DEGREE CURRICULUM
MULTIMEDIA CREATION WORKSHOP

Coordination: VASILE , FRANCESCA

Academic year 2023-24

MULTIMEDIA CREATION WORKSHOP 2023-24

Subject's general information

Subject name	MULTIMEDIA CREATION WORKSHOP
Code	101996
Semester	1st 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	VASILE , FRANCESCA
Department	COMPUTER ENGINEERING AND DIGITAL DESIGN
Teaching load distribution between lectures and independent student work	Classroom contact hours (HP): 56 Non-contact hours (HNP):*: 94 *Autonomous work Total: 150 hours
Important information on data processing	Consult this link for more information.
Language	Català
Distribution of credits	1 credit equals 25 hours of student work. Total: 150 hours (6 credits).

MULTIMEDIA CREATION WORKSHOP 2023-24

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
VASILE , FRANCESCA	francesca.vasile@udl.cat	6	

Subject's extra information

The planning contained in this guide may be altered due to the current health crisis.

Understanding that the realization of a multimedia project requires both creative approaches to innovation and strategic principles for its development, this workshop is designed from a double referential methodological framework. On the one hand, inspired by the Design Thinking methodology, it provides the students with diagnostic and conceptualization techniques for the ideation of projects and, on the other hand, from the perspective of Project Management, ensures the correct formulation of their production.

Methodologically, this course is based on the application of creative dynamics, the realization of prototypes and the project training of students. The workshop also includes a space dedicated to the orientation of Final Degree Projects specialized in multimedia disciplines.

Learning objectives

O1. Recognize and apply different needs diagnosis techniques
O2. Document the context and requirements of a multimedia project
O3. Experiment and evaluate ideas, concepts and solutions
O4. Organize and formally define a multimedia project
O5 Plan and develop a multimedia project based on specific requirements
O6 Communicate and argue a project of their own with academic and technical reasoning

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

CT4. Acquire basic knowledge of entrepreneurship and professional environments.

Subject contents

Module 1. Diagnosis of user-centered needs

- Visual thinking applied to the preliminary exploration of the problem
- Methodologies of observation and analysis of the needs of the target public
- Research and documentation techniques for the creative approach
- Formal definition of the problem (creative briefing)

Module 2. Ideation of multimedia projects

- Case studies and referential processes
- Creative methodologies for the development of ideas
- Define the form: from the idea to the prototype
- Evaluation and testing procedures

Module 3. Project Methodology

- Multimedia design as a project process
- Formulation of a multimedia project
- Strategies for disclosure
- Presentation and defense of the project

Methodology

Methodologically, the subject is based on:

- Master classes. Exhibition of the contents of the subject orally by the professor
- Group work: learning activity that has to be done through collaboration between members of a group
- Problem-based learning
- Project elaboration. Active teaching methodology that promotes learning from the completion of a project: idea, design, planning, development and evaluation of the project
- Study of cases. method used to study an individual, an institution, a problem, etc. in a contextual and detailed way
- Simulation: activity in which, faced with a case or a problem, each student or each group is assigned a role or role according to which they must intervene in the development of the situation
- Practices: allow applying and configuring, at a practical level, the theory of a field of knowledge in a specific context.
- Virtual accompaniment sessions: videoconference sessions where the teacher imparts content and encourages participation through the tool provided in the Virtual Campus

Given the current uncertain situation, the calculated dates and times are subject to change. If necessary, the appropriate modifications will be indicated in the first classroom session (scheduled for September 14, 2021).

Activity	Description	Objetives	HP	HNP
Magistral class (M)	Magistral classes	O1,O2	56	
Practices (P)	Activities carried out in the classroom and autonomous work	O3, O4, O5		44
Works (T)	Projects and autonomous work	O3, O4, O5		50
Evaluation (AV)	Examination and report of the project	O1, O2, O3, O4,O5	2	

Development plan

Introduction to Design Thinking	1 session
Phase 01. Understand	2 sessions
Phase 02. Define	2 sessions
Phase 03. Devise	2 sessions
Phase 04. Prototype	3 sessions
Phase 05. Evaluate	3 sessions
Project presentation	1 session

Evaluation

The course includes two types of follow-up: presential and alternative evaluation. Except for some exceptions (personal or work), these two modalities are mutually exclusive, you must choose one of the two at the beginning of the course. 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 office (Secretaria de la Facultat de Lletres).

The final grade of the subject will be the result of a weighted average of the following blocks:

Presential (hybrid teaching):
Attendance to class and active participation (As) and fulfillment of work with virtual accompaniment - O1, O2, O3, O4, O5 - 20%
Reports (In) / Projects (T) - O1, O2, O3, O4, O5 - 65%*
Evaluation (Presentation and written report) - O1, O2, O3, O4, O5 - 15%

Alternative evaluation:
Reports (In) / Projects (T) - O1, O2, O3, O4, O5 - 85%*
Evaluation (Presentation and written report) - O1, O2, O3, O4, O5 - 15%

O: Objective. %: percentage in the final grade

*To pass the subject it is necessary to approve all learning activities proposed in Projects (T)

Bibliography

Aicher, Otl. (2005). *El mundo como proyecto*. Barcelona: Gustavo Gili
Kawasaki, Guy. (2011). *El arte de cautivar*. Barcelona: Booklet.
Lamarre, Guillaume. (2018). *La vía del creativo*. Barcelona: Gustavo Gili
Lockwood, Tom. (ed.) (2009). *Design Thinking. Integrating innovation, Customer Experience, and Brand Value*. New York: Allworth Press.
Lupton, Ellen. (2012) *Intuición, acción, creación. Graphic design thinking*. Barcelona: Gustavo Gili
Memelsdorff, Frank. (2004). *Rediseñar para un mundo en cambio*. Madrid: Blur Ediciones.
Moote, Idris. (2014). *Design thinking para la innovación estratégica*. Madrid: Ediciones Urano

Munari, Bruno. (2018) *Fantasía*. Barcelona: Gustavo Gili

Pelta, Raquel. (2004). *Diseñar hoy*. Barcelona: Paidós

Rowe, Peter. (1987). *Design thinking*. Cambridge: MIT Press

Tomé, Pepe. (2011). *Connecta!* Barcelona: Libros de cabecera.