



Universitat de Lleida

DEGREE CURRICULUM  
**AUDIOVISUAL CREATION  
WORKSHOP**

Coordination: FERNÁNDEZ SÁNCHEZ, ÒSCAR

Academic year 2020-21

Subject's general information

<b>Subject name</b>	AUDIOVISUAL CREATION WORKSHOP			
<b>Code</b>	101995			
<b>Semester</b>	1st Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Bachelor's Degree in Audiovisual Communication and Journalism	4	OPTIONAL	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA		TEORIA
	<b>Number of credits</b>	3		3
	<b>Number of groups</b>	1		1
<b>Coordination</b>	FERNÁNDEZ SÁNCHEZ, ÒSCAR			
<b>Department</b>	CATALAN STUDIES AND COMMUNICATION			
<b>Teaching load distribution between lectures and independent student work</b>	Contact hours: 24 Non-contact hours: 126 (Autonomous work without the teacher's accompaniment: 114 / Work with the teacher's synchronous virtual accompaniment: 12)			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	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

It is time to put all the meat on the grill, to give everything. To demonstrate that we are capable of launching our own audiovisual project. For this, we will follow two lines of work during the course. On the one hand, the work of analysis, and on the other, the group work of the project.

To make the analysis, we will choose an existing audiovisual production to choose between a national or state television program, documentary, or a fiction produced during the last two years. We will look at how it has been done and analyze everything that comes from the production, planning and use of resources.

As for group work, we will carry out the project of our production that can be: a documentary, a television program, or a fiction. Students will distribute it among the projects according to their personal interests. The projects will be developed during the sessions and the processes and how each one of them will evolve will be shared.

Given the 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

The 12 scheduled sessions will be divided as follows:

### SESSIONS 1,2,3 and 5

Review basic contents of audiovisual production

Structure of the works

Formation of groups and assignment of projects

### SESSIONS 4, 6,7,8,9 and 10

Development of group projects in the classroom with follow-up tutorials.

### SESSION 11 to January 11, 2021

Pitching: presentation of projects

In the development plan are the details of the contents to do.

## 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 4 virtual, and 3 holidays fall on Monday and therefore there will be no class. The assigned space, classroom 2.38, requires dividing the class group into two subgroups and the time will also be divided. Half for each group.

The classes will combine:

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

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

**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 tutorials to monitor the project by groups.

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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](mailto: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

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

DAY	THEME	CONTENT
Monday, Sep 21	AGENDA PRESENTATION DISTRIBUTION OF GROUPS AND WORKS PRODUCTION REVIEW	Presentation of the subject and distribution of groups.  Phases and pre-production. Market study. Audience analysis. Breakdown of needs.
Monday, Sep 28 (local holiday)		
Monday, Oct 5	<i>Delivery 1st part individual work</i> PRODUCTION REVIEW	Description and characteristics of the production to be analyzed. Production tools: production plan, shooting plan and shooting orders.
Monday, Oct. 12 (state holiday)		
Monday, Oct 19	PRODUCTION REVIEW	Human resources and legal aspects Economic resources (budget, financing ...)
Monday, Oct. 26	TEAM WORK	Work monitoring with 15-minute tutorials per group.
Monday, Nov 2	PRODUCTION REVIEW	Marketing plan, pitching, oral presentation ...
Monday, Nov 9	TEAM WORK	Work monitoring with 15-minute tutorials per group.
Monday, Nov 16	TEAM WORK	Work monitoring with 15-minute tutorials per group.
Monday, Nov 23	TEAM WORK	Work monitoring with 15-minute tutorials per group.
Monday, Nov 30	TEAM WORK	Work monitoring with 15-minute tutorials per group.

Monday, Dec 7 (state holiday)		
Monday, Dec 14	Submit individual papers Deliver part of the project  TEAM WORK	Project: preliminary study and Package  Work monitoring with 15-minute tutorials per group.
Monday, Dec 21	Pitching reminder large group session TEAM WORK	Large group tutoring for dubtes dels treballs
Monday, January 11	Pitching projects	Each group has 5 minutes to present the project.

## Evaluation

By making a continuous assessment, the works will be presented in parts throughout the course.

### INDIVIDUAL WORK

**Analysis work - 25%** - Analysis of an existing audiovisual production to choose between a national or state television program, documentary, or a fiction produced during the last two years. We will look at how it has been done and analyze everything that comes from the production, planning and use of resources. It will be done individually and productions cannot be repeated among students. The work will be delivered in two parts on the indicated dates:

- **Part 1** - October 5, 2020: Description and characteristics of the production to be analyzed.
- **Part 2** - December 14, 2020: delivery of the work

### GROUP WORK - THE PROJECT

We will have to make the project of a production to choose between: a documentary, a television program, or a fiction. Students will distribute it among the projects according to their personal interests. With a minimum of 4 students and a maximum of 5. The projects will be developed during the sessions and the processes and how they evolve will be shared.

To do this, we will divide the project into several parts, each of which can be evaluated separately:

- **Previous study - 8%** - Study, analysis and justification of the chosen work (market analysis, audience, market niche, project description). Deliver on December 14.
- **The package - 8%** - Assessment 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. The grade will be the average of the grades set by the pitching court. Deliver on December 14.
- **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. Pitching day: Monday, January 11.
- **Teaser - 15%** - During pitching a teaser [1] is projected (not a trailer). The note will be the average of the notes that the court sets. Deliver the day of the pitching: Monday, January 11.
- **Project memory - 25%** - Project memory developing all the necessary production elements. Do not attach attachments, all in one job. Deliver the day of the pitching: Monday, January 11.

**ACTIVE CLASS PARTICIPATION - 9%** - This is a workshop, and therefore, participation will be evaluable.

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

Students who combine their studies with a full-time job have the right to request **alternative assessment** within 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 Arts.

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[1] A **teaser** is a preview of the film to attract 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.

Post comments

## Bibliography

### Manuals

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CLARES GAVILÁN, JUDITH; RIPOLL VAQUER, JAUME; TOGNAZZI DRAKE, ALBERTO (2013): Distribución audiovisual en internet. VoD y nuevos modelos de negocio. Editorial UOC. Barcelona.

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SÁNCHEZ-TABERNERO, ALFONSO (2000): Dirección estratégica de empresas de comunicación. Ediciones Cátedra. Madrid.

## **Websites of interest**

<http://www.bcncatfilmcommission.com/cat>

[www.gencat.cat/cultura/icic](http://www.gencat.cat/cultura/icic)

<http://www.apic.cat>

<http://www.europacreativamedia.cat/inici>