



Universitat de Lleida

DEGREE CURRICULUM
**MULTIMEDIA CREATION
WORKSHOP**

Coordination: PUEYO PARIS, MIQUEL

Academic year 2018-19

Subject's general information

Subject name	MULTIMEDIA CREATION WORKSHOP			
Code	101996			
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Audiovisual Communication and Journalism	4	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	PUEYO PARIS, MIQUEL			
Department	CATALAN STUDIES AND COMMUNICATION			
Important information on data processing	Consult this link for more information.			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
HOSTA ZAZO, XAVIER	xavihosta@filcat.udl.cat	1,5	
PUEYO PARIS, MIQUEL	mpueyo@filcat.udl.cat	4,5	

Subject's extra information

This subject is designed to facilitate support for the completion of the TFG (End of Grade Work) of the students enrolled or any project of similar magnitude. It will consist essentially in the realization of a work, a project or a work of theoretical analysis of multimedia type. Special attention will be given to the group and individualized tutorial action.

Learning objectives

- Facilitate face-to-face or virtual support, active and committed to the TFG project or similar that each student has outlined in the basics or is in the process of realization.
- Supervising and supporting students so that they apply correctly, in a wide and creative way, the capacities in the use of information and communication technologies, acquire or reinforce basic knowledge of professional environments and deepen in the acquisition of a basic methodology of the scientific thinking and its application, especially when it comes to designing, developing and presenting high-level academic work.
- Provide guidelines, recommendations and practical exercises related to the writing of an academic paper.

Competences

Basic

CB2. Apply your knowledge to your work or vocation in a professional manner and possess the skills that are generally demonstrated through the elaboration and defense of arguments and the resolution of problems within your area of study.

General

CG2. Develop the capacity for organization and planning.
 CG3. Apply theoretical knowledge in a practical activity.
 CG6. Develop creativity, innovation and competitiveness.

Specific

CE9. Conceive, plan and execute projects in the area of media in all types of supports.
 CE15. To develop 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 technologies and communication
 CT4. Acquire basic knowledge of entrepreneurship and professional environments.

Subject contents

- I.- Writing and presentation of an academic work: degree, postgraduate and elaboration of projects. Academic writing workshop, appointments and bibliography and presentations.
- II.- Idea, tools and expression. Creativity, languages, design.
- II.- Techniques of creativity and innovation in the development of a multimedia project (artistic, scientific, commercial, informative, informative, entertainment, show, etc.).
- III.- Resources for the management of multimedia projects. Supports, formats, narratives. Innovation, risk and experimentality.

Development plan

The professors of the course will facilitate the holding of a meeting with the enrolled students (if possible, towards the end of the first semester), with the intention of evaluating their profile and TFG project (or similar creative work) and adapting the theoretical and practical sessions, tutorials, assessment tasks, etc., to the profile of the students, with the intention of individualizing (or working in a group, as appropriate), as intensely as possible the work of the subject. The contents, the bibliography and the webgraphy (briefly outlined in this file) will express definitively, once this adaptation task has been carried out.

Evaluation

The evaluation will be completed during the first fifteen days of class, depending on the profile of the students and the projects that have decided to design and develop.

Bibliography

The complete bibliography and webgraphy will be provided at the beginning of the classes

FLORIDA, *Richard*. *La clase creativa. La transformacion de la cultura del trabajo y el ocio en el siglo XXI*. Barcelona, Paidós, 2010.

DDAA. *Interuniversity Style Guide for Writing Institutional Texts in English. Manual d'estil interuniversitari per a la redaccio de textos institucionals en angles*. Castelló de la Plana, Xarxa Vives, 2017, 3a edició. SANCHO, Jordi. *Com escriure i presentar el millor treball academic*. Vic, Eumo Editorial, 2014.