



Universitat de Lleida

DEGREE CURRICULUM
AUDIOVISUAL PRODUCTION

Coordination: FERNÁNDEZ SÁNCHEZ, ÒSCAR

Academic year 2020-21

Subject's general information

Subject name	AUDIOVISUAL PRODUCTION			
Code	101993			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Audiovisual Communication and Journalism	3	OPTIONAL	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA	TEORIA	
	Number of credits	3	3	
	Number of groups	1	1	
Coordination	FERNÁNDEZ SÁNCHEZ, ÒSCAR			
Department	CATALAN STUDIES AND COMMUNICATION			
Teaching load distribution between lectures and independent student work	Contact hours: 24 Non-contact hours: 126 (Autonomous work without the teacher's accompaniment: 105 / Work with synchronous virtual accompaniment from the teacher: 21)			
Important information on data processing	Consult this link for more information.			
Language	Catalan			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
FERNÁNDEZ SÁNCHEZ, ÒSCAR	oscar.fernandez@udl.cat	6	

Subject's extra information

Communication is experiencing a great revolution. The media are torn between redefinition and disappearance. The economic crisis has only aggravated this crisis of identity that has neither a solution nor a clear end. It is time to stop, look around, reflect and above all to contribute new ideas, innovate and be creative. Risk. Make the imagination fly and at the same time have your feet on the ground. We have to look for and detect the new opportunities we have, take advantage of them and make them ours. This subject will not answer the great debate, but it does want to set the bases, provide hope and, above all, encourage the new graduates to take risks and see that maybe they have the solution. Without wanting to be very ambitious, we pretend that this subject is an accelerator of journalistic projects. A mix of audiovisual producers, journalists and entrepreneurs. We will learn to generate ideas, to give them shape and make them viable by looking for sources of funding. We will provide the tools to make interesting, viable and achievable projects. And all this we will do by analyzing our environment, the sector and seeing consumer trends. For this we draw a topic that we divided thematically into three large blocks: I HAVE AN IDEA, FEM-REALITY, AND NOW, WHAT? And all this without forgetting that ideas are born from the head of a person but become reality thanks to a team of people. The idea is important, the project and the team too.

Given the situation of uncertainty, all the planning contained in the educational guide may be altered for health reasons. In the event of a change of scenery (confinement or 100% presence), it will adapt the format to the situation, avoiding modifying the intended content itself.

Learning objectives

Identify and apply the techniques of audiovisual realization, both in television and in cinema.

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 technical resources, technological, human and economic.

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

Competences

Basic

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

General

CG2. Develop the capacity for organization and planning.

CG3. Apply theoretical knowledge in practical activity.

CG4 Develop knowledge of applied computing and digital systems.

CG6 Develop creativity, innovation and competitiveness

Specific

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

type of supports.

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

CE14 Identify and apply the specific narrative and expository logics and skills of the audiovisual and interactive content of an informative and non-informative nature.

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

Transversal

CT4. Acquire basic knowledge of entrepreneurship and professional environments.

Subject contents

ITEM 0

Introduction Presentation of the syllabus of the subject: objectives ... Initial evaluation.

BLOCK A - I HAVE AN IDEA

ITEM 1. *The Idea.* What is an idea? How do we generate ideas? Attitudes vs. aptitudes. Motivations and dreams.

ITEM 2. *We believe in ourselves.* Personal brand. We are leaders and we have ideas that integrate people and generate business. You are the protagonist.

ITEM 3. *Alone, not as a team.* We seek alliances. The team of an audiovisual project. Management of the work team (training and organization). Functions in the team.

ITEM 4. *The market.* How is the sector? Radiography and analysis of the media. Market niches, business opportunities within the media. Innovation in the media. Audiences: How are they measured? What role and what importance do they have? Profiles of the audience.

BLOCK B - MAKE IT REAL

UNIT 5. *The producer.* Definition and characteristics.

UNIT 6. *Production.* Singularities in the different productions: feature films, series, TV shows and animation.

UNIT 7. *Phases of a project.* Definition, planning and execution. Project management tools (diagrams, workflows, graphs ...).

UNIT 8. *Planning and organization.* Planning. Breakdown of tasks. Script breakdown. Gantt diagram. Filming plan. Filming order. Production sheets. Escaleta.

UNIT 9. *HR Management (human resources).* Models of production contracts.

UNIT 10. *Management of material and technical resources.* Analysis of the items of a production budget.

UNIT 11. *Financial resources management.* Viability study. Modalities of production. Financing resources. The negotiation.

ITEM 12. *Rights management.* Regulations Image rights. Censors Permits-authorizations.

BLOCK C - AND NOW, WHAT?

UNIT 13. *The presentation of the project.* Communication strategies. The presentation. The marketing Speech.

ITEM 14. *Where and how we present it.* Markets, festivals. Producers and distributors. How do we present it?

EXHIBITION OF THE WORKS: pitching

The groups will present the work before a court. Each group will have 5 minutes.

Methodology

The course will be taught hybrid or mixed, one week in person (the first and all odd), and the second virtually (the second, and all even). According to the academic calendar, this course will have this course 15 weeks: 8 classroom and 7 virtual.

The face-to-face will be mainly based on:

Master classes. Oral presentation of the contents of the subject by the teacher.

And the virtual ones will combine:

Conferences. Public presentation on a topic by an expert person.

Case study: method used to study an individual, a situation, a problem, etc ... in a contextual and detailed way.

Practices: They allow applying and configuring, at a practical level, the theory of a field of knowledge in a specific context.

And across the course there will be:

Team work. Learning activity through collaboration between group members.

Project elaboration. Active teaching methodology that promotes learning from the completion of a project: idea, design, planning, development and evaluation of the project.

The virtual sessions will use the videoconference system of the virtual campus with guests and various activities.

Information on data protection in the audiovisual register in the subject PRODUCCIÓ AUDIOVISUAL.

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

- The organisation responsible for the recording and use of the image 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).

- The recorded images and voices shall be used exclusively for teaching purposes.

- The recorded images and voices shall be saved and preserved until the end of the current academic year, and shall be destroyed in accordance with the terms and conditions specified in the regulations on the preservation and disposal of administrative documents of the UdL, and the documentary evaluation tables approved by the Generalitat de Catalunya (<http://www.udl.cat/ca/serveis/arxiu/>).

- The voices and images are considered necessary to teach this subject, and teaching is a right and a duty of the teaching staff of the Universities, which they must exercise under academic freedom, as provided for in article 33.2 of the Organic Law of Universities (Ley Orgánica de Universidades) 6/2001, of December 21. For this reason, the UdL does not need the consent of the students to register their voices and images with the sole and exclusive purpose of teaching in this particular subject.

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

- The student can access their data; request correction, deletion or portability; object to its processing and request its limitation, as long as it is compatible with the purposes of teaching, by writing to dpd@udl.cat. You can also submit a complaint to the Catalan Data Protection Authority, via a mail to its website (<https://seu.apd.cat>) or other non-electronic means.

Development plan

PROGRAMMING "audiovisual production" course 2020/2021

Distribution of the contents of the subject according to the face-to-face days (white background) and virtual (color background). You can change the distribution of content as the sessions progress, but it does not change the face-to-face and virtual class assignment.

DAY	CONCEPT
Thursday, September 24	Presentation The idea
	We believe in us
Thursday, October 1	Guest: Personal Brand
	Film screening
Thursday, October 8	Not alone, as a team
	The market
Thursday, October 15	GROUP TUTORIES
	Film screening
Thursday, October 22	The production
Thursday, October 29	Phases of a project Definition and characteristics.
	Practice
Thursday, November 5	Planning and organization
Thursday, November 12	guest: legal aspects
	The law
Thursday, November 19	Planning and organization tools
Thursday, November 26	Guest: the castings
	Guest: the location
Thursday, December 3	The budget and contracts.
Thursday, December 10	The foundership
	Guest: radio project
Thursday, December 17	The presentation of the project
	Where and how we present it
Thursday, January 7	INDIVIDUAL WORKS EXHIBITION
Thursday, January 14	Exhibition of works

Evaluation

Simulation in class and seminars: 20% - The student must present an assessment of each of the 8 activities planned in the virtual classes (seminars with guests and activities-simulations in class). Each one will have a value of 2.5% of the final grade. Each activity presented will be scored out of 10, being: 10 points work successfully performed, 5 points performed but not satisfactorily, and 0 points work not presented.

Individual work: 25% - This work will be delivered in the first session in December and will be exposed in class to the virtual session on January 7. A video CV (15%) and a personal web page (10%) will be presented

Project: It is about developing a group project with 5 members. The evaluation will be in parts:

Previous study - 10% - Follow-up work with a minimum of 2 tutorials. Study, analysis and justification of the chosen work (market analysis, audiences, market niche, project description)

The package - 5% - Evaluation of the summary, the promotional flyer and the script or treatment. 3 copies of the summary, 3 quality copies of the flyer, and 1 copy of the script or treatment. Turn in the last day of class before Christmas break. The grade will be the average of the grades set by the pitching court.

Pitching - 10% - Oral exposition of the project with projection of a teaser. The group will have 5 minutes to present the work and will be evaluated by a court made up of the subject's teacher and two professionals from the sector. The final grade will be the average of the three.

Teaser - 10% - During pitching a teaser [\[1\]](#) is projected (not a trailer). The note will be the average of the notes that the court sets.

Project memory - 20% - Project memory developing all the necessary production elements. Do not attach attachments, all in one job. Deliver the day of the pitching.

In the folder "resources" of the subject in the **Virtual Campus** you will find at the beginning of the course the subfolder "works" where the details of the works are included, as well as the rubrics and evaluation criteria.

Students who combine their degree with a full time job have the right to ask for **alternative assessment** within 5 days after the beginning of the semester. For information, please send an e-mail to academic@lletres.udl.cat or ask for information at the Faculty's secretary (Secretaria de la Facultat de Lletres).

[1] A teaser is a preview of the movie to get attention, but without revealing the plot. In general, it is usually shorter than a trailer. The most common is that its duration is less than 60 seconds and it will show us some notable character or feature of the film. Something that captures the attention of your target audience. The teaser displays all of its weapons to attract the viewer.

Bibliography

Manuals

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