

Interactive Genres

Code: 103074
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OT	4	0

Contact

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Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Prerequisites

Knowledge of audiovisual creation. Students must have the autonomy to create audiovisual projects, since practical work will be carried out based on this knowledge. The teaching will focus on the interactivity of the narration of audiovisual products, so it is necessary to have notions of shooting planning, production, recording and editing.

Objectives and Contextualisation

The main objective of this subject is to know, understand and practice the current interactive audiovisual creation and the immediate future. It is about understanding the new ways of narrating and telling that are presented in the audiovisual, based on interactivity with the user. We will know what are the trends of audiovisual creation, from its interactivity. The practicality of the content is sought for its immediate application in the work environment of the students.

Competences

- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
- Differentiate the disciplines main theories, fields, conceptual developments, as well as their value for professional practice.
- Disseminate the areas knowledge and innovations.
- Generate innovative and competitive ideas in research and professional practice.
- Manage the different forms of audiovisual programming according to various audiovisual genres.
- Manage time effectively.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Respect the diversity and plurality of ideas, people and situations.
- Use ones imagination with flexibility, originality and ease.
- Value diversity and multiculturalism as a foundation for teamwork.

Learning Outcomes

1. Apply theories learned to the analysis of the media reality and the development of audiovisual products.
2. Demonstrate a critical and self-critical capacity.
3. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
4. Develop autonomous learning strategies.
5. Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
6. Disseminate the areas knowledge and innovations.
7. Generate innovative and competitive ideas in research and professional practice.
8. Implement presentation, discursive and argumentative techniques to adapt them to audiovisual genres.
9. Innovate by means of production and audiovisual programming.
10. Manage time effectively.
11. Promote innovations in product building.
12. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
13. Respect the diversity and plurality of ideas, people and situations.
14. Use ones imagination with flexibility, originality and ease.
15. Value diversity and multiculturalism as a foundation for teamwork.

Content

Interactive audiovisual trends in the current market:

- Communication and interactive narration (fiction, documentary, advertising)
- Television and interactivity (HBBTV, Smart TV, social audience, prosumers, protocols ...)
- Market applications and their environments (mobile phones, tablets, watches, television ...)
- Trends in interactive communication (360o, VR, mojo ...)
- BCI: Brain-machine interactivity (current business options)
- Internet of things and the audiovisual

Methodology

Classes will be held to present contents, seminars with specific cases and practical projects. The students will make interactive audiovisual creations of great weight in the development of the subject.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Classes	15	0.6	3, 7
Type: Supervised			
Laboratory work	22	0.88	11
Seminars	15	0.6	11
Tutorials	7.5	0.3	3, 2, 10, 8, 13
Type: Autonomous			
Interactive audiovisual work	81.5	3.26	14, 12, 3, 7, 10, 9, 13

Assessment

The evaluation consists of:

- Exam (30%)
- Work in seminars (10%)
- Interactive audiovisual creation (60%)

It is mandatory to pass the exam and the interactive audiovisual creation part to pass the subject. To be able to apply for the re-evaluation it is necessary to obtain a 3 in the first call. Misspellings and grammatical errors will be penalized with -0.5 points each. The activities that are excluded from the reevaluation process are seminars.

The student who performs any irregularity (copy, plagiarism, identity theft...) that can lead to a significant variation of the qualification of an evaluation act, will be qualified with 0 the final grade of the subject.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	30%	3	0.12	14, 12, 3, 4, 7, 10, 9, 13, 15
Interactive audiovisual work	60%	3	0.12	14, 4, 2, 5, 6, 10
Seminars	10%	3	0.12	14, 1, 12, 7, 8, 9, 11

Bibliography

Baranyi, Péter & Csapó, Ádám (2012). Definition and Synergies of Cognitive Infocommunications. *Acta Polytechnica Hungarica* 9 (1):67-83.

Berg, Leif P. & Vance, Judy M. (2017). Industry use of virtual reality in product design and manufacturing: a survey. *Virtual Reality*, 21(1):1-17.

Evans, Elizabeth (2011). *Transmedia Television. Audiences, New Media and Daily Life*. Routledge: New York.

Pérez-Tornero, José Manuel & Martín-Pascual, Miguel Ángel (editores) (2017). *#MOJO. Manual de Periodismo Móvil*. IRTVE: Barcelona.

In addition, throughout the course other resources will be added to this bibliography, such as the most updated Human Interface Guideline of iOS or the latest Android Design lines, as well as updated manuals of Smart TV Alliance, HBBTV, as well as create interactive projects, among others.