

Course Unit	Audiovisual Communication	Field of study	Audiovisual and Media Production
Bachelor in	Communication and Journalism	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	2
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T - , TP 60, PL - , TC - , S - , E - , OT - , O -
Level	1-2	ECTS credits	6.0
Code	9662-657-2101-00-23		

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Ana Patricia Fidalgo Posse, Tiago Jorge Alves Fernandes

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understanding and decoding audiovisual language;
2. Distinguish and apply the fundamental stages in the implementation of an audiovisual production process;
3. Planning and preparing pre-production documents;
4. Using technical audiovisual production equipment;
5. Know how to work in a production team;
6. Develop a sense of storytelling through cinematic techniques;
7. Understand and apply the principle of continuity of action;
8. Planning an audiovisual project.

Prerequisites

Before the course unit the learner is expected to be able to:
Not applicable

Course contents

1. History of Cinema; 2. Audiovisual Terminology; 3. Audiovisual Genres; 4. Production Stages; 5. Audiovisual Production Teams; 6. Contemporary Audiovisual Stylistic Trends; 7. Sound in Audiovisual; 8. Image in Audiovisual; 9. Audiovisual Project Development.

Course contents (extended version)

1. History of Cinema:
 - First cinema
 - Attractions cinema
 - New cinemas
 - Vídeo
2. Audiovisual Language:
 - Plan and scene
 - Framing
 - Storytelling and Mise en Scène
3. Audiovisual genres:
 - Formal differences and authors
4. Production Stages:
 - Pre-production
 - Production
 - Post-production
5. Audiovisual production team:
 - Audiovisual production functions and departments
6. Stylist tendencies in the contemporary audiovisual:
 - Storytelling
 - Journalism and Advertising
 - Promotional and institutional film
7. Sound in Audiovisual:
 - Acoustic
 - Psychoacoustic
 - Microphones and digital recorders
 - Practical sound recording exercises
8. The image in audiovisual:
 - Digital camcorder
 - Camera definitions
 - Practical camera operating exercises
9. Audiovisual Project Development:
 - Production exercises

Recommended reading

1. D'Arcy, G. (2019). *Critical Approaches to TV and Film Set Design*. Oxon: Routledge. ISBN 9781315205939
2. Grilo, J. M. (2017). *As Lições do Cinema*. Lisboa: Edições Colibri. ISBN 978 972 772 705 6
3. Nogueira, L. (2010). *Manuais de Cinema III: Planificação e Montagem*. LabCom Books: Covilhã.
4. Thompson, R. & Bowen, C. J. (2009). *Grammar of the Shot (2ª ed.)*. Oxford: Focal Press. ISBN: 978 0 240 52121 3
5. Ward, P. (2003). *Picture Composition (2ª ed.)*. Oxford: Focal Press. ISBN 978 0 240 51681 3

Teaching and learning methods

Presentation of theoretical concepts and case studies; Audiovisual terminology; Debates and clarification of doubts (individual and in teams); Practical exercises and audiovisual recordings; Analysis of images (still and moving); Watching of films.

Assessment methods

1. Continuous evaluation - (Regular, Student Worker) (Final)
 - Work Discussion - 10% (Attendance and participation in class. Minimum grade: 7/20.)

Assessment methods

- Practical Work - 40% (Practical Work 1 (individual) - Pre-Production Dossier. Minimum mark: 7/20.)
- Projects - 50% (Final Project (group) - Production of an audiovisual project. Minimum grade: 7/20.)
- 2. Final evaluation - (Regular, Student Worker) (Supplementary, Special)
 - Projects - 100% (Production of an audiovisual project, from pre-production to post-production.)
- 3. Mobility students - (Regular, Student Worker) (Final, Supplementary, Special)
 - Projects - 100% (Production of an audiovisual project, from pre-production to post-production.)

Language of instruction

1. Portuguese
2. English

Electronic validation

Ana Patricia Fidalgo Posse, Tiago Jorge Alves Fernandes	Manuela Dolores Ferreira Carneiro	Barbara Costa Vilas Boas Barroso	Luisa Margarida Barata Lopes
10-10-2023	12-10-2023	13-11-2023	08-12-2023