

# **DEGREE IN COMMUNICATION**

## **THIRD YEAR**

**Campus CEADE, Isla de la Cartuja. Sevilla.**

## DEGREE IN COMMUNICATION

Year	3 <sup>th</sup>
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<b>Advertising Graphic Design</b>	First Semester	
<b>Documentation and Digital Formats</b>	First Semester	
<b>Audio visual Script</b>	First Semester	
<b>Comparative Journalism</b>	First Semester	
<b>Human Resources Planning and Strategy</b>	First Semester	
<b>Audio visual Production</b>	First Semester	
<b>Radio Production</b>	Second Semester	
<b>Audio Visual Production I</b>	Second Semester	
<b>Writing Applied to Advertising and Public Relations</b>	Second Semester	
<b>Journalistic Writing: Informative Genre</b>	Second Semester	
<b>Audio Visual Technology</b>	Second Semester	
<b>2D Animation</b>	Second Semester	
<b>Web Design</b>	Second Semester	
<b>Audio Visual Editing</b>	Second Semester	Op
<b>Advertising Strategy</b>	Second Semester	Op
<b>Press Communication Office</b>	Second Semester	Op
<b>Corporate Visual Identity</b>	Second Semester	Op
<b>Audio Visual Narrative</b>	Second Semester	Op
<b>Marketing Plan</b>	Second Semester	Op
<b>Audio Visual Production II</b>	Second Semester	Op
<b>Journalistic Writing: Interpretation and Opinion</b>	Second Semester	Op
<b>Press Shop</b>	Second Semester	Op

## ADVERTISING GRAPHIC DESIGN

### 1. SUBJECT DESCRIPTION

Degree	Communication
Subject	<b>Advertising Graphic Design</b>
Module	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication and Public Relations)
Department	Social and Health Science
Semester	Fifth Semester
Total Credits	6
Year	3 <sup>th</sup>
Type	Basic Training
Language in classroom	Spanish

### 2. SKILLS

#### 2.1. BASIC AND GENERAL SKILLS

There is no data.

#### 2.2. CROSS SKILLS

There is no data.

#### 2.3. SPECIFIC SKILLS

CE18 - Being able to apply image composition techniques and procedures to different audio visual formats based on the knowledge of classic laws and of aesthetic and cultural movements of image history with the help of the new

information technologies.

CE19 - Having a knowledge of and being able to apply the technology and systems used for processing, making and transmitting information through graphic design and info graphs.

CE20 - Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.

CE21 - Being able to use communication technologies and tools in the design, visual representation and digital creativity fields in order to express and broadcast creations or fictions in the persuasive communication and entertainment fields.

CE22 - Having the skill and ability to prioritize any type of source or document (written, sound, visual et cetera) according to the rules of journalistic, advertising and audio visual designs.

CE23 - Having the skill and ability to recover, organize and process information and communication in order to be broadcast, served or treated for private or collective use through different media and formats or for the creation of any type of production.

CE24 - Communication management in the net, particularly on content management platforms and virtual communities.

CE25 - Having a knowledge and being able to apply the technologies and systems used for processing, making and transmitting messages through web design.

### 3. CONTENT

Composition, balance, rhythm, harmony, proportion. Advanced vector design. Use of colour: shade, shine, saturation. Chromatic modes. Pantones. Symbology. Typography. Corporate identity: elements and functions. Playing systems and printing techniques. Advanced raster design . Image optimization. Presentation and handing in rules

## DOCUMENTATION AND DIGITAL FORMATS

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Documentation and Digital</b>

	<b>Formats</b>
<b>Module</b>	Module III. Theory, Techniques and Research in Communication
<b>Department</b>	Social and Health Science
<b>Semester</b>	Fifth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### 2.4. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy.

Spanish language in order to be able to produce communication documents.

CG10 - Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.

CG11 - Being able to perceive in a critical way the new current communication scenario considering the messages as a product of the sociopolitical, economic and cultural conditions.

CG12 - Having a good command of the Spanish language in order to be able to produce communication documents.

CG14 - Having a knowledge of the technologies applied to communication, graphic design and digital content.

CG18 - Having a knowledge of the professional ethics which refer not only to professional practice but also to the limits of freedom of speech and to the ethical behavior which must direct the acts of reporters and communicators.

## 2.5. CROSS SKILLS

- CT01 - Organizing and planning work in an efficient and motivating way,
- CT02 - Using communication skills and constructive criticism in team work.
- CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.
- CT07 - Acquiring skills for team leading.
- CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
- CT10 - Being able to locate and manage documentation and information.
- CT11 - Being able to adapt easily to new needs and changes .
- CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.
- CT15 - Having a knowledge of and being able to use the new information technologies.

## 2.6. SPECIFIC SKILLS

- CE05 - Being able to know and recognize the main media formats (press, radio and television) as well as the way language is used in each one of them from textual and visual view points.
- CE06 - Analytical and instrumental skills in informative reality, information structure, processes, functions and techniques.
- CE12 - Being able to find, manage and store documentary, analysis and result interpretation sources and communication research sources.
- CE13 - Having a knowledge of the structure and management of communication media as well as the different formats and mediums throughout history and nowadays.
- CE15 - Being able to understand messages in social media taking into account communication models and contexts, being aware of the impact of communication technologies in collaborative culture.
- CE17 - Being aware of the role that the media and the communication professionals have had in defending freedom of speech throughout history.
- CE20 - Having a knowledge of the social impact of information and current communication technologies and their influence in the media, the genres, information design and professional routines.
- CE22 - Having the skill and ability to prioritize any type of source or document (written, sound, visual et cetera) according to the rules of journalistic, advertising and audio visual designs.
- CE23 - Having the skill and ability to recover, organize and process information and communication in order to be broadcast, served or treated for private or collective use through different media and formats or for the creation of any type of production.

## 3. CONTENT

Historic evolution of documentation. Analogical and digital formats. Information cycle. Multimedia information synthesis: tagging and summary. Access and use of resources with copyright and copyleft. Metadata normalization. Creation and management of data bases. Archive and referential content. Archive information treatment and classification. Computer software to broadcast knowledge.

## AUDIO VISUAL SCRIPT

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Audio visual Script</b>
<b>Module</b>	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication and Public Relations)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Fifth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

### 2. SKILLS

#### a. BASIC AND GENERAL SKILLS

There is no data.

#### b. CROSS SKILLS

There is no data.

#### c. SPECIFIC SKILLS

CEM26 - Drafting and creating narrative, descriptive or argumentative messages, in their different genres and formats, following the theoretical and structural patterns for audio visual scripts.

CEM27 - Having a command of the audio visual script system throughout

history, through their main methods and representatives.

CEM28 - Being able to create stories from your own or somebody else's ideas, with a good command of the elements which make up a narrative story, in order to depict and adapt the audio visual script to different formats and communication areas.

CEM29 - Having a knowledge being able to absorb narrative rhetorical resources depending on the audio visual depiction of the written script.

### 3. CONTENT

Narrative script versus non narrative script. The script in different audio visual media. Fictional script. Phases in script writing. European script writing versus American script writing. The basic script structure: main and secondary plots, division into acts. Anticipation theory. Sowing. Character theory: types, hero theory, protagonist, antagonist. The television script. Bloc writing.

## COMPARATIVE JOURNALISM

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Comparative Journalism</b>
<b>Module</b>	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication and Public Relations)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Fifth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish



## 2. SKILLS

### d. BASIC AND GENERAL SKILLS

There is no data.

### e. CROSS SKILLS

There is no data.

### f. SPECIFIC SKILLS

CEM02 - Being able to identify the different subjects addressed in communication offices and practical application of the techniques and strategies which belong to business and institutional communication.

CEM03 - Having the knowledge of and being able to study from a critical view point the historical evolution of journalistic modes and traditions in the national and international scene.

CEM04 - Being able to identify and use appropriately every type of source ( whether it is of a media type or not) which are significant for the study of information and communication in the past and present day, from a critical view point.

CEM08 - Having the ability and the skill to know how to apply research and critical sense to the informative process both in their previous aspects and those which follow the development of the journalistic product, in order to evaluate its results and communicative efficiency.

## 3. CONTENT

From the classics to the dawn of journalism. Origins of social communication, the take off of information ( the birth of the printing press) and the appearance of the public sphere in western society. Revolution, communication and middle classes. From the success of bourgeois journalism to mass journalism. Consolidation of informative models in western countries: American, British and Latin models. Comparative analysis of existing journalistic models: similarities and differences in professional profiles and job practice. Social communication in the 20<sup>th</sup> century. Basic informative determinants. Information, communication and propaganda. International conflicts: news strategies. Journalism in the new media. The evolution of journalistic modes of production in Spain from the 20<sup>th</sup> century until nowadays. The arrival on the scene of digital journalism and news globalization.

## HUMAN RESOURCES PLANNING AND STRATEGY

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Human Resources Planning and Strategy</b>
<b>Module</b>	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication and Public Relations)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Fifth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

### 2. SKILLS

#### **g. BASIC AND GENERAL SKILLS**

There is no data.

#### **h. CROSS SKILLS**

There is no data.

#### **i. SPECIFIC SKILLS**

CEM14 - Being able to analyse, plan and carry out the communication strategies in companies and institutions in order to obtain the desired perception by the objective audience and to contribute to the achievement of their goals, as well as to improve their corporate competitiveness and image by carrying out corporate social responsibility action plans.

CEM15 - Being able to manage the internal and external communication, in different formats, of all types of organizations, as well as being able to draft and carry out a prevention and execution plan in crisis situations.

CEM16 - Being able to analyse the Public Relations strategy in companies and institutions, identifying the potential or real conflicts and proposing an action plan based on the analysis which was carried out.

CEM17 - Being able to draft and implement a global, commercial, strategic and marketing plan, adapting it to the environment and organization where it takes place.

### 3. CONTENT

Public Relations in the communication plan. Evolution and development. Field of application. Public Relations Plan. Internal communication: types, phases and tools. Informal communication. External communication: relationship with the media. Patronage and sponsorship. Corporate social responsibility. Basic notions of protocol.

## AUDIO VISUAL PRODUCTION

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Audio visual Production</b>
<b>Module</b>	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication and Public Relations)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Fifth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### **j. BASIC AND GENERAL SKILLS**

There is no data.

### **k. CROSS SKILLS**

There is no data.

### **l. SPECIFIC SKILLS**

CEM31 - Having the ability to identify and apply the audio visual production techniques and processes in their different formats. From the organization and management of technical, human and budget resources in different formats to their distribution and broadcast.

CEM32 - Having the skill and ability to carry out the concept and execution of the narrative concepts developed in an audio visual script in an audio visual format,

CEM33 - Having the knowledge and being able to use different audio visual capture and register systems and devices in one camera and multi camera environments and lighting techniques.

CEM34 - Having the necessary skill for the planning and carrying out of a television production, in production control, based on the live multi camera technique.

CEM35 - Having the necessary skill for the planning and execution of an audio visual production based on one camera techniques

## 3. CONTENT

Types of production. The producer. The producer Company: structure and characteristics. Distributors: circuits, strategies and relationships. Film exhibitor: circuits, relationships with other sectors and screen quota. The promotion of the cinematographic product. The authors of the cinematographic work. Television production. Chain production. Organigram. Human and auxiliary elements. Finance sources and methods. Pre production phases. Filming. Post production. Copy. Profitability methods and circuits.

## RADIO PRODUCTION

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Radio Production</b>
<b>Module</b>	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication and Public Relations)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Fifth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### **m. BASIC AND GENERAL SKILLS**

There is no data.

### **n. CROSS SKILLS**

There is no data.

### **o. SPECIFIC SKILLS**

CEM04 - Being able to identify and use appropriately every type of source ( whether it is of a media type or not) which are significant for the study of information and communication in the past and present day, from a critical view point.

CEM05 - Being able to carry out the analysis of structures, contents and styles in television and radio programming as well as the different variables which have an impact in the configuration and processes, both communicative and entertaining that they generate.

CEM06 - Having the skill and ability to express oneself with communicative efficiency, taking advantage of hyper textual, interactive and visual resources which belong to digital journalism and adapt them to different electronic communication media.

CEM09 - Having the skill and ability to produce and write journalistic messages using the linguistic and paralinguistic codes in order to adapt them to traditional communication media (press, radio and television).

CEM10 - Having the skill and ability to carry out the main journalistic tasks, which would be put into practice through theme areas, applying journalistic genre and procedures, especially with visual and sound formats.

CEM12 - Having the skill to use new computer and informative technologies and techniques in the different media and combined media systems.

### 3. CONTENT

Radio Outlook in Spain. Evolution and new trends: techniques and programming. Organization of the radio company. Types of programmes. News programmes: flash, bulletin, disconnection, miscellaneous morning programmes. Fictional programmes. Monographic programmes. Documentaries. Docudramas. Musical programmes. Script writing. Study of ratings in radio. Radio advertising formats: advertising spots, reports, micro spaces, infomercials, sponsorships. Advertising texts for radio.

## AUDIO VISUAL PRODUCTION I

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Audio Visual Production I</b>
<b>Module</b>	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication and Public Relations)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Fifth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Basic Training

Language in classroom

Spanish

## 2. SKILLS

### **p. BASIC AND GENERAL SKILLS**

There is no data.

### **q. CROSS SKILLS**

There is no data.

### **r. SPECIFIC SKILLS**

CEM30 – Having the skill and ability to deal with the script breakdown in order to determine the artistic, technical and logistic needs which can lead to establishing an efficient and effective production plan both at time and budget levels.

CEM31 - Having the ability to identify and apply the audio visual production techniques and processes in their different formats. From the organization and management of technical, human and budget resources in different formats to their distribution and broadcast.

CEM32 - Having the skill and ability to carry out the concept and execution of the narrative concepts developed in an audio visual script in an audio visual format,

CEM33 - Having the knowledge and being able to use different audio visual capture and register systems and devices in one camera and multi camera environments and lighting techniques.

CEM34 - Having the necessary skill for the planning and carrying out of a television production, in production control, based on the live multi camera technique.

CEM35 - Having the necessary skill for the planning and execution of an audio visual production based on one camera techniques

## 3. CONTENT

Radio Outlook in Spain. Evolution and new trends: techniques and programming. Organization of the radio company. Types of programmes. News programmes: flash, bulletin, disconnection, miscellaneous morning programmes. Fictional programmes. Monographic programmers. Documentaries. Docudramas. Musical programmes. Script writing. Study of ratings in radio. Radio advertising formats: advertising spots, reports, micro spaces, infomercials, sponsorships. Advertising texts for radio.

## WRITING APPLIED TO ADVERTISING AND PUBLIC RELATIONS

### 1. SUBJECT DESCRIPTION

Degree	Communication
Subject	<b>Writing Applied to Advertising and Public Relations</b>
Module	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication and Public Relations)
Department	Social and Health Science
Semester	Fifth Semester
Total Credits	6
Year	3 <sup>th</sup>
Type	Optional Training
Language in classroom	Spanish

### 2. SKILLS

#### s. BASIC AND GENERAL SKILLS

There is no data.

#### t. CROSS SKILLS

There is no data.

#### u. SPECIFIC SKILLS



CEM18 - Having the skill and ability to produce persuasive messages by using narrative and written language use techniques.

CEM19 - Having the skill and ability to produce persuasive messages by using visual, sound or audio visual images, particularly through the use of graphic design techniques and digital representation, expressing the message through iconic and audio visual codes.

CEM20 - Being able to design, plan and execute communication projects. In particular in order to develop and propose innovative communication models and designs which can adapt to new social, cultural, economic and technological contexts

CEM21 - Being able to analyse and develop the Corporate Identity Manual and Brand Creation Process.

CEM22 - Having the skill and ability to design, define, and represent the visual identity of a company, institution, brand or person, producing a conceptual image expressed through iconic and linguistic codes, and which can be understood and recognized by the environment.

CEM23 - Being able to analyse, and execute strategies and processes for the production of a persuasive message which can be perceived and accepted by the target audience at the right time with the objective of positioning products, brands and ideas on the market.

CEM24 - Having analytical ability to develop and carry out an media plan which involves the selection of different advertising formats and the distribution of resources among the said formats according to the advertising campaign strategy.

CEM25 - Having the skill to design, generate and develop original creative proposals for launching persuasive messages using different codes and all the formats used in advertising.

### 3. CONTENT

The script writer. Profile and qualities. Creative writing. Functions of the text and image. Relationships. Advertising writing characteristics and resources. Levels. Rhetoric. Rhetoric divisions. Structure of the advertising text: layout, headlines, body, slogan, image. Direct advertising formats. Characteristics of the text. Structure and characteristics. Text in writing media: size, position, production. Infomercials. Text in exterior advertising: formats, characteristics, advantages. Advertising text in radio. Advertising text in television, cinema and internet.

## JOURNALISTIC WRITING: INFORMATIVE GENRE

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Journalistic Writing: Informative Genre</b>
<b>Module</b>	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication and Public Relations)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Fifth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

### 2. SKILLS

#### **v. BASIC AND GENERAL SKILLS**

There is no data.

#### **w. CROSS SKILLS**

There is no data.

#### **x. SPECIFIC SKILLS**

CEM01 - Being able to analyse the problems and processes of journalistic communication in its informative, interpretative and opinion aspects.

CEM04 - Being able to identify and use appropriately every type of source (whether it is of a media type or not) which are significant for the study of information and communication in the past and present day, from a critical view point.

CEM05 - Being able to carry out the analysis of structures, contents and styles in television and radio programming as well as the different variables which have an impact in the configuration and processes, both communicative and entertaining that they generate.

CEM07 - Having the ability to design, plan and execute projects and informative processes. Particularly, developing and suggesting communication models and designs which can adapt to new social, cultural, economic and technological contexts.

CEM09 - Having the skill and ability to produce and write journalistic messages using the linguistic and paralinguistic codes in order to adapt them to traditional communication media (press, radio and television).

CEM12 - Having the skill to use new computer and informative technologies and techniques in the different media and combined media systems.

CEM13 - Having a command of the language and techniques for journalistic production in the different informative genres, interpretation and opinion.

### 3. CONTENT

Journalistic profession. Structure of informative media. Informative journalistic media. The interview. Feature. Types of features. Research journalism. Journalistic sources and documentation. Techniques. Introduction to specialized journalism. Introduction to the opinion piece. Tabloid and gutter press. Functions and objectives of the press office.

## AUDIO VISUAL TECHNOLOGY

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Audio Visual Technology</b>
<b>Module</b>	Module V. Technologies, Tools and New Trends in Communication
<b>Department</b>	Social and Health Science
<b>Semester</b>	Fifth Semester

<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### y. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy

CG10 - Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.

CG13 - Being able to understand text and image messages in the media.

CG14 - Having a knowledge of the technologies applied to communication, graphic design and digital content.

CG16 - Having a knowledge of the different forms of communication through audio visual language.

### z. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.

CT09 - Being able to develop ideas and arguments in a reasonable and critical way.

CT10 - Being able to locate and manage documentation and information.

CT11 - Being able to adapt easily to new needs and changes .

CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.

CT15 - Having a knowledge of and being able to use the new information technologies.

### **aa. SPECIFIC SKILLS**

CE01 - Having critique, analysis and reflection abilities in relation to the audio visual fact as well as the interrelations between audio visual subjects and genres which make up the current audio visual media scenario.

CE03 - Analytical and instrumental skill about audio visual communication structure, processes, contents and techniques and its languages.

CE05 - Being able to know and recognize the main media formats (press, radio and television) as well as the way language is used in each one of them from textual and visual view points.

CE18 - Being able to apply image composition techniques and procedures to different audio visual formats based on the knowledge of classic laws and of aesthetic and cultural movements of image history with the help of the new information technologies.

CE19 - Having a knowledge of and being able to apply the technology and systems used for processing, making and transmitting information through graphic design and info graphs.

CE21 - Being able to use communication technologies and tools in the design, visual representation and digital creativity fields in order to express and broadcast creations or fictions in the persuasive communication and entertainment fields.

CE23 - Having the skill and ability to recover, organize and process information and communication in order to be broadcast, served or treated for private or collective use through different media and formats or for the creation of any type of production.

CE26 - Having the skill and ability to communicate in multimedia, interactive and animated environments.

## **3. CONTENT**

Camera capture and register. Workings of a camera. Audio visual register system: outdoor and indoor. Colour temperature and white balance. Production study on a set. Work dynamics. Image digitalization process. Sensors. Resolution, colour, compression and formats. Audio Digital. Capturing and storing of sound signals. Content distribution systems. Digital television. Digital video systems and formats.

## **2D ANIMATION**

### **1. SUBJECT DESCRIPTION**

<b>Degree</b>	Communication
<b>Subject</b>	<b>2D Animation</b>
<b>Module</b>	Module V. Technologies, Tools and New Trends in Communication
<b>Department</b>	Social and Health Science
<b>Semester</b>	Sixth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### bb. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy

CG10 - Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.

CG13 - Being able to understand text and image messages in the media.

CG14 - Having a knowledge of the technologies applied to communication, graphic design and digital content.

### cc. CROSS SKILLS

CT01 - Organizing and planning work in an efficient and motivating way,

CT02 - Using communication skills and constructive criticism in team work.

CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.

CT07 - Acquiring skills for team leading.  
CT09 - Being able to develop ideas and arguments in a reasonable and critical way.  
CT10 - Being able to locate and manage documentation and information.  
CT11 - Being able to adapt easily to new needs and changes .  
CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.  
CT15 - Having a knowledge of and being able to use the new information technologies.

#### **dd. SPECIFIC SKILLS**

CE03 - Analytical and instrumental skill about audio visual communication structure, processes, contents and techniques and its languages.  
CE05 - Being able to know and recognize the main media formats (press, radio and television) as well as the way language is used in each one of them from textual and visual view points.  
CE07 - Analytical and instrumental skills related to advertising and Public Relations processes, functions, structure and content.  
CE18 - Being able to apply image composition techniques and procedures to different audio visual formats based on the knowledge of classic laws and of aesthetic and cultural movements of image history with the help of the new information technologies.  
CE19 - Having a knowledge of and being able to apply the technology and systems used for processing, making and transmitting information through graphic design and info graphs.  
CE21 - Being able to use communication technologies and tools in the design, visual representation and digital creativity fields in order to express and broadcast creations or fictions in the persuasive communication and entertainment fields.  
CE22 - Having the skill and ability to prioritize any type of source or document (written, sound, visual et cetera) according to the rules of journalistic, advertising and audio visual designs.  
CE23 - Having the skill and ability to recover, organize and process information and communication in order to be broadcast, served or treated for private or collective use through different media and formats or for the creation of any type of production.  
CE26 - Having the skill and ability to communicate in multimedia, interactive and animated environments.

### **3. CONTENT**

Timing. Movement laws. Compression and extension. Key frames and interpolation. Superposition, accompaniment and dragging. Animation cycle. Weight and balance. Action and movement. Interaction with characters.

Traditional 2D animation design. Model sheets. Storyboards. Animatics. Motion graphics: animation, visual and sequence composition.

## WEB DESIGN

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Web Design</b>
<b>Module</b>	Module V. Technologies, Tools and New Trends in Communication
<b>Department</b>	Social and Health Science
<b>Semester</b>	Sixth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Basic Training
<b>Language in classroom</b>	Spanish

### 2. SKILLS

#### cc. BASIC AND GENERAL SKILLS

CB1 - Students should be able to prove their knowledge in certain areas of study which have their basis in general secondary education, and although these are supported in advanced textbooks, it also includes knowledge which comes from the forefront area of its field.

CB2 – Students should be able to apply their knowledge to their work or vocation in a professional manner and they must have the skills which can be seen in the elaboration and defence of argumentations and the resolution of problems within their study area

CB 3 – Students should have the skill to gather and interpret relevant data (normally within their study field) so that they can have an informed opinion including a reflection about relevant social, scientific or ethical subjects.

CB 4 – Students should be able to transmit information, ideas, problems and solutions both to specialized and unspecialized audiences.

CB 5 – Students should have developed the learning skills which are necessary to carry on with their subsequent studies with a high degree of autonomy

CG10 - Having a knowledge of the terminology and different techniques used in communication in its informative, persuasive and audio visual aspects.

CG13 - Being able to understand text and image messages in the media.

CG14 - Having a knowledge of the technologies applied to communication, graphic design and



digital content.

#### **ff. CROSS SKILLS**

- CT01 - Organizing and planning work in an efficient and motivating way,
- CT02 - Using communication skills and constructive criticism in team work.
- CT05 - Being able to fit in adequately in multidisciplinary teams and different cultural contexts.
- CT07 - Acquiring skills for team leading.
- CT09 - Being able to develop ideas and arguments in a reasonable and critical way.
- CT10 - Being able to locate and manage documentation and information.
- CT11 - Being able to adapt easily to new needs and changes .
- CT13 - Generating entrepreneurial and innovative ideas with initiative in project management and design.
- CT15 - Having a knowledge of and being able to use the new information technologies.

#### **gg. SPECIFIC SKILLS**

- CE03 - Analytical and instrumental skill about audio visual communication structure, processes, contents and techniques and its languages.
- CE05 - Being able to know and recognize the main media formats (press, radio and television) as well as the way language is used in each one of them from textual and visual view points.
- CE07 - Analytical and instrumental skills related to advertising and Public Relations processes, functions, structure and content.
- CE18 - Being able to apply image composition techniques and procedures to different audio visual formats based on the knowledge of classic laws and of aesthetic and cultural movements of image history with the help of the new information technologies.
- CE19 - Having a knowledge of and being able to apply the technology and systems used for processing, making and transmitting information through graphic design and info graphs.
- CE21 - Being able to use communication technologies and tools in the design, visual representation and digital creativity fields in order to express and broadcast creations or fictions in the persuasive communication and entertainment fields.
- CE22 - Having the skill and ability to prioritize any type of source or document (written, sound, visual et cetera) according to the rules of journalistic, advertising and audio visual designs.
- CE23 - Having the skill and ability to recover, organize and process information and communication in order to be broadcast, served or treated for private or collective use through different media and formats or for the creation of any type of production.
- CE26 - Having the skill and ability to communicate in multimedia, interactive and animated environments.

### 3. CONTENT

Web colour and typography. Colour management. Legibility. Image formats and optimization for the web. Html documents and CSS style sheets. Html document structure and variables. Tags, characteristics and links. Html5. Web design software. Interface and work environment. Web site structure. Publications. Servers and domain. Usability and evaluation methods. Accessibility and validation. 2.0 tools.

## AUDIO VISUAL EDITING

### 1. SUBJECT DESCRIPTION

Degree	Communication
Subject	<b>Audio Visual Editing</b>
Module	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication)
Department	Social and Health Science
Semester	Sixth Semester
Total Credits	6
Year	3 <sup>th</sup>
Type	Optional Training
Language in classroom	Spanish

### 2. SKILLS

**hh. BASIC AND GENERAL SKILLS**

There is no data.

## ii. CROSS SKILLS

There is no data.

## jj. SPECIFIC SKILLS

CEM37 – Having the skill and ability to develop audio visual content montage and editing processes through digital process techniques and having operative command of the different adjusting tools, movement control and digital video filtering.

CEM38 - Having the skill and ability to manipulate audio and video archives through effects and other digital treatment techniques in order to achieve the end and creative purpose of the project.

CEM39 - Having the skill and ability to use modelling and 3D representation techniques and tools.

CEM40 - Having a knowledge and being able to use lighting techniques and processes and animation in 3D environments

## 3. CONTENT

Montage, edition and post production. Montage basics and principles. Analogical montage versus digital montage. Work modes. Multi generation. Introduction to video software. Non linear hall effect. Digitalization and compression. Access to functions. Elements. Edition modes. Montage typology. Genre montage. Advanced editing techniques. Render. Animation curves.

## ADVERTISING STRATEGY

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Advertising Strategy</b>
<b>Module</b>	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication)
<b>Department</b>	Social and Health Science

<b>Semester</b>	Sixth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### kk. BASIC AND GENERAL SKILLS

There is no data.

### ll. CROSS SKILLS

There is no data.

### mm. SPECIFIC SKILLS

CEM18 - Having the skill and ability to produce persuasive messages by using narrative and written language use techniques.

CEM19 - Having the skill and ability to produce persuasive messages by using visual, sound or audio visual images, particularly through the use of graphic design techniques and digital representation, expressing the message through iconic and audio visual codes.

CEM20 - Being able to design, plan and execute communication projects. In particular in order to develop and propose innovative communication models and designs which can adapt to new social, cultural, economic and technological contexts

CEM21 - Being able to analyse and develop the Corporate Identity Manual and Brand Creation Process.

CEM22 - Having the skill and ability to design, define, and represent the visual identity of a company, institution, brand or person, producing a conceptual image expressed through iconic and linguistic codes, and which can be understood and recognized by the environment.

CEM23 - Being able to analyse, and execute strategies and processes for the production of a persuasive message which can be perceived and accepted by the target audience at the right time with the objective of positioning products, brands and ideas on the market.

CEM24 - Having analytical ability to develop and carry out an media plan which involves the selection of different advertising formats and the distribution of resources among the said formats according to the advertising campaign strategy.

CEM25 - Having the skill to design, generate and develop original creative proposals for launching persuasive messages using different codes and all the formats used in advertising.

### 3. CONTENT

The planner figure: functions, location, aptitude and attitude, work tools. Brand, positioning and insight. Briefing: functions, content, structure. Factors. Advertising Budget. Consumers and objective audience. Market share. Consumers and objective audience: types, behaviour, purchase context. Product: definition, material and emotional dimensions. Factors for product positioning. Consumer positioning. Competition levels in the market. Advertising objectives. Types of strategies. Brand management. Strategy phases. Selection of communication tools.

## PRESS COMMUNICATION OFFICE

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Press Communication Office</b>
<b>Module</b>	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Sixth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### **nn. BASIC AND GENERAL SKILLS**

There is no data.

### **oo. CROSS SKILLS**

There is no data.

### **pp. SPECIFIC SKILLS**

CEM02 - Being able to identify the different subjects addressed in communication offices and practical application of the techniques and strategies which belong to business and institutional communication.

CEM03 - Having the knowledge of and being able to study from a critical view point the historical evolution of journalistic modes and traditions in the national and international scene.

CEM04 - Being able to identify and use appropriately every type of source (hether it is of a media type or not) which are significant for the study of information and communication in the past and present day, from a critical view point.

CEM08 - Having the ability and the skill to know how to apply research and critical sense to the informative process both in their previous aspects and those which follow the development of the journalistic product, in order to evaluate its results and communicative efficiency.

## 3. CONTENT

Public Relations. Public opinion and persuasion. Office structure and functions. Externationalization. Consultant companies. Communication plan. Phases: research, planning, communication and evaluation. Company image and identity. Audience and communication media. Opinion leaders. Persuasive communication. Propaganda. Conflict management. Communication tactics: press note, press conference, dossier. Lobbyism. Governmental relationships. Events and protocol. Event planning diagram.

## CORPORATE VISUAL IDENTITY

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Corporate Visual Identity</b>
<b>Module</b>	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Sixth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### qq. BASIC AND GENERAL SKILLS

There is no data.

### rr. CROSS SKILLS

There is no data.

### ss. SPECIFIC SKILLS

CEM18 - Having the skill and ability to produce persuasive messages by using narrative and written language use techniques.

CEM19 - Having the skill and ability to produce persuasive messages by using visual, sound or audio visual images, particularly through the use of graphic design techniques and digital representation, expressing the message through iconic and audio visual codes.

CEM20 - Being able to design, plan and execute communication projects. In particular in order to develop and propose innovative communication models and designs which can adapt to new social, cultural, economic and technological contexts

CEM21 - Being able to analyse and develop the Corporate Identity Manual and

Brand Creation Process.

CEM22 - Having the skill and ability to design, define, and represent the visual identity of a company, institution, brand or person, producing a conceptual image expressed through iconic and linguistic codes, and which can be understood and recognized by the environment.

CEM23 - Being able to analyse, and execute strategies and processes for the production of a persuasive message which can be perceived and accepted by the target audience at the right time with the objective of positioning products, brands and ideas on the market.

CEM24 - Having analytical ability to develop and carry out an media plan which involves the selection of different advertising formats and the distribution of resources among the said formats according to the advertising campaign strategy.

CEM25 - Having the skill to design, generate and develop original creative proposals for launching persuasive messages using different codes and all the formats used in advertising.

### 3. CONTENT

The corporate system. Differences between corporate image and corporate visual identity. Corporate identity: elements and core ideas. Strategies. Corporate visual identity principles and functions. Corporate visual identity. External conditioning factors. Corporate visual identity programmes. Corporate visual identity manuals.

## AUDIO VISUAL NARRATIVE

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Audio Visual Narrative</b>
<b>Module</b>	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication)
<b>Department</b>	Social and Health Science



<b>Semester</b>	Sixth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### ii. BASIC AND GENERAL SKILLS

There is no data.

### iii. CROSS SKILLS

There is no data.

### vi. SPECIFIC SKILLS

CEM26 - Drafting and creating narrative, descriptive or argumentative messages, in their different genres and formats, following the theoretical and structural patterns for audio visual scripts.

CEM27 - Having a command of the audio visual script system throughout history, through their main methods and representatives.

CEM28 - Being able to create stories from your own or somebody else's ideas, with a good command of the elements which make up a narrative story, in order to depict and adapt the audio visual script to different formats and communication areas.

CEM29 - Having a knowledge being able to absorb narrative rhetorical resources depending on the audio visual depiction of the written script.

## 3. CONTENT

Speech, history and narrative. Narrative speech versus non narrative speech. Theory of the umlaut. The narrative space: in space ,off space , field, off field. Organicity. Narrative time: order, frequency, duration. Representation models.

Focalization. Narrator. Character creation. Types of characters. Relationships between characters.

## MARKETING PLAN

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Marketing Plan</b>
<b>Module</b>	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Sixth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

### 2. SKILLS

#### **ww. BASIC AND GENERAL SKILLS**

There is no data.

#### **xx. CROSS SKILLS**

There is no data.

#### **yy. SPECIFIC SKILLS**

CEM14 - Being able to analyse, plan and carry out the communication

strategies in companies and institutions in order to obtain the desired perception by the objective audience and to contribute to the achievement of their goals, as well as to improve their corporate competitiveness and image by carrying out corporate social responsibility action plans.

CEM15 - Being able to manage the internal and external communication, in different formats, of all types of organizations, as well as being able to draft and carry out a prevention and execution plan in crisis situations.

CEM16 - Being able to analyse the Public Relations strategy in companies and institutions, identifying the potential or real conflicts and proposing an action plan based on the analysis which was carried out.

CEM17 - Being able to draft and implement a global, commercial, strategic and marketing plan, adapting it to the environment and organization where it takes place

### 3. CONTENT

Global, commercial, strategic and marketing planning. The advantages of the marketing plan. Thoughts. Elaboration phases and stages. Analysis of the situation. External and internal analysis. Information systems. Diagnosis of the situation. Tools. SWOT. Competitive position matrix. Objective goals. Election of strategies: portfolio, segmentation, positioning, functional. Definition of the action plans.

## AUDIO VISUAL PRODUCTION II

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Audio Visual Production II</b>
<b>Module</b>	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication)
<b>Department</b>	Social and Health Science
<b>Semester</b>	Sixth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>

Type	Optional Training
Language in classroom	Spanish

## 2. SKILLS

### zz. BASIC AND GENERAL SKILLS

There is no data.

#### aaa. CROSS SKILLS

There is no data.

#### bbb. SPECIFIC SKILLS

CEM30 – Having the skill and ability to deal with the script breakdown in order to determine the artistic, technical and logistic needs which can lead to establishing an efficient and effective production plan both at time and budget levels.

CEM31 - Having the ability to identify and apply the audio visual production techniques and processes in their different formats. From the organization and management of technical, human and budget resources in different formats to their distribution and broadcast.

CEM32 - Having the skill and ability to carry out the concept and execution of the narrative concepts developed in an audio visual script in an audio visual format,

CEM33 - Having the knowledge and being able to use different audio visual capture and register systems and devices in one camera and multi camera environments and lighting techniques.

CEM34 - Having the necessary skill for the planning and carrying out of a television production, in production control, based on the live multi camera technique.

CEM35 - Having the necessary skill for the planning and execution of an audio visual production based on one camera techniques

## 3. CONTENT

One camera planning basics. Audio visual genres production. News piece planning. Dialogue sequence planning. Chase sequence planning. Suspense

sequence planning. Press conference planning. Modern planning. Image taking advanced techniques.

## JOURNALISTIC WRITING: INTERPRETATION AND OPINION

### 1. SUBJECT DESCRIPTION

Degree	Communication
Subject	<b>Journalistic Writing: Interpretation and Opinion</b>
Module	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication)
Department	Social and Health Science
Semester	Sixth Semester
Total Credits	6
Year	3 <sup>th</sup>
Type	Optional Training
Language in classroom	Spanish

### 2. SKILLS

#### **ccc. BASIC AND GENERAL SKILLS**

There is no data.

#### **ddd. CROSS SKILLS**

There is no data.

#### **eee. SPECIFIC SKILLS**

CEM01 - Being able to analyse the problems and processes of journalistic

communication in its informative, interpretative and opinion aspects.

CEM04 - Being able to identify and use appropriately every type of source (whether it is of a media type or not) which are significant for the study of information and communication in the past and present day, from a critical view point.

CEM05 - Being able to carry out the analysis of structures, contents and styles in television and radio programming as well as the different variables which have an impact in the configuration and processes, both communicative and entertaining that they generate.

CEM07 - Having the ability to design, plan and execute projects and informative processes. Particularly, developing and suggesting communication models and designs which can adapt to new social, cultural, economic and technological contexts.

CEM09 - Having the skill and ability to produce and write journalistic messages using the linguistic and paralinguistic codes in order to adapt them to traditional communication media (press, radio and television).

CEM12 - Having the skill to use new computer and informative technologies and techniques in the different media and combined media systems.

CEM13 - Having a command of the language and techniques for journalistic production in the different informative genres, interpretation and opinion.

### 3. CONTENT

Selection criteria in news programmes. Interpretation in journalistic texts. Informative sources and documentation. Characteristics and functions in social media. Interpretative reporting. Definition, structure and characteristics. Types of reports. Steps in its production. Definition, structure and characteristics of the chronicle. Opinion journalism. Characteristics. Opinion genres. Articles. Editorialise. Critique. Separate. Letters to the director. Photojournalism

## PRESS SHOP

### 1. SUBJECT DESCRIPTION

<b>Degree</b>	Communication
<b>Subject</b>	<b>Press Shop</b>
<b>Module</b>	Module VII. Optional subjects which are compulsory for an honorary mention (Advertising Communication)

<b>Departament</b>	Social and Health Science
<b>Semester</b>	Sixth Semester
<b>Total Credits</b>	6
<b>Year</b>	3 <sup>th</sup>
<b>Type</b>	Optional Training
<b>Language in classroom</b>	Spanish

## 2. SKILLS

### fff. BASIC AND GENERAL SKILLS

There is no data.

### ggg. CROSS SKILLS

There is no data.

### hhh. SPECIFIC SKILLS

CEM01 - Being able to analyse the problems and processes of journalistic communication in its informative, interpretative and opinion aspects.

CEM04 - Being able to identify and use appropriately every type of source ( whether it is of a media type or not) which are significant for the study of information and communication in the past and present day, from a critical view point.

CEM05 - Being able to carry out the analysis of structures, contents and styles in television and radio programming as well as the different variables which have an impact in the configuration and processes, both communicative and entertaining that they generate.

CEM07 - Having the ability to design, plan and execute projects and informative processes. Particularly, developing and suggesting communication models and designs which can adapt to new social, cultural, economic and technological contexts.

CEM09 - Having the skill and ability to produce and write journalistic messages using the linguistic and paralinguistic codes in order to adapt them to traditional communication media (press, radio and television).

CEM12 - Having the skill to use new computer and informative technologies and techniques in the different media and combined media systems.

CEM13 - Having a command of the language and techniques for journalistic production in the different informative genres, interpretation and opinion.

### 3. CONTENT

Making of news, opinion and interpretation pieces about different genres: according to geographical area, subject, style etc.