block. It will be valued that this work has a series of requirements, that standards and norms are respected, as well as good technique and creativity.

. Final assessment exam: 20% This is a final exam where the student must demonstrate that he has achieved the necessary knowledge to pass the subject. It will be done virtually or in person.

To pass the course: You must pass the final practice, the final evaluation exam and have presented all the evaluation activities. Also, the lump sum of everything has to give at least a five mark.

Recovery in case of having failed: In case of suspending the final evaluation exam, a recovery exam will have to be taken. If what has been suspended is the final practice, it must be recovered by doing another. If any of the evaluation activities is not presented, it is direct failure without the right to recovery if it is not formally justified.

Students who combine their studies with a full-time job have the right to request an alternative assessment within 5 days from the beginning of the semester. For more information, send an email to academic@lletres.udl.cat or contact the Secretary of the Faculty of Letters.

Bibliography

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