



FACULTY OF HUMANITIES AND COMMUNICATION SCIENCES

AUDIO-VISUAL COMMUNICATION – COURSES OFFERED IN ENGLISH

COURSE DESCRIPTIONS

1st YEAR SUBJECTS.

ANTHROPOLOGY (6 ECTS) –*Not compatible with* THOUGHT AND TECHNOLOGY

The intention of this course is to be a metaphysical reflection on the human being, whose dignity relies ultimately on our transcendental origin and destiny. After the preliminary and methodological description of Anthropology, we adopt a realist standpoint in order to analyze the main human powers, the unity and limits (origin, suffering and death) of our being. We also have to reflect on the meaning of being a person, on our dignity, and on the necessity and possibility of performing a social and religious life. Finally, our metaphysical standpoint is well complemented by some theological reflections on human fullness revealed by the Christian faith and life.

BASICS OF ART AND DESIGN (6 ECTS)

Contemporary Graphic Design is complex and ever changing in form. It synthesizes and transmits information to the public while, at the same time, reflecting cultural aspirations and moral values in society. Designers are responsible for using their images in ways that benefit society. This course studies the philosophical and rational bases of aesthetics and artistic creation, as well as ontological implications in order to apply this knowledge to graphic design. The main objective of the subject is to give the student basic concepts in order to develop the best skills of the graphic designer within the area of communication, not only as someone who carries out but also translates and interprets creative projects. The use of new technologies applied to Graphic Design will also be important. Knowledge of the adequate use of color, image and typography will be studied in depth.

BASICS OF PHOTOGRAPHY AND AESTHETICS (6 ECTS)

The main objective of this course is to give the student the ability to understand and acquire the fundamental basis of aesthetics for its later application to the photographic process: being able to communicate through the creation of images. During the course the student will learn the moral and philosophical implications of aesthetics and their influence over the observer, as well as the evolution of photography throughout history.

The student will learn how to produce quality images with both digital and analogical SLR cameras, understanding how the photographic process works, and using the new Information Technologies applied to digital treatment of photography and its implications for the photograph's final effect on the public.

GREAT BOOKS (6 ECTS)

This course will be used to give the students a general knowledge of some classic books according to their importance in the evolution of Western Culture. The texts are studied, not only for their literary or textual value, but also for their interest as an ideological and anthropological work. The ideas and main themes developed in the texts created important streams of knowledge throughout the centuries and they still explain the reason for the human being's existence.

HISTORY AND SOCIETY (6 ECTS)

History and Society is a mandatory course for all CEU San Pablo degrees. It aims at making students conscious about the world they live in, its historical roots and the contributions of Western civilization to the history of mankind. It deals with the development of our chronological history, from the invention of writing in Mesopotamia to our present time. A most important objective is also to encourage students to reflect on what we owe to our ancestors and to understand the importance of our place in society and history. The methodology includes readings, discussions and class activities.

POLITICAL AND CULTURAL THOUGHT (6 ECTS)

A survey course of political and cultural theory, from the Greeks to the present. Students develop their critical thinking by debating and studying the most important social, political and cultural theories of all times, as well as the origin of contemporary political organizations and ideas. Readings include Plato, Aristotle, Machiavelli, Hobbes, Locke, Rousseau, Tocqueville, Marx and Nietzsche, as well as present-day political writers. Films, works of literature, art and other media are used in class.

THEORY OF COMMUNICATION AND INFORMATION (9 ECTS)

The subject matter covered by the module includes: Communication theories, models and research perspectives; Communication and responsibility: self-regulation, public function of news, truth and objectivity; Communication, persuasion and manipulation; Communication and governance: freedom of expression, control and media democracy; and finally, a short review of Communication industries. It aims to understand Communication as a field of analysis and academic reflection through the study of relevant theories and concepts. This subject provides a critical analysis of the place of communication in contemporary society. It provides fundamental knowledge about communicative and persuasive actions. Also, it analyses communicational content from diverse theoretical perspectives.

WRITING FOR THE MEDIA I (6 ECTS)

This course is an introduction to the rules, styles and common mistakes that exist in the Media in English. Students will learn how to prepare a presentation, write for a newspaper, website, television and radio show. They will also see the differences between writing for Journalism, PR and Advertising, and even how to write for sports and politics. Interaction is an important part of this class, as students will normally present their work in front of their classmates in order to improve their ability to communicate, their self-confidence and use of written and spoken English.

2nd YEAR SUBJECTS

AUDIOVISUAL NARRATIVE I (4.5 ECTS)

Theoretical-practical course that pursues the acquisition and analysis of the basic concepts relative to audiovisual expression and its language, paying special attention to technological evolution. The students will approach audiovisual narrative and morphology, studying the different types of shots, camera movements, space and time in the pieces, etc. The practical part focuses on the analysis of film beginnings.

AUDIOVISUAL NARRATIVE II (4.5 ECTS)

Continuation of Audiovisual Narrative I. Theoretical-practical course that pursues the acquisition and analysis of the basic concepts relative to audiovisual expression and its language, paying special attention to technological evolution. The students will learn how to analyze audiovisual syntax, the rules of continuity, the mise-en-scene, the language of lighting and sound and soundtracks. They will develop the skills needed for Art Direction and interpretation techniques for actors.

AUDIOVISUAL SYSTEM I (4.5 ECTS)

This course aims to make the student develop a critical view of the role that the media play in the globalized world that we live in. This will be acquired by an approach to their past and history, studying the media's basic structure, its characteristics and its own model of financing through advertising. Special attention is paid to the study of TV viewers and audiences.

AUDIOVISUAL SYSTEM II (4.5 ECTS)

The aim of this course is the understanding of the current situation of the TV media as enterprises who create products with certain characteristics. Some of the main topics under examination will be the consumer habits of audiences, the relationship between TV and other media, the value of audiovisual typology and the different types of channels. This course is a continuation of Audiovisual System I.

BASICS OF ADVERTISING (6 ECTS)

The module, 'The Basics of Advertising', gives students a glimpse of various advertising campaigns and helps them to make the first step towards working for a professional organisation. In addition to allowing students to move closer to a more rounded understanding of Advertising and Public Relations, the module also helps students to gain an up-to-date knowledge of the basic structure of the advertising market and the relationship between the major agents (advertisers, agencies, media and consumers) as well as the general process of planning an advertising campaign. To summarize, this module aims to provide the necessary bases to facilitate understanding and learning of the other specialised disciplines which are part of the study plan for the degree in Advertising and Public Relations.

CONTEMPORARY WORLD HISTORY (6 ECTS)

This course will cover the period from the French Revolution to the Cold War, and is divided in three blocks:

Block I: From the French Revolution and its consequences to end of World War I.

Block II: The Russian revolution, the Interwar Period and World War II.

Block III: From the Cold War to the emergence of the new Asian countries.

The main objectives of the course are to:

- Acquire the ability to understand historical texts and documents.
- Develop critical thought.
- Acquire the foundations of Arts and Humanities related to History.

CONTEMPORARY WORLD LITERATURE (6 ECTS)

This subject is aimed at providing students with the required tools for the analysis of the major literary works and genres in World Contemporary Literature. It is also concerned with enhancing students' process of analysis by means of studying literary texts as well as enriching the students' knowledge of social, ideological, religious and political changes as they have been reflected in literature. By means of explanations in class, text analysis and readings of the original works as well as literary criticism in English, students are required to learn about the major trends in literature in the 19th and 20th centuries. The explanations will be focused on European and North American literature.

RADIO (6 ECTS)

The main objectives of this subject are to acquire the capacity to analyze the structure, audience, content and styles of radio, as well as to be able to produce radio content. The students will be required to devise, write and produce magazine programmes, factual packages, news bulletins, live music features and material suitable for cross platform consumption.

The student will learn to:

1. Develop critical skills on Radio contents through the understanding of the radio-phonetic language, as well as the different procedures of production and creation.
2. Understand the context of communication in the information society.
3. Develop a correct and efficient use of sound codes and language.

SOCIAL DOCTRINE OF THE CATHOLIC CHURCH (6 ECTS)

The main objective of this subject is to teach the students the basis of the Catholic Doctrine and its influence on society. This module is divided in two parts: Introduction to the Social Doctrine of the Catholic Church and the main treaties of the Social Doctrine of the Catholic Church.

The units will emphasize principles and topics such as: Solidarity, Common Welfare, Social Justice, Natural Law, the rational Knowledge of God, Marriage and Family, Politics and Economy and Social Media.

TELEVISION (6 ECTS)

This course is designed to introduce students to TV news and communication in order to provide them with skills to work in Media. Emphasis is on writing and reporting, but also on learning the internal work procedures of Television. It also fulfils the need to know how the audiovisual media have developed, their history and how Television stations currently work. The course is an initial exploration to provide the students with a general feel for Television.

WRITING FOR THE MEDIA II (6 ECTS)

The students will be able to adapt the different kind of messages they produce to every specific type of Communication. This course will focus on opinion and argumentative journalistic and communication genres.

The main objective of the course is to learn and use the different discourse strategies in Communication regarding opinion and argumentation or reasoning. These strategies will address practical issues in Journalism, Audiovisual Communication, Advertising and PR and Digital Communication.

3rd YEAR SUBJECTS

CONTEMPORARY HISTORY OF SPAIN (6 ECTS)

This course will cover the period in Spanish History from the fall of the Old Regime and the implementation of liberalism in Spain, including the reign of Ferdinand VII and the 1st Republic, to the Second Republic and the Spanish Civil War, covering topics such as the causes of the War and its consequences. The last part of the course will address the period of Franco's dictatorship, the Democratic transition of Spain and the restoration of Monarchy.

ENGLISH (6 ECTS)

The basic objective of this professional English course is to prepare the communication students for their work environment. Terminology related to the media will be covered and, at the same time, students will learn how to write for a professional environment, how to speak effectively in public, presenting and defending ideas and projects in front of a critical audience and finally, how to write resumes /CV's, letters of application, email communications, etc.

ETHICS AND DEONTOLOGY (6 ECTS)

This subject approaches Ethics in all communication disciplines (Journalism, Audiovisual Communication, Advertising and PR) from various perspectives. The main objective of the course is to explain and to learn how the communication professional must behave. Most of the emphasis will be on the truthfulness, veracity and good practice of the communication professional. In this globalized world, where media are continuously giving information, it is very important to pay special attention to issues such as: freedom of speech and its limits, honesty and responsible communication.

LAW (6 ECTS)

This subject prepares students to know and understand the basics of Law. Communication students need to acquire the knowledge which combines legal regulation and communication, in particular the rules of constitutional character which allow people to exercise their legal rights.

One of the main aims of this module is to create habits that help students to deal with all matters of a legal nature that may arise in their professional future, as well as give them the ability to rationalize the constitutional protection that legitimates freedom of information.

NON-LINEAR EDITING AND GRAPHIC DESIGN (6 ECTS)

This theoretical-practical course focuses on the technical and aesthetic procedures in video editing. The theoretical program is divided in two different modules. In the first one, the students will learn technical concepts related to the three elements used in the editing process: video, audio and graphics. The second module covers the history of editing since the early days of cinema and explains the narrative and expressive implications of the use of sounds in conjunction with images in any audio-visual production. The practical classes focus on the use of video editing software from the transfer of raw footage from the camera to the exportation of the final cut. The subject focuses on video editing tasks that start after any recording/shooting process taking into account not only the technical features, but also the expressive contributions through the understanding of the theoretical concepts involved in these practical jobs.

-Software Used: Final Cut Pro / Adobe Premiere.

PHOTOGRAPHY AND LIGHTING (6 ECTS)

This course aims to develop a global vision of the elements of photography and lighting involved in the production of an audiovisual work. The students acquire through practical experience the skills and technical abilities required for the work.

In the theoretical programme the following units are covered: 1. Light physics; 2. Light behavior; 3. Lighting in photography, cinema and TV; 4. Human eye and sight; 5. The Camera; 6. Basic instruments of lighting; 7. Aesthetics of lighting.

The practical part of the course deals with the following activities: 1. Physical properties of light; 2. Single-point lighting; 3. Two-point lighting; 4. Three-point lighting; 5. Natural lighting; 6. Lighting for interviews; 7. Chroma keying; 8. Short movie shooting/editing/production.

Pre-requirements:

- Basic level of Final Cut Pro 7
- Basic knowledge of camcorder

SCREENWRITING (6 ECTS)

Screenwriting studies the basics of audiovisual writing through the exploration of ideas and the creative process. The subject matter covered by the module includes: dramatic premises; correct use of formats for audiovisual texts; structure of a story; creation of characters; development of dialogues; use of dramatic devices; pace; synopsis; and themes. The script is the pillar for any audiovisual production, and it provides all the fundamental aspects that the artistic and technical crews have to work with. The success or failure of any audiovisual production largely depends on the correct elaboration of the script.

Requirements:

- At least a B2 in English as the course is based on writing scripts.

SINGLE-CAMERA DIRECTING (6 ECTS)

This course continues the development of a global vision of the elements involved in the production of an audiovisual work, focusing on work with a single camera. The students acquire through practical experience the skills and technical abilities required for the work.

In the theoretical programme the following units are covered: 1. Audiovisual Narrative; 2. Shooting script; 3. Theory and Technique of the TV Signal; 4. Technical means for image capture; 5. Technical means for sound capture.

The practical part of the course deals with the following activities: 1. Use of camera and editing review; 2. Live sound recording; 3. Documentary/Report Preproduction; 4. Shooting of report/ Documentary; 5. Editing of short film documentary or report; 6. Short film: preproduction; 7. Short film shooting; 8. Shooting/Editing of short films; 9. Editing; 10. Camera test.

Pre-requirements:

- Basic level of Final Cut Pro 7
- Basic knowledge of camcorder

TECHNOLOGY AND THE NEW MEDIA (6 ECTS)

The main objective of this subject is to teach the students Information Technologies, applied to the different communication platforms and contents so they can understand and manage all the challenges that digitization is creating in the structures of Journalism, Advertising and Audiovisual Communication. With this subject, the students will acquire the knowledge and competences needed in order to process, create and transmit information through the new media.

TELEVISION PRODUCTION (6 ECTS)

In this module the student will learn a global vision of the elements involved in the creation and development of an audiovisual work in production tasks. They will learn to understand the stages of production in the process of creating a work or audiovisual product and whose conjunction defines the style either of the creator or of the work. They will gain the ability to plan and manage efficiently the human, technical and budgetary resources of audiovisual products in different media and formats. The aim of this course is to give students a general overview of the elements surrounding the creation of audiovisual works through practical experimentation: production, directing, postproduction.

4th YEAR SUBJECTS

APPLIED LEGISLATION (6 ECTS)

This is a basic course for any student interested in communication in general. Every communication professional has to know and understand his rights and obligations and know the limits of his work. The subject will be focused on the laws in Spain regulating communications (Media, Journalism, Advertising) and studying the main rights concerning information and the responsibilities of communication.

HISTORY OF AUDIOVISUAL COMMUNICATION (6 ECTS)

This subject intends to convey the evolution of the audiovisual narrative, taking Cinema as the basic historical and aesthetical experience, given its cultural transcendence during the last century, its sociological impact, and the gradual integration of it and its derivatives, both public and domestic, in the current culture consumption habits and in the existing models of artistic creation.

We will deal with the contents through three different approaches: a conceptual approach, delving into the nature of the sequential form of art and its milestones; a chronological approach, providing historical context and sociological significance; a theoretical approach, analyzing the different styles and aesthetic contributions of the authors and works studied.

POLITICAL COMMUNICATION (6 ECTS)

From the point of view of communication and its use, the student will learn how to assess the need for communication and information from a democratic perspective. The course will prepare the student to face the challenges and to identify opportunities that specialization plays in political information. In the course, the student will learn how to prepare effective and useful interviews and polls, and how to interpret the results obtained in order to apply them to political analysis.

The main objectives of the course are to learn the main strategies in Political Communication, its genres and problems and handle correctly the specialized journalistic source on Political Communication.

POSTPRODUCTION (6 ECTS)

The subject focuses on the digital compositing tasks carried out after the editing stage and involves processes such as working with masks, luma and chroma keying, colour correction, tracking and stabilization tools or integration of 3D objects, among others. Therefore, the course is designed as a natural continuation of the subject 'Non-linear Editing and Graphic Design' (3rd year).

-Software Used: Adobe After Effects.

PUBLIC OPINION (6 ECTS)

The course will value the need for adequate and important communication in order to create Public Opinion following the values of Democracy. The student will learn how to handle correctly the main concepts and elements in Public Opinion and their historical evolution. They will also learn the importance and repercussions that different media have in Public Opinion through critical analysis. The students will be able to research and learn about public opinion and, more importantly, understand it, in order to apply it for communicative purposes.

RADIO PRODUCTION AND DIRECTON (6 ECTS)

Radio Production and Direction includes a global vision of the all the elements that are part of the process of creation of a radio work. The content of this subject is related to production, locution, recording, direction and post production, all of these items conceived as part of the creative process of a radio product. All of these items define the creator's style and the style of the work itself. Mostly practical, this subject includes exercises of radio production and direction of music radio, interviews, reports, magazines and radio drama.

TELEVISION DIRECTION I (6 ECTS)

The subject Television Direction I provides the student with the theoretical and practical knowledge needed to analyze and direct television programmes. We give special focus to multi-camera newscasts directing in order to subsequently widen the genres and formats to direct. It is convenient to have previously passed the following subjects: television, single-camera directing and photography and lighting.

Requirements:

- Basic use of camcorders
- Basic use of editing programmes

TELEVISION DIRECTION II (6 ECTS)

The subject Television Direction II provides the student with the theoretical and practical knowledge needed to analyze and direct television programmes. We give special focus to magazines, entertainment and musical shows direction just like to the creation of new formats. This subject is the continuation of theoretical and practical contents acquired in Television Direction I.

Requirements:

- Basic use of camcorders
- Basic use of editing programmes

Recommended:

- Television Direction I