

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	2022/2023	Year of study	2	Level	1-2
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9662-657-2101-00-22				
Workload (hours)	162	Contact hours	T -	TP 60	PL -
			TC -	S -	E -
			OT -	O -	

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) Tiago Jorge Alves Fernandes

Learning outcomes and competences

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

1. Comprehend and apply the audiovisual language;
2. Distinguish and apply fundamental stages of implementing a process of audiovisual production;
3. Plan and prepare pre production materials;
4. Use technical equipment for audiovisual production;
5. Know how to work in a team project context;
6. Develop a sense of storytelling through cinematic techniques;
7. Understand and apply the principle of continuity of action;
8. Plan an audiovisual project.

Prerequisites

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

Course contents

1. History of Cinema; 2. Audiovisual Language; 3. Cinematographic genres; 4. Production stages. 5. Audiovisual production team; 6. Contemporary audiovisual stylistic trends; 7. Sound and Audiovisual; 8. Video and image; 9. Audiovisual Project Development.

Course contents (extended version)

1. History of Cinema:
 - First cinema;
 - Attractions cinema;
 - New cinemas;
 - Others (Nouvelle Vague, New Hollywood, etc.).
2. Audiovisual Language:
 - The narrative and the mise en scène: Time, space and scene;
 - Formal differences between documentary and reporting.
3. Cinematographic genres:
 - Genres and authors.
4. Production Stages:
 - Pre-production;
 - Production;
 - Post-production.
5. Audiovisual production team:
 - Functions and departments of audiovisual production (Cinema and TV).
6. Stylist tendencies in the contemporary audiovisual:
 - Storytelling and digital storytelling;
 - Journalism, cinema, advertising, web, artistic and cultural heritage, organizations, etc.
7. Sound and Audiovisual:
 - Acoustic;
 - Psychoacoustic;
 - Microphones;
 - Sound capture practical exercises.
8. Video and Image:
 - Digital camera functions;
 - Camera definitions;
 - Operation camera practical 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 (individuals and in teams); Practical exercises and audiovisual recordings; Image analysis (still and moving); viewing of films, documentaries, advertising videos, video art; Additional readings;

Assessment methods

1. Distributed Evaluation - (Regular, Student Worker) (Final)
 - Practical Work - 30% (Work of television report. Minimum grade: 8/20.)
 - Practical Work - 30% (Work developed in television studio. Minimum grade: 8/20.)
 - Projects - 40% (Final work: production of an audiovisual project. Minimum grade: 8/20.)

Assessment methods

2. Final exam - (Regular, Student Worker) (Supplementary, Special)
 - Projects - 100% (Production of an audiovisual project, from pre-production to post-production. Minimum grade: 8/20.)
3. Incoming and outgoing students - (Regular, Student Worker) (Final, Supplementary, Special)
 - Projects - 100% (Production of an audiovisual project, from pre-production to post-production. Minimum grade: 8/20.)

Language of instruction

1. Portuguese
2. English

Electronic validation

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30-09-2022	11-10-2022	12-10-2022	13-10-2022