

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Web Design
Module	Module VI. Multimedia Systems and Technological Platforms
Departmental Area	Social and Health Sciences
Semester	Sixth semester
Total credits	6
Course	3º
Character	Mandatory Training
Language of instruction	English

Teaching model:	Type C1
a. Basic Education (EB):	50% (23 hours)
b. Practical Education and Development (EPD):	50% (22 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is typically at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competencies that are usually demonstrated through the development and defense of arguments and problem solving within

your area of study.

CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG10 - Ability to understand, analyze and apply the terminology and different techniques of communication in its informative, persuasive and audiovisual aspects.

CG13 - Ability to understand text and iconic media messages.

CG14 - Capacity and ability to apply and manage communication technologies to graphic design and digital contents.

2.2. Transversal Competencies

CT01 - Organize and plan work in an efficient and motivating way.

CT02 - Use communication skills and constructive criticism in teamwork.

CT03 - Problem solving and decision making.

CT05 - Ability to develop teamwork skills to achieve a common and previous objective.

CT07 - Acquire skills to lead a team.

CT09 - Develop reasoned and critical ideas and arguments.

CT10 - Locate and manage documentation and information.

CT11 - Ability to adapt to new needs and changes in the technological and business environment.

CT13 - Generate entrepreneurial and innovative ideas with initiative in the design and management of projects.

CT15 - Know and handle new information technologies.

2.3. Specific Competencies

CE08 - Analytical capacity on the processes, functions and structures of Digital Communication and instrumental skills in such processes.

CE15 - Ability to understand the messages of social media taking into account the models and contexts of communication, knowing the impact of communication technologies in the collaborative culture on the Web.

CE20 - Ability to assess the incidence and social impact of contemporary information and communication technologies and their influence on media content, genres, information design, and professional routines.

CE21 - Ability to use communication technologies and tools in the field of design, visual representation and digital creativity, to express and disseminate creations or fictions in the field of persuasive communication and entertainment. **CE22** - Capacity and ability to hierarchize any type of source or document (written, audio, visual, etc.) according to the rules of journalistic, advertising and audiovisual design.

CE23 - Capacity and ability to retrieve, organize, analyze and process information and communication in order to be disseminated, served or treated for private or collective use through various media and media or in the creation of productions of any kind.

CE24 - Ability to manage communication on the Web, particularly in content management platforms and virtual communities.

CE25 - Ability and skill to skillfully apply the technologies and systems used to process, elaborate and transmit messages through web design.
CE26 - Capacity and ability to communicate in multimedia, interactive and animated environments.

3. CONTENTS

Web Culture. Color and typography for the web. Color management. Legibility. Image formats and optimization for the web. HTML documents and CSS style sheets. html document structuring and variants. Frontend and backend. Tags, attributes and links. Html5. Web design software. Interface and work environment. Structure of a web site. Publications. Servers and domain. Usability and evaluation methods. Accessibility and validation. 2.0 tools. Web design trends. Sector and context of web design.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the lecture of the professor, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Classroom presentations (AP) Examples and case studies (AP) Classroom practice (AP)
 Workshop and laboratory practicals (AP) Group work exhibition (AP) Scheduled tutorials (AA)
 Review of practical work and exercises (AA) Open laboratories and workshops (AA)
 Portfolios and supervised work (AA) Preparation of course work (AA)
 Personal study (AA) Practical activities (AA) Search for resources in library and Internet (AA) Preparation of presentations (AA)
 Virtual Campus (AA) Work and stay in the center for the internships
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all training activities carried out during the period of teaching the subject, i.e., concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	40 %
Evaluation of work or projects, individual or in groups	40 %
Participation in Basic Education, Internship and Development Education or Directed Activities	20%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Digital Documentation and Big Data
Module	III. Theory, Techniques and Communication Research
Departmental Area	Social and Health Sciences
Semester	Fifth semester
Total credits	6
Course	3º
Character	Mandatory Training
Language of instruction	English

Teaching model:	Type C1
a. Basic Education (EB):	50% (23 hours)
b. Practical Education and Development (EPD):	50% (22 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competencies that are usually demonstrated by means of

of the elaboration and defense of arguments and the resolution of problems within their area of study.

CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG10 - Ability to understand, analyze and apply the terminology and different techniques of communication in its informative, persuasive and audiovisual aspects.

CG11 - Ability to critically perceive the new panorama of communication that surrounds us, considering the messages as the result of a society that is the product of socio-political, economic and cultural conditions.

CG12 - Mastering the use of the Spanish language in order to be able to prepare documents for communication.

CG14 - Capacity and ability to apply and manage communication technologies to graphic design and digital contents.

2.2. Transversal Competencies

CT01 - Organize and plan work in an efficient and motivating way.

CT02 - Use communication skills and constructive criticism in teamwork.

CT05 - Ability to develop teamwork skills to achieve a common and previous objective.

CT07 - Acquire skills to lead a team.

CT09 - Develop reasoned and critical ideas and arguments.

CT10 - Locate and manage documentation and information.

CT11 - Ability to adapt to new needs and changes in the technological and business environment.

CT13 - Generate entrepreneurial and innovative ideas with initiative in the design and management of projects.

CT15 - Know and handle new information technologies.

2.3. Specific Competencies

CE05 - Ability to understand, analyze, identify and use the main media formats (press, radio and television) and the language of each one of them, both from a textual and visual point of view.

CE06 - Analytical capacity of the informative reality, the structure, processes and techniques of information and instrumental skills in these processes and techniques.

CE11 - Development of heuristic skills in the formulation of new interpretations and construction of hypotheses to approach the knowledge of communication and culture from the complexity.

CE12 - Ability to locate, manage and store documentary sources, analysis and interpretation of results and research reports in communication. **CE15** - Ability to understand the messages of social media taking into account the models and contexts of communication, knowing the impact of communication technologies in the collaborative culture in the network.

SC17 - Awareness of the role that the media and communication professionals have played in the defense of freedom of expression.
of expression throughout history.

CE20 - Ability to assess the incidence and social impact of technologies.

and contemporary communication and its influence on media content, genres, information design, and professional routines.

CE22 - Ability and capacity to hierarchize any type of source or document (written, audio, visual, etc.) according to standards of journalistic, advertising and audiovisual design.

CE23 - Ability and capacity to retrieve, organize, analyze, and process information and communication in order to be able to be disseminated, served or processed for private or collective use through various media and supports or in the creation of productions of any kind.

3. CONTENTS

Historical evolution of documentation. Analogical and digital supports. Information cycle. Synthesis of multimedia information: tagging and abstract. Access and use of copyrighted and copyleft resources. Documentary and referential contents. Treatment and classification of hemerographic information. Big data. Creation and management of databases. Metadata standardization. Computer applications for visual representation of data.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Lecture/exhibition (AP) Problem solving (AP)
 Classroom presentations (AP) Examples and case studies (AP) Classroom practice (AP)
 Debates (AP)
 Group work presentation (AP) Scheduled tutorials (AA)
 Review of assignments and practical exercises (AA) Interactive case studies (AA) Preparation of course work (AA)
 Personal study (AA)
 Practical activities (AA) Search for resources in the library and Internet (AA) Preparation of presentations (AA)
 Virtual Campus (AA)
 Work and stay at the center for internships Set of oral and written tests, internships, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	70 %
Evaluation of work or projects, individual or in groups	30 %

Participation in Basic Education, Internship and Development Education or Directed Activities	
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7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Edition from Platforms Content
Module	Module VI. Multimedia Systems and Technological Platforms
Departmental Area	Social and Health Sciences
Semester	Fifth semester
Total credits	6
Course	3º
Character	Mandatory Training
Language of instruction	English

Teaching model:	Type C1
a. Basic Education (EB):	50% (23 hours)
b. Practical Education and Development (EPD):	50% (22 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - That students know how to apply their knowledge to their work or vocation in the following areas

professional manner and possess the skills that are usually demonstrated through the development and defense of arguments and problem solving within your area of study.

CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG10 - Ability to understand, analyze and apply the terminology and different techniques of communication in its informative, persuasive and audiovisual aspects.

CG13 - Ability to understand text and iconic media messages.

CG14 - Capacity and ability to apply and manage communication technologies to graphic design and digital contents.

CG16 - Ability to elaborate communicative discourses through audiovisual language and to analyze the different forms of communication through these languages.

2.2. Transversal Competencies

CT01 - Organize and plan work in an efficient and motivating way.

CT02 - Use communication skills and constructive criticism in teamwork.

CT03 - Problem solving and decision making.

CT05 - Ability to develop teamwork skills to achieve a common and previous objective.

CT07 - Acquire skills to lead a team

CT09 - Develop reasoned and critical ideas and arguments.

CT10 - Locate and manage documentation and information.

CT11 - Ability to adapt to new needs and changes in the technological and business environment.

CT13 - Generate entrepreneurial and innovative ideas with initiative in the design and management of projects.

CT15 - Know and use new information technologies.

2.3. Specific Competencies

CE08 - Analytical capacity on the processes, functions and structures of Digital Communication and instrumental skills in such processes.

CE15 - Ability to understand the messages of social media taking into account the models and contexts of communication, knowing the impact of communication technologies in the collaborative culture on the Web.

CE23 - Capacity and ability to retrieve, organize, analyze and process information and communication in order to be disseminated, served or treated for private or collective use through various media and media or in the creation of productions of any kind.

CE24 - Ability to manage communication on the Web, particularly in content management platforms and virtual communities.

CE25 - Ability and skill to skillfully apply the technologies and systems used to process, elaborate and transmit messages through web design.

CE26 - Capacity and ability to communicate in multimedia, interactive and animated environments.

3. CONTENTS

Collaborative work. CMS typology. Products and technologies. Web platforms. Functionalities. Indexing and information formats. User management. Workflows. Requirements and maintenance: technology, licensing, stability and updates. Product positioning. Applications.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the lecture of the professor, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY
The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (AP)

Conferences (AP)
 Classroom presentations (AP) Examples and case studies (AP) Classroom practice (AP)
 Workshop and laboratory practicals (AP)
 Group work exhibition (AP) Scheduled tutorials (AA)
 Review of practical work and exercises (AA) Field work outings (AA)
 Library and Internet resources search (AA)

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	40 %
Evaluation of work or projects, individual or in groups	40 %
Participation in Basic Education, Internship and Development Education or Directed Activities	20%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences

E-mail

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Cabinet of Journalistic Communication
Module	Module VII. Compulsory Electives of Mention (Journalism)
Departmental Area	Social and Health Sciences
Semester	Sixth semester
Total credits	6
Course	3º
Character	Training Electives
Language of instruction	English

Teaching model:	Type A1
a. Basic Education (EB):	68% (31 hours)
b. Practical Education and Development (EPD):	32% (14 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

They are not contemplated for this subject.

2.2. Transversal Competencies

They are not contemplated for this subject.

2.3 Specific Competencies

CEM02 - Ability to identify the different subjects addressed in the field of communication offices and practical application of the techniques and strategies of corporate and institutional communication.

CEM03 - Ability to understand, analyze and evaluate the historical evolution of journalistic modalities and traditions in the international panorama.

CEM04 - Ability to identify and appropriately use sources of all kinds (media or not) that are significant for the study of information and communication in the past and present, from a critical viewpoint.

CEM07 - Capacity for ideation, planning and execution of informative projects and processes. Specifically to develop and propose communication models and designs, capable of adapting to new social, cultural, economic and technological contexts.

3. CONTENTS

Public relations. Public opinion and persuasion. Cabinet structure and functions. Externalization. Consulting firms. Communication plan. Phases: research, planning, communication and evaluation. Company identity and image. Public and media. Opinion leaders. Persuasive communication. Propaganda. Conflict management. Communication tactics: press release, press conference, dossier. Lobbying. Government relations. Events and protocol. Event outlines.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the lecture of the professor, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): The following activities will be carried out a series of oral and written tests. In addition, there will be a theoretical and practical written exam at the end of the course.	15	0

of the period.		
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5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Classroom presentations (AP) Examples and case studies (AP) Classroom practice (AP) Seminars
 Discussions (AP) Group work presentation (AP) Scheduled tutorials (AA)
 Review of practical work and exercises (AA) Field trips (AA) Laboratories and open workshops (AA)
 Portfolios and supervised work (AA) Preparation of course work (AA)
 Personal study (AA) Practical activities (AA) Search for resources in the library and Internet (AA) Preparation of presentations (AA)
 Virtual Campus (AA) Work and stay in the center for internships
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
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Objective test: written or oral	60 %
Evaluation of work or projects, individual or in groups	20 %
Participation in Basic Education, Internship and Development Education or Directed Activities	20%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Radio Production
Module	Module VII. Compulsory Electives of Mention (Journalism)
Departmental Area	Social and Health Sciences
Semester	Fifth semester
Total credits	6
Course	3º
Character	Training Electives
Language of instruction	English

Teaching model:	Type C1
a. Basic Education (EB):	50% (23 hours)
b. Practical Education and Development (EPD):	50% (22 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

They are not contemplated for this subject.

2.2. Transversal Competencies

They are not contemplated for this subject.

2.3. Specific Competencies

Course Description: Radio Production

CEM04 - Ability to identify and appropriately use sources of all kinds (media or not) that are significant for the study of information and communication in the past and present, from a critical point of view.

CEM05 - Ability to analyze the structures, contents and styles of television and radio programming, as well as the different variables influencing their configuration and processes, both communicative and spectacular, generated by them.

CEM06 - Capacity and ability to express oneself with communicative effectiveness, knowing how to take advantage of the hypertextual, interactive and visual resources of digital journalism and adapt them to the different electronic media.

CEM09 - Capacity and ability to express and write journalistic messages using linguistic and paralinguistic codes in order to adapt them to traditional media (press, radio and television).

CEM10 - Capacity and ability to perform the main journalistic tasks, developed through thematic areas, applying journalistic genres and procedures, especially with visual and sound support.

CEM12 - Ability and skill in the skillful use of information and communication technologies and techniques in the different media and combined media systems.

3. CONTENTS

Overview of radio in Spain. Evolution and new trends: techniques and programming. Organization of the radio company. Types of programs. Informative programs: flash, bulletins, disconnections. Magazin. Fiction programs. Monographic programs. Documentaries. Docudramas. Musical programs. Scriptwriting. Radio audience studies. Radio advertising formats: spots, press releases, micro-spaces, advertorials, sponsorships. Advertising texts for radio.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the lecture of the professor, as well as the analysis of assumptions, debates and projection.	45	30%
Activities Autonomous (AA): The student will carry out a series of individual and group	90	0

group in which the different contents of the course will be worked on,		
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Classroom presentations (AP) Examples and case studies (AP) Classroom practice (AP)
 Workshop and laboratory practices (PA)
 Discussions (PA)
 Group work presentation (AP) Simulation exercises (AP)
 Visits to companies (AP)
 Scheduled tutorials (AA)
 Review of assignments and practical exercises (AA) Field work field trips (AA) Open laboratories and workshops (AA) Preparation of course work (AA) Portfolio preparation (AA)
 Personal study (AA)
 Practical activities (AA) Search for resources in library and Internet (AA) Virtual Campus (AA)
 Work and stay in the center for internships
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be made according to the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	40%
Evaluation of work or projects, individual or in groups	50 %
Participation in Basic Education, Internship and Development Education or Directed Activities	10%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Editorial staff Journalism: News Genres
Module	Module VII. Compulsory Electives of Mention (Journalism)
Departmental Area	Social and Health Sciences
Semester	Fifth semester
Total credits	6
Course	3º
Character	Training Electives
Language of instruction	English

Teaching model:	Type B1
a. Basic Education (EB):	60% (27 hours)
b. Practical Education and Development (EPD):	40% (18 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

They are not contemplated for this subject.

2.2. Transversal Competencies

They are not contemplated for this subject.
Course subject description: Journalistic Writing: News Genres

2.3. Specific Competencies

CEM01 - Ability to analyze the problems and processes of journalistic communication in its informative, interpretative and opinative aspects.

CEM04 - Ability to identify and appropriately use sources of all kinds (media or not) that are significant for the study of information and communication in the past and present, from a critical point of view.

CEM07 - Capacity for ideation, planning and execution of informative projects and processes. Specifically to develop and propose communication models and designs, capable of adapting to new social, cultural, economic and technological contexts.

CEM09 - Capacity and ability to express and write journalistic messages using linguistic and paralinguistic codes in order to adapt them to traditional media (press, radio and television).

CEM12 - Ability and skill in the skillful use of information and communication technologies and techniques in the different media and combined media systems.

CEM13 - Mastery of the language and techniques of journalistic writing in the different genres of news, interpretation and opinion.

3. CONTENTS

Journalistic profession. Structure of a news media. Informative journalistic genres. Interviews. Reportage. Types of reports. Journalistic sources and documentation. Techniques. Sensational and yellow journalism. Functions and objectives of the press office.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the lecture of the professor, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group works in which he/she will work on the different aspects of	90	0

contents of the subject,		
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Classroom presentations (AP) Classroom practice (AP)
 Debates (AP)
 Group work presentation (AP) Scheduled tutorials (AA)
 Review of work and practical exercises (AA)
 Review of student portfolio work (AA) Fieldwork field trips (AA)
 Open laboratories and workshops (AA)
 Preparation of course work (AA) Portfolio development (AA)
 Personal study (AA)
 Practical activities (AA) Search for resources in the library and Internet (AA) Preparation of presentations (AA)
 Work and stay in the center for internships
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	40 %
Evaluation of work or projects, individual or in groups	40 %
Participation in Basic Education, Internship and Development Education or Directed Activities	20%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Journalistic Writing: Interpretation and Opinion
Module	Module VII. Compulsory Electives of Mention (Journalism)
Departmental Area	Social and Health Sciences
Semester	Sixth semester
Total credits	6
Course	3º
Character	Training Electives
Language of instruction	English

Teaching model:	Type B1
a. Basic Education (EB):	60% (27 hours)
b. Practical Education and Development (EPD):	40% (18 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

They are not contemplated for this subject.

2.2. Transversal Competencies

They are not contemplated for this subject.
Course subject description: Journalistic Writing: Interpretation and Opinion

2.3. Specific Competencies

CEM01 - Ability to analyze the problems and processes of journalistic communication in its informative, interpretative and opinative aspects.

CEM04 - Ability to identify and appropriately use sources of all kinds (media or not) that are significant for the study of information and communication in the past and present, from a critical viewpoint.

CEM05 - Ability to analyze the structures, contents and styles of television and radio programming, as well as the different variables influencing their configuration and processes, both communicative and spectacular, generated by them.

CEM07 - Capacity for ideation, planning and execution of informative projects and processes. Specifically to develop and propose communication models and designs, capable of adapting to new social, cultural, economic and technological contexts.

CEM09 - Capacity and ability to express and write journalistic messages using linguistic and paralinguistic codes in order to adapt them to traditional media (press, radio and television).

CEM12 - Ability and skill in the skillful use of information and communication technologies and techniques in the different media and combined media systems.

CEM13 - Mastery of the language and techniques of journalistic writing in the different genres of news, interpretation and opinion.

3. CONTENTS

Criteria for the selection of news items. Interpretation in journalistic texts. Information sources and documentation. Characteristics and functions in the mass media. The interpretative report. Definition, structure and characteristics. Types of reportage. Steps in its elaboration. Definition, structure and characteristics of the chronicle. Opinion journalism. Characteristics. Genres of opinion. Articles. Editorials. Criticism. The loose. Letters to the editor. Photojournalism.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): are given to the whole group and include the following lessons	45	30%

The teacher's lecture, as well as and the analysis of assumptions, debates and projection.		
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Classroom presentations (AP) Classroom practice (AP)
 Workshop and laboratory practices (AP) Discussions (AP)
 Group work presentation (AP) Scheduled tutorials (AA)
 Review of assignments and practical exercises (AA) Field trips (AA) Open laboratories and workshops (AA) Preparation of coursework (AA)
 Personal study (AA)
 Completion of practical activities (AA) Search for resources in library and Internet (AA) Text commentary (AA)
 Preparation of presentations (AA)
 Work and stay at the center for internships
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and all the training activities carried out during the period of the course will be evaluated, i.e.,

concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	40 %
Evaluation of work or projects, individual or in groups	40 %
Participation in Basic Education, Internship and Development Education or Directed Activities	20%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Media Planning
Module	III. Theory, Techniques and Communication Research
Departmental Area	Social and Health Sciences
Semester	Sixth semester
Total credits	6
Course	3º
Character	Mandatory Training
Language of instruction	English

Teaching model:	Type B1
a. Basic Education (EB):	60% (27 hours)
b. Practical Education and Development (EPD):	40% (18 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is typically at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competencies that are usually demonstrated through the development and defense of arguments and problem solving within your area of study.

CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB5 - That students have developed those learning skills **CG02** - Capacity and ability to evaluate a situation and adequately define a problem or communicative need from a social science perspective.

CG10 - Ability to understand, analyze and apply the terminology and different techniques of communication in its informative, persuasive and audiovisual aspects.

CG15 - Ability to understand and apply the fundamentals of persuasive communication.

2.2. Transversal Competencies

CT01 - Organize and plan work in an efficient and motivating way.

CT02 - Use communication skills and constructive criticism in teamwork.

CT06 - Ability to work and collaborate in an environment of aesthetic, environmental and diversity appreciation and sensitivity.

CT10 - Locate and manage documentation and information.

CT13 - Generate entrepreneurial and innovative ideas with initiative in the design and management of projects.

2.3. Specific Competencies

CE02 - Ability to understand, analyze and generate the constituent elements of the message and formats of persuasive communication.

CE05 - Ability to understand, analyze, identify and use the main media formats (press, radio and television) and the language of each one of them, both from a textual and **visual point of view**.

CE07 - Analytical capacity on the processes, functions, structure and contents of advertising and public relations and instrumental skills in such processes.

CE23 - Capacity and ability to retrieve, organize, analyze and process information and communication in order to be disseminated, served or treated for private or collective use through various media and media or in the creation of productions of any kind.

3. CONTENTS

Integral communication. Advertiser. Agency. Media agency. Media. Basic planning concepts. Sources of information: print media, audiences, advertising activity. Data processing. Tools. Conventional media. Analysis variables. Online media. Social networks and communities. Mobile marketing.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
Classroom presentations (AP) Examples and case studies (AP) Classroom practice (AP)

- Workshop and laboratory practices (AP)
- Seminars (AP)
- Group work exhibition (AP) Scheduled tutorials (AA)
- Review of work and practical exercises (AA)
- Review of student portfolio work (AA) Open Labs and Workshops (AA)
- Preparation of coursework (AA)
- Preparation of projects (AA) Project review (AA) Completion of portfolio (AA)
- Personal study (AA)
- Practical activities (AA) Search for resources in library and Internet (AA) Preparation of presentations (AA)
- Virtual Campus (AA)
- Work and stay at the center for internships (AA)
- Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	60 %
Evaluation of work or projects, individual or in groups	30 %
Participation in Basic Education, Internship and Development Education or Directed Activities	10%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Advertising Graphic Design
Module	Module VII. Compulsory Electives of Mention (Advertising and Public Relations). Public)
Departmental Area	Social and Health Sciences
Semester	Sixth semester
Total credits	6
Course	3º
Character	Training Electives
Language of instruction	English

Teaching model:	Type B1
a. Basic Education (EB):	60% (27 hours)
b. Practical Education and Development (EPD):	40% (18 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

They are not contemplated for this subject.

2.2. Transversal Competencies

They are not contemplated for this subject.

2.3. Specific Competencies

- CEM19** - Capacity and ability to construct persuasive messages using visual, acoustic or audiovisual images, particularly through graphic design techniques and digital representation, expressing the message through iconic and audiovisual codes.
- CEM20** - Capacity for ideation, planning and execution of communication projects. Specifically to develop and propose innovative communication models and designs, capable of adapting to new social, cultural, economic and technological contexts, making use of creativity.
- CEM21** - Ability to analyze and develop the Corporate Identity Manual and the Brand Creation Process.
- CEM22** - Capacity and ability for the ideation, definition and representation of the visual identity of a company, institution, brand or person, generating a conceptual image expressed through iconic and linguistic codes, understandable and recognized by the surrounding environment.
- CEM25** - Ability to conceive, generate and develop original creative proposals for the launching of persuasive messages in different codes and in all advertising media.

3. CONTENTS

Advertising graphic design: composition, balance, rhythm, Copywriting Applied to Advertising and PR Corporate Visual Identity harmony, proportion. Advanced vector design. Use of color: hue, brightness, saturation. Chromatic modes. Pantones. Symbology. Typographies. Corporate identity: elements and functions. Reproduction systems and printing techniques. Advanced bitmap design. Image optimization. Presentation and delivery standards.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0

Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0
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5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Classroom presentations (AP) Examples and case studies (AP) Classroom practice (AP)
 Workshop and laboratory practices (AP) Seminars (AP)
 Group work presentation (AP) Scheduled tutorials (AA)
 Review of work and practical exercises (AA)
 Review of student portfolio work (AA) Open Labs and Workshops (AA)
 Preparation of coursework (AA)
 Preparation of projects (AA) Project review (AA) Completion of portfolio (AA)
 Personal study (AA)
 Practical activities (AA) Search for resources in the library and Internet (AA) Preparation of presentations (AA)
 Virtual Campus (AA)
 Work and stay in the center for internships
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	40 %
Evaluation of work or projects, individual or in groups	40 %
Participation in Basic Education, Internship and Development Education or Directed Activities	20%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Advertising Strategy
Module	Module VII. Compulsory Electives of Mention (Advertising and Public Relations). Public)
Departmental Area	Social and Health Sciences
Semester	Fifth semester
Total credits	6
Course	3º
Character	Training Electives
Language of instruction	English

Teaching model:	Type B1
a. Basic Education (EB):	60% (27 hours)
b. Practical Education and Development (EPD):	40% (18 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

They are not contemplated for this subject.

2.2. Transversal Competencies

They are not contemplated for this subject.

Course Description: Advertising Strategy

2.3. Specific Competencies

CEM18 - Capacity and ability to construct persuasive messages through writing techniques and the use of written language.

CEM20 - Capacity for ideation, planning and execution of communication projects. Specifically to develop and propose innovative communication models and designs, capable of adapting to new social, cultural, economic and technological contexts, making use of creativity.

CEM22 - Capacity and ability for the ideation, definition and representation of the visual identity of a company, institution, brand or person, generating a conceptual image expressed through iconic and linguistic codes, understandable and recognized by the surrounding environment.

CEM23 - Ability to analyze, plan and execute strategies and processes aimed at building a persuasive message and ensuring that it is perceived and accepted at the right time by the target audience, in order to achieve the positioning of products, brands and ideas in the market.

CEM24 - Analytical capacity for the development and execution of a media plan that contemplates the selection of different advertising media and the distribution of resources among them, according to the strategy of the advertising campaign.

CEM25 - Ability to conceive, generate and develop original creative proposals for the launching of persuasive messages in different codes and in all advertising media.

3. CONTENTS

The figure of the planner: functions, location, skills and attitudes, work tools. Brand, positioning and insights. Briefing: functions, contents, structure... Advertising budget. Consumers and target audience. Market share. Consumers and target audience: types, behavior, buying contexts.

Product: definition, material and emotional dimension, taxonomies. Factors for product positioning. Consumer positioning. Levels of competition in the market. Advertising objectives. Monitoring and control of objectives. Types of strategies. Brand management. Phases of the strategy. Selection of communication tools. The Communication Plan.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the lecture of the professor, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Classroom presentations (AP) Examples and case studies (AP) Classroom practice (AP)
 Workshop and laboratory practicals (AP) Group work exhibition (AP) Scheduled tutorials (AA)
 Review of work and practical exercises (AA)
 Review of student portfolio/portfolio work (AA) Preparation of course work (AA)
 Project Development (AA)
 Project Review (AA) Personal Study (AA)
 Carrying out of practical activities (AA) Search for resources in library and Internet (AA)

Preparation of presentations (AA) Virtual Campus (AA)
 Work and stay in the center for internships
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	60 %
Evaluation of work or projects, individual or in groups	30 %
Participation in Basic Education, Internship and Development Education or Directed Activities	10%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Marketing Plan
Module	Module VII. Compulsory Electives of Mention (Advertising and Public Relations). Public)
Departmental Area	Social and Health Sciences
Semester	Fifth semester
Total credits	6
Course	3º
Character	Training Electives
Language of instruction	English

Teaching model:	Type A1
a. Basic Education (EB):	68% (31 hours)
b. Practical Education and Development (EPD):	32% (14 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

They are not contemplated for this subject.

2.2. Transversal Competencies

They are not contemplated for this subject.
Course description: Marketing Plan

2.3. Specific Competencies

CEM14 - Ability to analyze, plan and elaborate communication strategies for companies and institutions, in order to obtain the desired perception before the target public and to contribute to the achievement of their objectives, as well as to improve their competence and corporate image through planned actions of corporate social responsibility.

CEM15 - Ability to manage internal and external communication, in different media, of all types of organizations, as well as to develop and implement a plan of prevention and action in crisis situations.

CEM16 - Ability to analyze the Public Relations strategy of companies or institutions, identifying potential or real conflicts, proposing an action consistent with the analysis carried out.

CEM17 - Master and apply a global, commercial, strategic and marketing planning process, being able to adapt it to the environment and organization in which it is developed.

3. CONTENTS

Commercial, strategic and marketing planning. Advantages of the marketing plan. Considerations. Phases and stages of elaboration. Information systems. Situation analysis: external and internal analysis. Situation diagnosis. Tools. SWOT and CAME. Analysis matrices. Setting objectives. Choice of strategies: portfolio, segmentation, positioning, functional. Definition of action plans. Controlling.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0

Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0
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5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Lectures/exhibitions (AP) Classroom presentations (AP) Case studies and examples (AP) Classroom practice (AP) Debates (AP) Group work exhibition (AP) Simulation exercises (AP) Scheduled tutorials (AA) Review of assignments and practical exercises (AA) Interactive case studies (AA) Preparation of course work (AA) Project development (AA) Project Review (AA) Personal Study (AA) Practical activities (AA) Search for resources in library and Internet (AA) Preparation of presentations (AA) Virtual Campus (AA) Work and stay in the center for internships Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	60%
Evaluation of work or projects, individual or in groups	30 %
Participation in Basic Education, Internship and Development Education or Directed Activities	10%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Copywriting applied to Advertising and Public Relations
Module	Module VII. Compulsory electives of Mention (Advertising and Public Relations)
Departmental Area	Social and Health Sciences
Semester	Sixth semester
Total credits	6
Course	3º
Character	Training Electives
Language of instruction	English

Teaching model:	Type B1
a. Basic Education (EB):	60% (27 hours)
b. Practical Education and Development (EPD):	40% (18 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

They are not contemplated for this subject.

2.2. Transversal Competencies

Course Description: Writing applied to Advertising and Public Relations

They are not contemplated for this subject.

2.3. Specific Competencies

CEM18 - Capacity and ability to construct persuasive messages through writing techniques and the use of written language.

CEM19 - Capacity and ability to construct persuasive messages using visual, acoustic or audiovisual images, particularly through graphic design techniques and digital representation, expressing the message through iconic and audiovisual codes.

CEM21 - Ability to analyze and develop the Corporate Identity Manual and the Brand Creation Process.

CEM24 - Analytical capacity for the development and execution of a media plan that contemplates the selection of different advertising media and the distribution of resources among them, according to the strategy of the advertising campaign.

3. CONTENTS

Figure of the editor. Profile and qualities. Creative writing. Text and image functions. Text and image relations. Characteristics and resources of copywriting. Levels of text analysis. Rhetoric. Components of the advertisement: layout, headline, body text, slogan, image. Text in printed media: characteristics of the medium, formats, editorial characteristics, production, editorial styles. Texts in outdoor advertising: characteristics of the medium, formats, editorial characteristics. Radio advertising text: characteristics of the medium, editorial characteristics, the script of the radio spot. Advertising text in television, cinema and internet: characteristics of the medium, formats, editorial characteristics, storyboard.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the lecture of the professor, as well as the analysis of assumptions, debates and projection.	45	30%
Activities Autonomous (AA): The student will carry out a series of individual and group	90	0

group in which the different contents of the course will be worked on,		
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Classroom presentations (AP) Examples and case studies (AP) Classroom practice (AP)
 Workshop and laboratory practicals (AP) Group work exhibition (AP)
 Review of student portfolio/portfolio work (AA) Preparation of course work (AA)
 Personal study (AA)
 Practical activities (AA) Search for resources in library and Internet (AA) Preparation of presentations (AA)
 Virtual Campus (AA)
 Work and stay in the center for internships
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching of the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	60 %
Evaluation of work or projects, individual or in groups	40 %
Participation in Basic Education, Internship and Development Education or Directed Activities	10%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Systems y Audiovisual Platforms
Module	V. Technologies, Tools and New Communication Trends
Departmental Area	Social and Health Sciences
Semester	Sixth semester
Total credits	6
Course	3º
Character	Mandatory Training
Language of instruction	English

Teaching model:	Type C1
a. Basic Education (EB):	50% (23 hours)
b. Practical Education and Development (EPD):	50% (22 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - That students know how to apply their knowledge to their work or vocation in the following areas

professional manner and possess the skills that are usually demonstrated through the development and defense of arguments and problem solving within your area of study.

CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG10 - Ability to understand, analyze and apply the terminology and different techniques of communication in its informative, persuasive and audiovisual aspects.

CG16 - Ability to elaborate communicative discourses through audiovisual language and to analyze the different forms of communication through these languages.

2.2. Transversal Competencies

CT01 - Organizing and planning work in an efficient and motivating manner

CT05 - Ability to develop teamwork skills to achieve a common and previous objective.

CT07 - Acquire skills to lead a team.

CT11 - Ability to adapt to new needs and changes in the technological and business environment.

CT15 - Know and handle new information technologies.

2.3. Specific Competencies

CE01 - Critical, analytical and reflective capacity in relation to the audiovisual fact, as well as the interrelationships between subjects and audiovisual genres that make up the current panorama of audiovisual media.

CE03 - Analytical capacity and instrumental skills on the structure, processes, contents and techniques of audiovisual communication and its languages.

CE05 - Ability to understand, analyze, identify and use the main media formats (press, radio and television) and the language of each one of them, both from a textual and visual point of view.

CE21 - Ability to use communication technologies and tools in the field of design, visual representation and digital creativity, to express and disseminate creations or fictions in the field of persuasive communication and entertainment.

3. CONTENTS

Distribution and exhibition circuits. Exploitation windows of the audiovisual product. Market structure. Digital content consumption. OTT and VOD platforms. Viewer profiles. Streaming platforms. Internet broadcasting software. Distribution strategies. Transmedia regulations. Big data applied to audiovisual consumption. Data analytics.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Classroom presentations (AP) Examples and case studies (AP) Classroom practice (AP)
 Workshop and laboratory practicals (AP)
 Group work exhibition (AP)
 Review of student portfolio/portfolio work (AA) Preparation of course work (AA)
 Personal study (AA)
 Practical activities (AA) Search for resources in library and Internet (AA) Preparation of presentations (AA)
 Virtual Campus (AA)
 Work and stay at the center for internships (AA)
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	40 %
Evaluation of work or projects, individual or in groups	40 %
Participation in Basic Education, Internship and Development Education or Directed Activities	20%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Photographic Theory and Technique
Module	V. Technologies, Tools and New Communication Trends
Departmental Area	Social and Health Sciences
Semester	Fifth semester
Total credits	6
Course	3º
Character	Mandatory Training
Language of instruction	English

Teaching model:	Type C1
a. Basic Education (EB):	50% (23 hours)
b. Practical Education and Development (EPD):	50% (22 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the competencies that are usually demonstrated by means of

of the elaboration and defense of arguments and the resolution of problems within their area of study.

CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG10 - Ability to understand, analyze and apply the terminology and different techniques of communication in its informative, persuasive and audiovisual aspects.

CG13 - Ability to understand text and iconic media messages.

CG14 - Capacity and ability to apply and manage communication technologies to graphic design and digital contents.

CG16 - Ability to elaborate communicative discourses through audiovisual language and to analyze the different forms of communication through these languages.

2.2. Transversal Competencies

CT01 - Organizing and planning work in an efficient and motivating manner

CT02 - Use communication skills and constructive criticism in teamwork.

CT05 - Ability to develop teamwork skills to achieve a common and previous objective.

CT11 - Ability to adapt to new needs and changes in the technological and business environment.

CT15 - Know and handle new information technologies.

2.3. Specific Competencies

CE03 - Analytical capacity and instrumental skills on the structure, processes, contents and techniques of audiovisual communication and its languages.

CE18 - Ability to apply techniques and procedures of image composition to different audiovisual media, based on the knowledge of classical laws and aesthetic and cultural movements in the history of the image through new information technologies.

CE21 - Ability to use communication technologies and tools in the field of design, visual representation and digital creativity, to express and disseminate creations or fictions in the field of persuasive communication and entertainment.

3. CONTENTS

Theories of Photography. Photography as art. Types and parts of the photographic camera. Viewfinders. Sensors. Lenses for photography. Focus. Focal distance. Shutter. Diaphragm. Exposure. Depth of field. Color temperature. Sensitivity. Basic principles of photographic lighting. Equipment and elements of the photographic studio. Photographic genres. Photographic techniques.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Classroom presentations (AP) Examples and case studies (AP) Classroom practice (AP)
 Workshop and laboratory practicals (AP)
 Group work exhibition (AP)
 Review of student portfolio/portfolio work (AA) Preparation of course work (AA)
 Personal study (AA)
 Practical activities (AA) Search for resources in the library and Internet (AA) Preparation of presentations (AA)
 Virtual Campus (AA)
 Work and stay at the center for internships (AA)
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	40 %
Evaluation of work or projects, individual or in groups	40 %
Participation in Basic Education, Internship and Development Education or Directed Activities	20%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Screenwriting and Audiovisual Narrative
Module	Module VII. Compulsory Electives of Mention (Audiovisual Communication)
Departmental Area	Social and Health Sciences
Semester	Sixth semester
Total credits	6
Course	3º
Character	Training Electives
Language of instruction	English

Teaching model:	Type A1
a. Basic Education (EB):	68% (31 hours)
b. Practical Education and Development (EPD):	32% (14 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

They are not contemplated for this subject.

2.2. Transversal Competencies

They are not contemplated for this subject.

2.3. Specific Competencies

CEM26 - Ideation and creation of narrative, descriptive or argumentative messages following the theoretical and structural guidelines of the audiovisual script in its different genres and formats.

CEM27 - Ability to use the different techniques of audiovisual script elaboration, taking into account its historical evolution, its main methods and referents.

CEM28 - Training in the creation of stories through original or other people's ideas, with mastery of the constituent elements of a narrative story, favoring the shaping and adaptation of the audiovisual script to the different formats and communicational environments.

CEM29 - Ability to identify, analyze and apply the different narrative rhetorical resources in terms of the audiovisual expression of the written script.

3. CONTENTS

Public relations. Public opinion and persuasion. Cabinet structure and functions. Externalization. Consulting firms. Communication plan. Phases: research, planning, communication and evaluation. Company identity and image. Public and media. Opinion leaders. Persuasive communication. Propaganda. Conflict management. Communication tactics: press release, press conference, dossier. Lobbying. Government relations. Events and protocol. Event outlines.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be given at the end of the course.	15	0

of the period.		
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5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Lectures/exhibitions (AP) Classroom presentations (AP) Case studies and examples (AP) Classroom practice (AP) Scheduled tutoring (AA) Review of assignments and practical exercises (AA) Preparation of coursework (AA) Personal study (AA) Carrying out practical activities (AA) Search for resources in library and Internet (AA) Virtual campus (AA) Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	60 %
Evaluation of work or projects, individual or in groups	30 %
Teaching Participation	

Basic, Practical and Developmental Education or Directed Activities	10%
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7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Audiovisual Postproduction
Module	Module VII. Compulsory Electives of Mention (Audiovisual Communication)
Departmental Area	Social and Health Sciences
Semester	Sixth semester
Total credits	6
Course	3º
Character	Training Electives
Language of instruction	English

Teaching model:	Type C1
a. Basic Education (EB):	50% (23 hours)
b. Practical Education and Development (EPD):	50% (22 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

They are not contemplated for this subject.

2.2. Transversal Competencies

They are not contemplated for this subject.

2.3. Specific Competencies **Subject: Audiovisual Post-production**

CEM37 - Capacity and ability to develop processes of editing and editing of audiovisual content through digital processing techniques and operational mastery of the different tools for adjustment, motion control and filtering of digital video.

CEM38 - Ability and skill for the manipulation of audio and video files, through effects and other digital treatment techniques, for the final finishing and achievement of the creative purpose of the project.

CEM39 - Capacity and ability to use three-dimensional modeling and representation techniques and tools.

CEM40 - Ability and skill to handle with dexterity and operational functionality processes and techniques for lighting and animation of 3D environments.

3. CONTENTS

Advanced Editing. Editing modes. Multicamera. Primary and secondary color correction. Editing effects. Computer applications of composition. Composition basics. Composition modes, nodes and timeline. Multilayer. Import options. Animations. Animation curves.

Masks. Mattes. Alpha Channel. Deformations. Effects. Typographic animation. Nesting. 3D compositing. Illumination.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Exemplification and case studies (AP)
 Classroom practice (AP)
 Workshop and laboratory practices (PA)
 Scheduled tutorials (TA)
 Review of assignments and practical exercises (AA)
 Open laboratories and workshops (AA)
 Preparation of coursework (AA)
 Personal study (AA)
 Carrying out practical activities (AA) Search for resources in library and Internet (AA) Virtual campus (AA)
 Work and stay in the center for internships
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	40 %
Evaluation of work or projects, individual or in groups	50 %
Participation in Basic Education, Internship and Development Education or Directed Activities	10%

7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Audiovisual Production
Module	Module VII. Compulsory Electives of Mention (Audiovisual Communication)
Departmental Area	Social and Health Sciences
Semester	Fifth semester
Total credits	6
Course	3º
Character	Training Electives
Language of instruction	English

Teaching model:	Type C1
a. Basic Education (EB):	50% (23 hours)
b. Practical Education and Development (EPD):	50% (22 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

They are not contemplated for this subject.

2.2. Transversal Competencies

They are not contemplated for this subject.

2.3. Specific Competencies

Course Description: Audiovisual Production

CEM30 - Ability and capacity to approach the breakdown processes of an audiovisual script to determine artistic, technical and logistical needs leading to the establishment of an efficient and effective production plan both in terms of time and budget.

CEM31 - Ability to identify and apply audiovisual production techniques and processes in different formats. From the organization and management of technical, human and budgetary resources in different media, to its distribution and exhibition.

CEM32 - Capacity and ability to conceptualize and execute in an audiovisual format the narrative concepts developed in an audiovisual script.

3. CONTENTS

Types of production. The figure of the producer. Production company: structure and characteristics. Distribution company: circuits, strategies and relationships. Exhibitor: circuits, relations with other sectors and screen quotas. The promotion of the cinematographic product. Authors of the cinematographic work. Television production. The production chain. Organizational chart. Human and auxiliary elements. Sources and forms of financing. Phases of pre-production. Shooting. Post-production. Copying. Profitability methods and circuits.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Classroom practices (AP)
 Workshop and laboratory practicals (PA) Group work exhibition (PA)
 Company visits (PA)
 Scheduled tutoring (AA)
 Review of practical work and exercises (AA)
 Field trips (AA) Open laboratories and workshops (AA) Preparation of course work (AA) Project development (AA)
 Project Review (AA) Self-study (AA)
 Practical activities (AA) Search for resources in library and Internet (AA) Virtual Campus (AA)
 Work and stay in the center for internships
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be based on the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	50 %
Evaluation of work or projects, individual or in groups	30 %

Participation in Basic Education, Internship and Development Education or Directed Activities	20%
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7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Audiovisual Production
Module	Module VII. Compulsory Electives of Mention (Audiovisual Communication)
Departmental Area	Social and Health Sciences
Semester	Fifth semester
Total credits	6
Course	3º
Character	Training Electives
Language of instruction	English

Teaching model:	Type C1
a. Basic Education (EB):	50% (23 hours)
b. Practical Education and Development (EPD):	50% (22 hours)
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

They are not contemplated for this subject.

2.2. Transversal Competencies

They are not contemplated for this subject.

2.3. Specific Competencies

Course Description: Audiovisual Production

CEM33 - Ability to handle with dexterity the different systems and devices for audiovisual capture and recording in single and multi-camera environment and lighting techniques.

CEM34 - Ability to plan and execute a television production, in production control, based on live multi-camera technique.

CEM35 - Ability to plan and execute an audiovisual production based on single-camera techniques.

3. CONTENTS

Developer vs. director. Differences differences. Functions of the realization. Modalities of the realization. Fundamentals of the planning unicamera. Production of audiovisual genres. News planning. Planning of dialogued sequences. Planning of chases. Suspense planning. Planning a press conference. Modern planning. Advanced image capturing techniques. Lighting. Documentaries. Videoclips.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Presential Activities (PA): these are given to the whole group and include the professor's lecture, as well as the analysis of assumptions, debates and projection.	45	30%
Autonomous Activities (AA): The student will carry out a series of individual and group work in which the different contents of the course will be worked on,	90	0
Evaluation Activities (AE): There will be a series of oral and written tests. In addition, a theoretical and practical written exam will be conducted at the end of the period.	15	0

5. TEACHING METHODOLOGIES

METHODOLOGY

The following actions will be carried out for the acquisition of knowledge and evaluation of the student:

Master classes/exhibitions (PA) Lectures (PA)
 Classroom practices (AP)
 Workshop and laboratory practicals (PA) Group work exhibition (PA)
 Company visits (PA)
 Scheduled tutoring (AA)
 Review of practical work and exercises (AA)
 Field trips (AA) Open laboratories and workshops (AA) Preparation of course work (AA) Project development (AA)
 Project Review (AA) Personal Study (AA)
 Practical activities (AA) Search for resources in library and Internet (AA) Virtual Campus (AA)
 Work and stay in the center for the internships
 Set of oral and written tests, practicals, projects and assignments used in the evaluation of each student's progress (AE).

6. EVALUATION SYSTEMS

The evaluation will be done on a continuous basis and will assess all the training activities carried out during the period of teaching the subject, i.e. concepts and procedures transmitted through lectures, individual or team exercises.

The valuation of each type of activity will be made according to the dedication defined for each one of them through the following percentages:

EVALUATION SYSTEM	PERCENTAGE
Objective test: written or oral	50 %
Evaluation of work or projects, individual or in groups	30 %

Participation in Basic Education, Internship and Development Education or Directed Activities	20%
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7. TEACHING STAFF

Name	
Center	San Isidoro University Center
Departmental Areas	Social and Health Sciences
E-mail	