COURSE DESCRIPTION

COURSE/SUBJECT: TV DIRECTION I
YEAR 4 | SEMESTRAL COURSE
SEMESTER: 1st
DEGREE: AUDIOVISUAL COMMUNICATION
MODALITY: ON-CAMPUS
ACADEMIC YEAR 2017/2018
FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES
## 1. COURSE/SUBJECT IDENTIFICATION

### 1.- COURSE/SUBJECT:

<table>
<thead>
<tr>
<th>Name:</th>
<th>TV Direction I</th>
</tr>
</thead>
<tbody>
<tr>
<td>Code:</td>
<td>b408, l409, n410, p507, t501</td>
</tr>
<tr>
<td>Year(s) course is taught:</td>
<td>4th</td>
</tr>
<tr>
<td>Semester(s) when the course is taught:</td>
<td>1st</td>
</tr>
<tr>
<td>Type:</td>
<td>Compulsory Subject</td>
</tr>
<tr>
<td>ECTS of the course:</td>
<td>6</td>
</tr>
<tr>
<td>Hours ECTS:</td>
<td>30</td>
</tr>
<tr>
<td>Language:</td>
<td>English</td>
</tr>
<tr>
<td>Modality:</td>
<td>On-campus</td>
</tr>
<tr>
<td>Degree(s) in which the course is taught:</td>
<td>Audiovisual Communication</td>
</tr>
<tr>
<td>School which the course is taught:</td>
<td>Humanities and Communication Sciences</td>
</tr>
</tbody>
</table>

### 2.- ORGANIZATION OF THE COURSE:

Department: Audiovisual Communication and Advertising
Area of knowledge: Audiovisual Communication and Advertising

## 2. LECTURERS OF THE COURSE/SUBJECT

### 1.-LECTURERS:

<table>
<thead>
<tr>
<th>Responsible of the Course</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Dr. D. Manuel Albacete Gómez-Calcerrada</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>656591322</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:malbacete.fhm@ceu.es">malbacete.fhm@ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>Despacho nº8 del Centro Audiovisual</td>
</tr>
<tr>
<td>Teaching and Research profile</td>
<td>Lecturer, PHD</td>
</tr>
<tr>
<td>Research Lines</td>
<td>Tv Direction, Internet Television, Corporate, Institucional and Educational Tv.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Dr. D. Antonio Casado Ruiz</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>Tfno.: 914564200 / 914539500 ext.4547</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:antonio.casadoruiz@colaborador.ceu.es">antonio.casadoruiz@colaborador.ceu.es</a></td>
</tr>
<tr>
<td>Office:</td>
<td>Despacho 12 del Centro Audiovisual</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer(s)</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Prof. Doña Berta García Castiella</td>
</tr>
<tr>
<td>Phone (ext):</td>
<td>914539500 Ext.4547</td>
</tr>
</tbody>
</table>
2. TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.

3. COURSE DESCRIPTION

The subject Television Direction I provides the student with the theoretical and practical knowledge necessary to analyze and create television programs. Particular attention is paid to the multicamera directing of informative programs for, later in Television Direction II, extend the genres and formats to direct and create. It is convenient to have previously passed the subject of television and those oriented to lighting, production, editing and post-production television.

4. COMPETENCIES

1. Basic and General Competencies

<table>
<thead>
<tr>
<th>Code</th>
<th>Competency</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study that starts from the base of general secondary education, and is usually seen as a level that, even though based on advanced text books, it also includes certain aspects that imply knowledge deriving from the vanguard of their field of study.</td>
</tr>
<tr>
<td>BS2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
</tr>
<tr>
<td>BS3</td>
<td>Students should have the capacity to collect and interpret relevant data (normally within their area of study) to give opinions that include reflection on relevant topics of a social, scientific or ethical nature.</td>
</tr>
<tr>
<td>BS4</td>
<td>Students should be capable of transmitting information, ideas, problems and solutions to both a specialist and non-specialist public.</td>
</tr>
</tbody>
</table>

2. Specific Competencies

<table>
<thead>
<tr>
<th>Code</th>
<th>Competency</th>
</tr>
</thead>
<tbody>
<tr>
<td>SC33</td>
<td>Acquisition of theoretical and practical knowledge of how the different processes of audiovisual creation and production function in radio and television productions by providing students with the pertinent technical skills and dexterity.</td>
</tr>
<tr>
<td>SC34</td>
<td>Capacity to plan and manage efficiently the human, technical and budget resources of audiovisual products in the different media.</td>
</tr>
<tr>
<td>SC35</td>
<td>Capacity to use the different techniques of lighting, sound, voice, production, non-linear editing, graphic design and post-production as well as their aesthetic and creative applications according to the different types of audiovisual products.</td>
</tr>
</tbody>
</table>

2. LEARNING OUTCOMES:

<table>
<thead>
<tr>
<th>Code</th>
<th>Learning outcomes</th>
</tr>
</thead>
</table>
To develop a global vision about the elements involved in the creation and elaboration of an audiovisual work in the production work.

Understand the stages of production in the process of creating a work or audiovisual product and whose conjunction defines the style, either the creator or the work.

Ability to plan and efficiently manage the human, technical and budgetary resources of audiovisual products in the different media and media.

## 5. LEARNING ACTIVITIES

### 1.- DISTRIBUTION OF STUDENTS’ ASSIGNMENT:

<table>
<thead>
<tr>
<th>Total hours of the course</th>
<th>180</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2</td>
<td>SEM - Seminar</td>
<td>30</td>
</tr>
<tr>
<td>LA3</td>
<td>TL - Workshop</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL Presence Hours</td>
<td>60</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Not on-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA7</td>
<td>Self student work</td>
<td>120</td>
</tr>
</tbody>
</table>

### 2.- DESCRIPTION OF LEARNING ACTIVITIES:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>LA2 Seminar</td>
<td>Educational activity that strengthens the participation of students in the reasoned interpretation of the knowledge and the sources of the area of study. It is aimed preferably at the skill of applying knowledge (skill 2 MECES), and the capacity to collect, interpret and give opinion on relevant data and information (skill 3 MECES). It is representative of areas or activities of a mixed profile, theoretical and practical.</td>
</tr>
<tr>
<td>LA3 Workshop</td>
<td>Educational activity aimed preferably at the acquisition of skills for the transmission of knowledge (skill 4 MECES) and representative of areas of a more methodological nature. It prepares students for written and oral communication and the transmission of knowledge.</td>
</tr>
<tr>
<td>LA7 Self-Student Work</td>
<td>Educational activity in which students independently manage their own learning by virtue of study of educational material.</td>
</tr>
</tbody>
</table>
6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:

- In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.
- 100% attendance at practical classes is required.
- Attendance to conferences organized by the Faculty, specific to the degree or linked to a subject, are considered of great interest for the training of students and the acquisition of skills. Therefore, accredited assistance to these activities may be recognized by the teacher as part of teaching imparted.

2.- ASSESSMENT SYSTEM AND CRITERIA:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>30%</td>
</tr>
<tr>
<td>AS5</td>
<td>TR - Assessment of Papers and Projects</td>
<td>20%</td>
</tr>
<tr>
<td>AS4</td>
<td>PR – Practical Exam</td>
<td>20%</td>
</tr>
<tr>
<td>AS4</td>
<td>PR – Assessment of Practical Activities and Simulations</td>
<td>30%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2</td>
<td>EX – Written Exam</td>
<td>40%</td>
</tr>
<tr>
<td>AS4</td>
<td>PR – Practical Exam</td>
<td>40%</td>
</tr>
<tr>
<td>AS4 &amp; AS5</td>
<td>PR – Assessment of Practical Activities and Simulations</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>TR – Assessment of Papers and Projects</td>
<td></td>
</tr>
</tbody>
</table>

3.- DESCRIPTION OF ASSESSMENT CRITERIA:

<table>
<thead>
<tr>
<th>Assessment criteria</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS2 Written Exam</td>
<td>Tests, short-question and essay-question exams, exercises, case studies and analysis of legal matters.</td>
</tr>
<tr>
<td>AS4 Assessment of Practical Activities and Simulations</td>
<td></td>
</tr>
<tr>
<td>AS5 Assessment of Papers and Projects</td>
<td>Reviews, research projects, reports, opinion articles…</td>
</tr>
</tbody>
</table>
7. COURSE PROGRAMME

1.- COURSE PROGRAMME:

THEORETICAL PROGRAM:
1. The audiovisual discourse. The realization of television and the creation of a model of reality. Theory of the image. Morphology and syntax of the image.
2. The equipment of realization, production, writing and technicians in television. The figure of the director in the live on television.
3. The beat sheet, the script and the structure of the informative programs. Various genres and informative formats.
4. Technical means for the realization of programs.
5. The audiovisual space and the realization: composition, framing, internal assembly. Change of plane, continuity and external assembly.
6. Audiovisual time. The rhythm in the live programs.
7. The sound discourse in the realization: word, music, environments, effects and silence.
10. Realization of non-daily information programs: reports, documentaries and special programs.
11. Realization of sports programs. Examples of planning (number of cameras, layout, optics, etc.).
12. The audiovisual analysis of informational and sports programs.

PRACTICE PROGRAM:
2. The television studio II. The control of realization: mixer of image, table of sound, server of recording and emission, autocue, control of image and labeling.
3. Recording with ENG equipment, editing and storage in the queue server and pieces for information. The beat sheet and the technical data for the emission.
4. Implementation of information programs I
5. Implementation of information programs II
6. Recording with ENG II equipment, editing and storage on the queue server and pieces for information made by the students.
7. Implementation of information programs III
8. Implementation of information programs IV
9. Implementation of information programs V
10. Summary of the practical classes of the course.

8. RECOMMENDED READING

1.- ESSENTIAL BIBLIOGRAPHY:


2.- ADDITIONAL BIBLIOGRAPHY:

**BENÍTEZ, A.** (2013) Realización de deportes en televisión. Instituto RTVE, Madrid
**CASTILLO, JM** (2011) Teleperiodismo en la era digital. Instituto RTVE. Madrid
**FRANCÉS, M** (coord.) (2015) La televisión conectada en el entorno transmedia, Eunsa, Pamplona

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**4.- WEB RESOURCES :**

- [http://www.bbctraining.com/onlineCourses.asp](http://www.bbctraining.com/onlineCourses.asp)
- [http://www.sony.es/biz](http://www.sony.es/biz)
- [http://www.ikegami.com](http://www.ikegami.com)
- [http://www.avid.es/](http://www.avid.es/)
- [http://www.fujinon.com](http://www.fujinon.com)
- [http://www.angenieux.com](http://www.angenieux.com)
- [http://www.vinten.com](http://www.vinten.com)
- [http://www.thomsongrassvalley.com/](http://www.thomsongrassvalley.com/)
- [http://www.cotelux.com](http://www.cotelux.com)
- [http://www.arri.de/lighting/](http://www.arri.de/lighting/)
- [http://www.tiffen.com](http://www.tiffen.com)

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**9. ATTITUDE IN THE CLASSROOM**

**1.- REGULATIONS**

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.