

# AUDIOVISUAL COMMUNICATION

## BACHELOR PROGRAMME (240 ECTS)

FROM CINEMA TO MULTIMEDIA. DISCOVER THE BASIS OF MEDIA DEVELOPEMENT AND BECOME AN EXPERT ON SOCIAL, NARRATIVE, INTERACTIVE, AND CREATIVE COMMUNICATION.

Social and Legal Sciences

External placement: max. 9 ECTS (optional)

Campus of Gandia — UPV



UNIVERSITAT  
POLITÈCNICA  
DE VALÈNCIA

## STUDY PLAN

CODE — SUBJECT	YEAR SEMESTER // ECTS
10203 — Audiovisual Technology	1A // 6
10175 — Character Design	1A // 4,5
10202 — History of Audiovisual Media	1A // 6
10208 — Oral expression and speech in Spanish	1A // 4,5
10375 — Oral expression and speech in Valencian	1A // 4,5
10186 — Radio production	1A // 4,5
10195 — Sound Recording and Editing	1A // 4,5
10181 — Graphic design and audiovisual communication	1B // 4,5
10174 — Introduction to screenwriting: shooting script and storyboard	1B // 4,5
10184 — Television production	1B // 4,5
10196 — Theory and Aesthetics of Mass Communication	1B // 6
10194 — Theory and technique of editing	1B // 6
10193 — Video editing	1B // 4,5
10189 — Audiovisual Music	2A // 4,5
10191 — Business Organisation	2A // 6
10200 — Contemporary Universal History	2A // 4,5
10180 — Information Law	2A // 6
10173 — Introduction to Screenwriting: Formats and Structures	2A // 4,5
10179 — Production	2A // 4,5
10197 — Analysis of Audiovisual Advertising	2B // 4,5
10187 — Cinematography	2B // 6
10201 — Film History	2B // 4,5
10198 — Media theory and ecology	2B // 6
10182 — Vision and spatial representation	2B // 4,5
10209 — Writing: the norm in media (Spanish)	2B // 4,5
10376 — Writing: the norm in media (Valencian)	2B // 4,5
10188 — Art direction	3A // 4,5
10178 — Audiovisual Narrative	3A // 6
10185 — Filmmaking process	3A // 4,5
10183 — Graphic Expression and Computer Graphics	3A // 4,5
10205 — Interactive Pre-production	3A // 4,5
10192 — Management of Audiovisual Enterprises	3A // 4,5
10177 — Universal Arguments in Audiovisual Narrative	3A // 4,5
10207 — English for the Media*	3AB // 4,5
10199 — Audience Research	3B // 4,5
10176 — Conceptualization of audiovisual formats	3B // 4,5
10190 — Fundamentals of Animation	3B // 4,5
10206 — Interactive Communication	3B // 4,5

CODE — SUBJECT	YEAR SEMESTER // ECTS
10204 — 3D Animation	3B // 4,5
10215 — Analysis of TV series	4A // 5
10216 — Audiovisual production centre	4A // 5
10214 — Production of audiovisual TV programmes	4A // 5
13248 — Taller de formatos radiofónicos	4A // 5
13249 — Técnicas digitales escenográficas	4A // 5
10212 — TV news programme workshop	4A // 5
10213 — TV newscast workshop	4A // 5
10226 — Animación de personajes en 3D	4A // 5
10222 — Animación 2D vectorial	4A // 5
10221 — Documentary production workshop	4A // 5
10223 — Fiction workshop	4A // 5
10218 — Narrative strategies in contemporary film	4A // 5
13439 — Publishing and advanced post-production	4A // 5
10217 — Styles in film direction	4A // 5
10243 — Academic English*	4B // 4,5
10264 — Bachelor's Thesis	4B // 7,5
13244 — Creación de Empresas	4B // 4,5
10248 — Effective oral presentations	4B // 4,5
10251 — Film Comedy*	4B // 4,5
10262 — Oral and written preparation for the defence of the final degree project	4B // 4,5
10249 — Persuasion and rhetorical strategies in CAV	4B // 4,5
10244 — Sound design	4B // 4,5
13247 — Taller de creación de videojuegos	4B // 4,5
13246 — Taller de diseño gráfico multimedia	4B // 4,5
13245 — Taller de productos interactivos	4B // 4,5
13443 — Visual effects	4B // 4,5

SEMESTER A = WINTER SEMESTER

SEMESTER B = SUMMER SEMESTER

\*Subjects held in English



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