



1. IDENTIFICATION DETAILS

Title:	Degree in Design	
Faculty/School:	Communication Sciences	
Course subject:	Audiovisual Design	
Type:	Basic Teaching	Credits ECTS: 6
Year / Semester:	4 th Year – 7 th Semester	Code: 1538
Subject:	Audiovisuals	
Module:	Areas of Creativity	
Language:	English	
Total number of hours undertaken by pupil:	150	

2. DESCRIPTION OF THE COURSE

In this course different techniques of post-production animation and design are taught,, applied to the field of audiovisual digital media creation.`

3. SKILLS TO DEVELOP

3.1. General skills

Form designers that can survive in the experimental area, using the aesthetics basic tools, such as drawing and processing colour, together with the latest technological tools applied to the field of graphic design, audiovisual design, spaces and other design techniques from the field.

Form an intellectually curious professional, that rejects weak thought, and aims to improve transmitted contemporary culture values based on the search for truth, goodness and beauty.

3.2. Specific skills

Acquire a basic understanding of the physiology of visual perception and its implications for visual communication.

Acquire the ability with curiosity and surprise beyond the practical perception.

Acquire the ability to communicate.

Develop the ability to collaborate with other disciplines of Design.

4. WORK TIME DISTRIBUTION

CONTACT HOURS	REMOTE STUDY HOURS
60	90

5. OBJECTIVES

It is intended that the student may access the fields of audiovisual media of greater media coverage, as are the fields of video games, online video and interactive hypermedia. At the same time working to link personal projects and training of the artist in more media outreach projects through the use of digital technology and networks.

6. INDEX OF SUBJECTS

The syllabus will touch key areas within audiovisual design as multilayer animation, rotoscoping, motion graphics and typography, special effects, final adjustments and mastering, audio postproduction, integrating traditional formats in the digital work.

7. METHODOLOGY/LEARNING ACTIVITIES

The classes will have a theoretical and a practical part in which they apply the concepts learned. The student must also produce their own audiovisual equipment which must be taken to class to be regularly supervised by the teacher.

8. EVALUATION SYSTEM

The evaluation system takes into account the personal work and practical work in class, plus a final paper bearing the greater weight of the qualification.

9. BIBLIOGRAPHY

- Título Teoría de la narrativa
Autor BAL, M.
Editorial Cátedra
- Título El susurro del lenguaje
Autor BARTHES, R.
Editorial Paidós
- Título Historia y discurso
Autor CHATMAN, S.
Editorial Taurus
- Título Lector in fabula
Autor ECO, U.
Editorial Lumen
- Título Manual básico de lenguaje y narrativa audiovisual
Autor FERNÁNDEZ DÍEZ, F. Y MARTÍNEZ ABADÍA, J.
Editorial Paidós
- Título Narrativa Audiovisual
Autor GARCÍA GARCÍA, F.
Editorial Universidad Complutense de Madrid
- Título La imagen narrativa
Autor GARCÍA JIMÉNEZ, J.
Editorial Cátedra
- Título Musica y Narración en los Medios Audiovisuales
Autor GÈTRUDIX BARRIO, M.
Editorial Laberinto
- Título Narrativa Audiovisual Publicitaria
Autor MORENO SÁNCHEZ, I.
Editorial Paidós
- Título El lenguaje y los problemas del conocimiento
Autor CHOMSKY, N.
Editorial Visor
- Título La luz en el Cine
Autor REVAULT D'ALLONES, F.
Editorial Cátedra
- Título La dimensión sonora del lenguaje audiovisual
Autor RODRÍGUEZ BRAVO, A.
Editorial Paidós
- Título Teoría y técnica cinematográfica
Autor EISENSTEIN, S.
Editorial Rialp
- Título On interactive Storytelling
Autor CRAWFORD, C.
Editorial New Riders
- Título Juego. Historia, teoría y práctica del diseño conceptual de videojuegos
Autor LÓPEZ BARINAGA, B.
Editorial AlesiaGames
- Título La Narración Gráfica
Autor EISNER, W.
Editorial Norma`