



Universitat de Lleida

DEGREE CURRICULUM  
**AUDIOVISUAL CREATION  
WORKSHOP**

Coordination: FERNANDEZ SANCHEZ, OSCAR

Academic year 2023-24

## 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>	FERNANDEZ SANCHEZ, OSCAR			
<b>Department</b>	PHILOLOGY AND COMMUNICATION			
<b>Teaching load distribution between lectures and independent student work</b>	Classroom contact hours: 60 hours Non-contact hours: 90 hours			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Catalan			
<b>Distribution of credits</b>	1 credit equals 25 hours of student work. Total: 150 hours (6 credits)			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
FERNANDEZ SANCHEZ, OSCAR	oscar.fernandez@udl.cat	6	To be agreed according to the availability of students and teachers. Agreed via email to ofernandez@lleidatv.cat

## Subject's extra information

The "Audiovisual Creation Workshop" is another step in our training as producers. That is why it is important that you have done "Audiovisual production" before doing this subject, otherwise you will be a bit lost or you will have to work more, since the production contents are given as achieved.

It is a workshop, and therefore we will put into practice what we know by creating from scratch the projects of a fiction production, a non-fiction production and a television program. We will divide the class group into 3 or 4 groups depending on the number of students and we will assign a different project to each group. Throughout the sessions, the groups will work on the contents of the project in class, from the initial idea to the closure of the entire project. Each member of the group will be assigned a role in the team between the roles of direction-production, production and script. She will assume the role in the group and weekly we will build the project within the classroom. The teacher will distribute the hours of each session between the different groups, so that each group will be in the same time monitoring the project. Each week there will be an assigned job that must be completed.

**Important:** This is a subject to expand knowledge. Therefore, for the full development of the subject it is necessary that students have taken the audiovisual production subject.

## 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.

CT6 - Apply a gender perspective to tasks related to specific professional settings.

## Subject contents

The purpose of the workshop is to develop a project that will be built weekly in the different sessions. The program contemplates all the phases of project development and therefore it is necessary to have assumed their theoretical contents, from pre-production, production to post-production. As a workshop, all these contents will be put into practice and you must know the necessary tools to be able to do it, from the breakdowns of needs, to the different planning and organization tools, including the preparation of the budget or the design of a plan of action. marketing and dissemination of the project.

## Methodology

The classes will combine:

**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.

## Development plan

PROGRAM	TIMELINE 15 weeks– 15 sessions
Presentation and groups	1 sesion
Team work	3 sesiones
INDIVIDUAL WORK EXHIBITION	last class session
PROJECT PITCHING	Exam day

## Evaluation

When carrying out a continuous evaluation, the works must be presented in parts throughout the course.

**Individual work - 25%** - Analysis of an existing audiovisual production to choose between a national or state television program, a documentary, or a fiction produced during the last two years. We will look at how it has been done and we will analyze everything that is derived from the production, planning and use of resources. It will be done individually and productions may not be repeated among students. The work is individual and will be delivered on the last day of class before Christmas in paper format and in pdf format through the virtual campus.

**Workshop attendance and participation 10%** - 50% have attendance and the other 50% have active participation

in the sessions. Not attending means losing 2% of each session.

**Project:** It is about developing a production project to choose between: a documentary, a television program or a fiction. The students will distribute it between the projects according to their personal interests. With a minimum of 4 students and a maximum of 5. The evaluation will be in parts:

**Previous study and package - 11%** - Follow-up of the work with a minimum of 2 tutorials. Study, analysis and justification of the chosen work (market analysis, audiences, market niche, project description). Evaluation of the summary, promotion flyer and script or treatment. On the last day of class before Christmas, 3 paper copies of the summary, 3 quality copies of the flyer and 1 copy of the script or treatment will be delivered.

**Pitching - 12%** - Oral presentation of the project with projection of a teaser on the day of the exam of the subject. The group will have 5 minutes to present the work and will be evaluated by a panel made up of the professor of the subject and two professionals from the sector. The final mark will be the average of the three members of the court. It is recorded as evaluative evidence.

**Teaser – 12%** - During the pitching a teaser [1] (not a trailer) is projected. The grade will be the average of the grades given by the court.

**Project report - 30%** - Project report developing all the necessary production elements. Do not attach annexes, all in a single job. Deliver the last day of class before Christmas. One paper copy and one pdf copy through campus. To pass the subject, the memory of the project must be approved, which has the possibility of recovery.

**IMPORTANT:** The project is a group project and the grade is the same for all its members. To encourage equitable participation and for everyone to contribute their talent to the project and the group, the note includes a self-assessment in which each member of the group evaluates everyone's participation as a percentage. The average that comes out of the number of group members will be the starting point. If adding all the percentages received, the student has a variation of:

- up to 10% less the final grade will be maintained.
- between 11% and 20% less, 2 points will be deducted from the overall grade of the project
- between 21% and 30% less, 3 points will be deducted from the overall grade of the project
- between 31% and 40% less, 4 points will be deducted from the overall grade of the project
- More than 40% less the project will be suspended with a grade of two, and the rest of the group will be deducted 2 points from the final grade of the project.
- And if the self-assessment grid comes out with disparate opinions among its members but the final resulting calculation is compensated and balanced, 2 points will also be deducted from the overall grade of the project.

*(for example: if the group is made up of 5 members, the starting point will be that each one has participated in 20% of the work. If all the members value it this way, the sum of all the percentages received will be 100%. The variation of This 100% is the one that will end up having an impact on the final grade as indicated above. If everyone participates equally, it will always be 100%.)*

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, due to family reconciliation or to combine their studies with a full-time job or a part-time job with hours that coincide with classes, have the right to request the alternative assessment within 5 days from the start 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 evaluation follows the same parameters as for the rest of the students, with the difference that the project will be individual and the individual work will have a value of 35% of the final mark when suppressing the simulations in class and seminars.

In the event of plagiarism, the provisions of the 'Regulations for the evaluation and qualification of teaching in

bachelor's and master's degrees at the UdL' will apply.

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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

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