



DEGREE CURRICULUM

# INTRODUCTION TO ICT. AUDIOVISUAL COMMUNICATION

Coordination: PADIAL ALBAS, CESAR ANTONIO

Academic year 2023-24

## Subject's general information

<b>Subject name</b>	INTRODUCTION TO ICT. AUDIOVISUAL COMMUNICATION			
<b>Code</b>	101956			
<b>Semester</b>	1st Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	Degree	Course	Character	Modality
	Bachelor's Degree in Audiovisual Communication and Journalism	1	COMPULSORY	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRALAB	PRAULA	TEORIA
	<b>Number of credits</b>	1.5	1.5	4.5
	<b>Number of groups</b>	2	2	1
<b>Coordination</b>	PADIAL ALBAS, CESAR ANTONIO			
<b>Department</b>	PHILOLOGY AND COMMUNICATION			
<b>Teaching load distribution between lectures and independent student work</b>	The learning is divided into theoretical-practical blocks that will provide the student with the necessary knowledge to develop the final practice and pass the exams. In the attendance-based modality with some virtual classes, all the theoretical concepts will be developed in sessions of 22 classroom and virtual hours and the last part of the class will be dedicated to practicing and solving all doubts in practical sessions of 38 classroom hours. The student, in this last part of the class, will be able to start working on the content for the final practice. Although you will also have to work autonomously during the week in 90 hours.			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	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	
VIÑALS SÁNCHEZ, ÁLEX	alex.vinyals@udl.cat	3	

## 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. There will also be use of online service platforms that allow virtual teaching with a number of important technological tools.

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.

All students must use the technical positions of the spaces of the audiovisual production center and the available material, without making any distinction by gender.

## Learning objectives

- Apply image and sound techniques in the production of audiovisual products.
- Work with virtual environments and platforms to learn about the most up-to-date and used tools.
- Identify the technical foundations of the production, realization and dissemination of audiovisual content.
- Identify and apply the aesthetic and technical foundations of editing and audiovisual post-production.
- Identify and apply the techniques of audiovisual production and dissemination processes in their different 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. That students know how to apply their knowledge to their work or vocation in a professional way and have the skills that are usually demonstrated through the development and defense of arguments and problem solving within their area of study.

### Generals

CG2. Develop organizational and planning capacity.

GC3. Apply theoretical knowledge to practical activity.

GC4. Develop knowledge of applied computing and digital systems. GC6. Develop creativity, innovation and competitiveness.

### Specific

CE9. Conceive, plan and execute projects in the field of communication media in all types of media.

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

CE12. Master the technologies and systems used to process, produce and transmit content on 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 narrative and expository logic and skills of informative and non-informative audiovisual and interactive content.

CE15. Develop creative capacity in audiovisual, multimedia and interactive production of 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.

CT6. Apply the gender perspective in the functions of the professional field.

## Subject contents

### **BLOCK 1**

- 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 2**

- 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 3**

- 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 4**

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

## **BLOCK 5**

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

## **BLOCK 6**

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

## **BLOCK 7**

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

## **BLOCK 8**

- Tools and work with artificial intelligence.

## Methodology

1 - 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.

## **ACADEMIC FRAUD OR SPONTANEOUS COPY**

If academic fraud or spontaneous copying is detected, we will apply what is established in the Regulations for the assessment and Grading of Student Learning in UdL Bachelor's and Master's Degrees.

## **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](mailto: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	Monday (Magical)	Thursday (Rectorat)
1		Presentation of the subject, contents and methodology. (4 classroom hours).
2	Presentation of the tools that will be used during the course. (4 HP). Basic concepts of video recording and editing (1HP / HNPN).	Theoretical-practical video editing lesson(1 classroom hour). Festive
3	Presentation of the spaces and material. Practices of realization, filming, editing and resolution of activities divided into groups (3 classroom hours). Virtual theory explaining the contents of Block 1, Audiovisual Production Centers (1HNPN).	Theoretical-practical video editing lesson(1 classroom hour).
4	Practices of realization, filming, editing and resolution of activities divided into groups (3 classroom hours). Theoretical-practical lesson to learn how to create virtual spaces and edit with sound (1HP).	Festive
5	Practices of realization, filming, editing and resolution of activities divided into groups (3 classroom hours). Virtual theoretical lesson explaining the contents of Block 2. The video camera and TV (1HNPN).	Theoretical-practical video editing lesson(1 classroom hour).
6	Practices of realization, filming, editing and resolution of activities divided into groups (3 classroom hours). Theoretical-practical lesson to learn how to film quality audiovisual content (1HP).	Theoretical-practical lesson to learn how to use virtual tools to publish audiovisual content and work remotely (1HP).
7	Practices of realization, filming, editing and resolution of activities divided into groups (3 classroom hours). Virtual theoretical lesson explaining the contents of Block 3. Video editing (1HNPN).	Theoretical and practical lesson to learn how to use compression software, format change... (1HP).
8	Practices of realization, filming, editing and resolution of activities divided into groups (3 classroom hours). Theoretical lesson explaining the contents of Block 4. Basic concepts of sound (1HP).	Theoretical-practical video editing lesson (1 classroom hour).
9	Practices of realization, filming, editing and resolution of activities divided into groups (3 classroom hours).	
10	Partial exam (4HP).	Theoretical and practical lesson in video and audio editing (1HP).
11	Theoretical and practical lesson to learn how to record quality audio (1HP). Practices of realization, filming, editing and resolution of activities divided into groups (3 classroom hours).	Theoretical-practical lesson to learn how to use virtual tools to publish audiovisual content and work remotely (1HP).
12	Theoretical lesson explaining the contents of Block 5. Light and color (1HNPN). Theoretical-practical lesson to learn how to illuminate. (1HP). Virtual theoretical lesson explaining the contents of Block 6. Study of the image (1HNPN).	Theoretical-practical lesson to learn how to use the virtual AI tools Festive
13	Practices of realization, filming, editing and resolution of activities divided into groups (3 classroom hours). Theoretical-practical lesson to learn how to create and work with still images (1HP).	Theoretical-practical lesson to learn how to work with the image (1HP).
14	Practices of realization, filming, editing and resolution of activities divided into groups (3 classroom hours). Virtual theoretical lesson explaining the contents of Block 7. Image composition (1HNPN).	Theoretical-practical lesson to learn how to work with the image (1HP).
15	Practices of realization, filming, editing and resolution of activities divided into groups (3 classroom hours).	
16	Global Exam (4 classroom hours).	
17	Recoveries (4 classroom hours).	

## Evaluation

Continuous assessment:

The evaluation is divided into three blocks.

A theoretical block consisting of two exams:

**Evaluation exams:** 50% These are two exams in which students must demonstrate that they have reached the necessary knowledge to pass the subject. They will be done in person.

A practical block where the student must present a final practice:

**Final practice:** 40% This is an audiovisual work that will be created as the student learns the different necessary techniques contained in each blog. It will be valued that this work has a series of requirements, that it respects the standards and norms, as well as a good technique and creativity.

And a block of continuous work with a series of activities that the students will have to hand in during the course:

**Evaluation activities:** 10% During the course, evaluation activities will be carried out that will have to be presented virtually or in person and are mandatory. To pass the subject: It is mandatory to pass at least one of the two exams and that the average of the two is five or more, otherwise the exam must be recovered and in case of failing, repeat the subject. At the same time, the practice must be approved and in case of suspending it, recover it.

All mandatory activities must also have been submitted.

Recovery in case of having suspended:

In the event of not passing one of the two exams or if the average is not a 5, a recovery exam must be taken, which in no case may exceed the maximum grade of 5. If the final practice is failed, you must recover this by doing other. If any of the evaluation activities are not presented, it will be a direct failure without the right to recovery if it is not formally justified.

If the students have not passed an essential block of the subject, but the average of all grades is greater than 5, the minutes will record a 4.9 as failed.

Students who combine their studies with a full-time job or have family reconciliation problems, have the right to request an alternative evaluation by presenting an employment contract or supporting document, by writing to the dean, the reasons that make it impossible for them to carry out the continuous evaluation in within five (5) days from the beginning of the semester. For more information, send an email to [academic@lletres.udl.cat](mailto:academic@lletres.udl.cat) or contact the Secretary of the Faculty of Letters. This alternative evaluation will include the obligatory nature of presenting the activities proposed by the teacher, passing a general exam in person and delivering and passing a final practice.

## Bibliography

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