

SUBJECT DATA SHEET

1. DESCRIPTION OF THE SUBJECT

Grade	Communication
Subject	Audiovisual Programming and New Audiovisual Formats
Module	Module VII. Compulsory Electives of Mention (Audiovisual Communication)
Departmental Area	Social and Health Sciences
Semester	Eighth semester
Total credits	6
Course	4º
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

CEM36 - Ability and skill in the analysis of programming structures of different audiovisual genres and the interpretation of statistical data of the audiovisual market, as well as the design of programming grids according to the different media, formats and existing strategies.

3. CONTENTS

Concept of audiovisual programming. Audiences. Satisfaction criteria. Time slots. Programming grid. Typology. Strategies. Programming according to new media. Audiovisual genres. Own production. Third party production. Audience measurement. Audience effects on programming. Analysis of programming structures.

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:

- Lectures/lectures (AP) Class presentations
- (AP) Case studies and examples (AP)
- Simulation exercises (AP)
- Review of assignments and practical exercises
- (AA) Interactive case studies (AA) Search for resources in library and Internet (AA) Text commentary (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 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	Television production
Module	Module VII. Compulsory Electives of Mention (Audiovisual Communication)
Departmental Area	Social and Health Sciences
Semester	Seventh semester
Total credits	6
Course	4º
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

Technical Data Sheet of the Subject: Television 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

Differences between film and television production. Planning, mixing, graphics. Technical and human equipment. Production process. Functions. Mechanics of orders and work codes. Documentation of television production. Set list. Parts. Minutes. Floor plans. Multi-camera planning. Camera placement. Coverage. Planning schemes. Variants of realization in studio. Scenography and set design. Virtual scenography. Production by genres: news, debate, musical, drama, sports, retransmissions.

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%
---	------------

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	Transformation Digital Transformation for the Enterprise
Module	Module IV. History and Structure of the Media
Departmental Area	Social and Health Sciences
Semester	Seventh semester
Total credits	6
Course	4º
Character	Mandatory Training
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

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

Course Description: Digital Transformation for the Enterprise

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.

G08 - Ability to understand and analyze the structure, operation and management of companies, with special attention to the media, the advertising company and the public relations company.

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.

2.3. Specific Competencies

CE13 - Ability to understand, analyze and identify the structure of the media, its management, and its different media and formats throughout history and today.

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.

3. CONTENTS

The communication company. Characteristics. Administration and management of the information company. Roles and skills. Strategic planning. Organization of the information company. Structure design, jobs and connections. Human resources management. Job analysis. Administration. Legal forms of a company. Description of a business plan. Online marketing and distribution models. Online business management tools.

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:

Lectures/exhibitions (AP) Class presentations
 (AP) Examples and case studies (AP)
 Discussions (AP)
 Group work exhibition (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
 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 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	20 %
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	Management of of Communication Management in Digital Environments
Module	Module VI. Multimedia Systems and Technological Platforms
Departmental Area	Social and Health Sciences
Semester	Eighth semester
Total credits	6
Course	4º
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 the following areas

Course Description: Communication Management in Digital Environments

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.

2.2. Transversal Competencies

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

CT02 - To 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 - To 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.

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. **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 uses 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 apply technologies and systems with proficiency

used to process, elaborate and transmit messages through web design.
CE26 - Capacity and ability to communicate in multimedia, interactive and animated environments.

3. CONTENTS

Background of virtual management. The Social Media professional. Writing for social media. Blog publishing. Content syndication. Social communication tools and applications. Editing professional profiles. Twitter and Facebook as content promotion tools. Youtube and audiovisual platforms. Other digital environments.

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

For the acquisition of knowledge and the evaluation of the student, the following will be carried out

following actions:

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)
 Field trips (AA) Laboratories and open workshops (AA)
 Portfolios and supervised work (AA)
 Library and Internet resource search (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 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	Infographics and Data Visualization
Module	V. Technologies, Tools and New Communication Trends
Departmental Area	Social and Health Sciences
Semester	Second semester
Total credits	6
Course	1º
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 skills that are usually demonstrated through the development and defense of arguments and problem solving within their field.

study area.

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.

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

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

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

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

CE19 - Ability to skillfully use the technologies and systems used to process, elaborate and transmit information through graphic design and infographics. **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 - Ability and capacity to retrieve, organize, analyze and process

information and communication with the purpose of being disseminated, served or processed for private or collective uses through various media and supports or in the creation of productions of any kind.

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

3. CONTENTS

Media, supports and typology of infographics. The Information Society and data management. Analysis tools. Visualization tools. Context of use.

Static vs. dynamic visualization. Statistical and figurative graphics. Interactive infographics. Dynamic maps. Storytelling.

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)
 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, Internships and Development o	20%

Directed Activities	
---------------------	--

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 Journalism
Module	Module VII. Compulsory Electives of Mention (Journalism)
Departmental Area	Social and Health Sciences
Semester	Eighth semester
Total credits	6
Course	4º
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: Digital Journalism

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

The digital journalist. Schemes and creation of sketches for web. File nomenclature. Process of adaptation of the informative message to the web support. Publication and maintenance. Tags. Dynamic infographics. Advanced content managers. Web positioning of the information. The figure of the community manager.

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)
 Debates (AP)
 Group work presentation (AP)
 Simulation exercises (AP)
 Visits to companies (AP)
 Scheduled tutoring (AA)
 Review of assignments and practical exercises (AA) Field work field trips (AA) Preparation of course work (AA) Portfolio completion (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 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	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	Specialized Journalism I
Module	Module VII. Compulsory Electives of Mention (Journalism)
Departmental Area	Social and Health Sciences
Semester	Seventh semester
Total credits	6
Course	4º
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

Course Description: Specialized Journalism I

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.

CEM11 - Ability to interpret and analyze specialized texts and documents and know how to adapt them through a comprehensive language or lexicon for a majority audience, using information systems and resources.

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

3. CONTENTS

Specialized journalistic information. Characteristics and structure by areas. Functions. Production process. General evaluation criteria. Sections, areas and blocks. Sources of elaboration. Style and fundamental genres. Currents. Political journalism. Sources in politics. The figure of the spokesman. Conflict.

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) Discussions (AP)
 Group work presentation (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 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 individual or group work or projects	30 %

group	
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	Specialized Journalism II
Module	Module VII. Compulsory Electives of Mention (Journalism)
Departmental Area	Social and Health Sciences
Semester	Eighth semester
Total credits	6
Course	4º
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

Course Description: Specialized Journalism II

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.

CEM11 - Ability to interpret and analyze specialized texts and documents and know how to adapt them through a comprehensive language or lexicon for a majority audience, using information systems and resources.

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

3. CONTENTS

Economic journalism. Areas. Characteristics. Sources in economics. Code of ethics. Profile of the recipients. Society journalism. Event journalism. Scientific journalism. Cultural journalism. Entertainment journalism. Sports journalism.

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 practices (AP)
Discussions (AP)
Group work presentation (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 at the center for internships

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	50 %
Evaluation of work or projects, individual or in groups	30 %
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	Audiovisual Journalistic Writing
Module	Module VII. Compulsory Electives of Mention (Journalism)
Departmental Area	Social and Health Sciences
Semester	Seventh semester
Total credits	6
Course	4º
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

Course Description: Audiovisual Journalistic Writing

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.

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

Objectivity. Real and reality. Technical elements. Audiovisual journalistic genres: news, report. Types of news. Structure of a rundown. News planning. Making a newscast. Television audiences. Technical and human resources of television production. Programming and formats. Professional ethics in audiovisual journalism. Public service.

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 Autonomou (AA): Th student s e	90	0

will carry out a series of individual and group work 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) Classroom practice (AP)
 Workshop and laboratory practices (PA) Discussions (PA)
 Group work exhibition (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)
 Completion of practical activities (AA) Search for resources in library and Internet (AA) Text commentary (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	Internships
Module	Module VIII. Internships
Departmental Area	Social and Health Sciences
Semester	Eighth semester
Total credits	6
Course	4º
Character	Elective
Language of instruction	English

Teaching model:	
a. Basic Education (EB):	
b. Practical Education and Development (EPD):	
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

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 elaboration and defense of arguments and problem solving 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.

CG2 - Ability and capacity to evaluate a situation and adequately define a communication problem or need from a social science perspective.

CG6 - Development of skills that allow students to reflect on communication, not only as a professional practice, but also regarding its role, transcendence, projection and consequences in the individual, social, cultural and political fields.

CG08 - Ability to understand and analyze the structure, operation and management of companies, with special attention to the media, the advertising company and the public relations company.

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.

CT04 - Ability to plan and manage time in the development of tasks. **CT05** - Ability to develop teamwork skills to achieve a common and previous objective.

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

CT07 - Acquire skills to lead a team.

CT08 - Work autonomously and value the importance of initiative and entrepreneurship in professional practice.

CT09 - Develop reasoned and critical ideas and arguments.

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.

CT14 - Apply ethics and deontology and care for quality and rigor.

2.3. Specific Competencies

Not contemplated.

3. CONTENTS

The internships are designed to place students in the natural environment in which they will develop their future professional activity, under the guidance of experienced professional managers. Specific agreements with companies and institutions guarantee the adequacy of the profiles of both parties.

The training contents of these internships refer to:

- Integration of the student in a real work environment.
- Interaction of the student with an experienced work team.
- Valorization of the knowledge and techniques acquired in their university training in a specific environment.
- Acquisition of work habits and attitudes
- Exercising responsibility in an organization

- Contribution of their skills in an already structured working group.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
Autonomous Activities (AA): These are activities that correspond to the student's personal work in which the student organizes time and effort autonomously, either individually or in groups. Some of these activities may require the supervision or monitoring, more or less punctual, of a teacher.	15	0
Evaluation Activities (AE): These are activities that are carried out to assess the degree of achievement of the objectives and competencies by the student. They are activities of result of which is susceptible to be evaluated and qualified. Either within a continuous evaluation system or through formal tests at the end of the period.	15	0
External internships in companies.	120	80

5. TEACHING METHODOLOGIES

Scheduled tutorials (AA)
 Practicum and external internships
 Intermediate monitoring report and final report of the student's internship
 Intermediate monitoring report and final report of the tutor of the collaborating entity
 Work and stay at the center to perform the internship
 Evaluation of the internship report (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.

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
Evaluation report and internship reports	100 %

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	Creativity and Art Direction
Module	Module VII. Compulsory Electives of Mention (Advertising and Public Relations). Public)
Departmental Area	Social and Health Sciences
Semester	Eighth semester
Total credits	6
Course	4º
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

Course Description: Creativity and Art Direction

CEM19 - Ability and skill in the construction of persuasive messages using visual, acoustic or audiovisual images, particularly through the techniques of graphic design and digital representation, expressing the message through of 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.

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** - Capacity for the ideation, generation and development of original creative proposals for the launching of persuasive messages in different codes and in all the supports used by advertising.

3. CONTENTS

Creative culture. Creative subject. Creative attitudes. Accumulation of resources. Resource management. Optimization. Adaptation to the client. Creative department. Copy and art director. Advertising argumentation. Justification. Research. Pitch vs. idea. The creative briefing. Idea generation. Lateral thinking. Creative style. Rhetoric. Advertising models. Creative currents. Creative strategy. Informal and formal creative techniques. Brainstorming. Synectics. Genres and creative styles. The creative process. Codification of the message. Constraints of creativity. Ethics in advertising creativity.

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 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) Performance of practical activities (AA)

Search for library and Internet resources (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 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	Address of Communication and Advertising Project
Module	Module VII. Compulsory electives of Mention (Advertising and Public Relations)
Departmental Area	Social and Health Sciences
Semester	Eighth semester
Total credits	6
Course	4º
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

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

Communication, company and stakeholders: definition, interaction and evolution. The corporate identity manual. Brand creation process. Management tools. Communication departments: functions, typologies. Internal communication. Figure of DIRCOM. The communication communication: relations with media. Tools, materials and tactics for communication management. The spokesperson in the organization. Management in the media. Lobbying and Influence Groups. Communication plan. Phases: research, planning, communication and evaluation. Company identity and image. Social and Business Protocol. Corporate social responsibility. The CSR manual. The new social values. The conversion of the company into an institution. Management of crisis situations. Basic tools for crisis detection and prevention. Actions.

4. TRAINING ACTIVITIES

TRAINING ACTIVITIES	HOURS	ATTENDANCE
<p>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.</p>	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)
 Debates (AP)
 Group work presentation (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) Self-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 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 made according to 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	Event Management and Protocol
Module	Module VII. Compulsory Electives of Mention (Advertising and Public Relations). Public)
Departmental Area	Social and Health Sciences
Semester	Seventh semester
Total credits	6
Course	4º
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

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 made.

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

Introduction, concepts and characteristics. Event management. Typology of events. Decoration in events. Distribution of guests. Clothing recommendations. Making presentations. Planning and internal evaluation of an event. Practical elements involved in the organization of events. Planning and timing. Protocol in the company. Concept of precedence and presidencies. Organization of conferences, conventions and congresses. Official national and international protocol. New technologies applied to protocol and event organization.

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:

Lectures/exhibitions (AP) Classroom presentations (AP) Case studies and examples (AP) Classroom practice (AP) Debates (AP) Group work presentation (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 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 of 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	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	Corporate Visual Identity
Module	Module VII. Compulsory Electives of Mention (Advertising and Public Relations). Public)
Departmental Area	Social and Health Sciences
Semester	Seventh semester
Total credits	6
Course	4º
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

Course Description: Corporate Visual Identity

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

The corporate system. Differences between corporate image and corporate visual identity. Corporate identity: elements and axes. Strategies. Principles and functions of the corporate visual identity. External conditions of the Corporate Visual Identity. Corporate Visual Identity Programs. Corporate Visual Identity Manuals.

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 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) Carrying out of 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	Techniques from Research Techniques in Communication
Module	III. Theory, Techniques and Communication Research
Departmental Area	Social and Health Sciences
Semester	Seventh semester
Total credits	6
Course	4º
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 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.

CG2 - Capacity and ability to evaluate a situation and adequately define a communication problem or need from a social science perspective.

CG5 - Abilities and skills to know how to apply research throughout the communication process.

CG6 - Development of skills that allow students to reflect on communication, not only as a professional practice, but also regarding its role, transcendence, projection and consequences in the individual, social, cultural and political fields.

CG11 - Ability to critically perceive the new communication landscape 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.

CG13 - Ability to understand text and iconic media messages.

CG18 - Ability to understand and appreciate the requirements of professional ethics and deontology, and the limits of freedom of expression that should govern the professional work of the informer and communicator.

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.

CE09 - Ability to systematize, compare and relate contemporary communication phenomena as well as ability to adequately expose the results of the Ability to systematize, compare and relate contemporary communication phenomena as well as ability to adequately expose the results of the results of the

The research in oral form or by audiovisual or computer means in accordance with the canons of the communication disciplines.

CE10 - Ability to design basic or applied research strategies and to formulate knowledge problems in communication and knowledge of the processes, methodologies and phases of research, as well as the guidelines for written presentation and defense of the research work.

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

CE12 - Ability to locate, manage and store documentary sources, analysis and interpretation of results and research reports in communication. **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.

3. CONTENTS

History of science. The scientific method. Types of research techniques. Design of research strategies. Qualitative and quantitative methods. Sources of scientific information for communication. Data search and retrieval: printed sources; audiovisual resources; social web and shared knowledge. Elaboration of bibliographic references and citations. Analysis tools: surveys, case studies and formal experimentation. Measurement and scales. Field research. Innovation in social research.

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 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)
 Troubleshooting (AP)
 Classroom presentations (AP) Examples and case studies (AP) Classroom practice (AP)
 Workshop and laboratory practices (AP)
 Seminars (AP)
 Debates (AP)
 Group work presentation (AP)
 Simulation exercises (AP) Scheduled tutorials (AA)
 Review of practical work and exercises (AA)
 Field trips (AA) Open laboratories and workshops (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 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	70 %
Evaluation of work or projects, individual or in groups	30 %
Participation in Basic Education, Internship and Development Education or Directed Activities	

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	Final Degree Project
Module	Module IX. Final Degree Project
Departmental Area	Social and Health Sciences
Semester	Eighth semester
Total credits	6
Course	4º
Character	Final Degree Project
Language of instruction	English

Teaching model:	
a. Basic Education (EB):	
b. Practical Education and Development (EPD):	
c. Directed Activities (AD)	

2. COMPETENCIES

2.1. Basic and General Competencies

CB03 - That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues.

CB04 - Students are able to convey information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB05 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

CG02 - Ability and capacity to evaluate a situation and adequately define a communication problem or need from a social science perspective.

CG05 - Abilities and skills to know how to apply research throughout the communication process.

CG06 - Development of skills that allow students to reflect on communication, not only as a professional practice, but also regarding its role, transcendence, projection and consequences in the individual, social, cultural and political fields.

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

2.2. Transversal Competencies

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

CT03 - Problem solving and decision making.

CT04 - Ability to plan and manage time in the development of tasks.

CT08 - Work autonomously and value the importance of initiative and entrepreneurship in professional practice.

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.

CT12 - Analyze, synthesize, criticize and self-criticize.

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

CT14 - Apply ethics and deontology and care for quality and rigor.

CT15 - Know and handle new information technologies.

2.3. Specific Competencies

CE09 - Ability to systematize, compare and relate contemporary communication phenomena as well as the ability to adequately present the results of the research in an oral, audiovisual or computerized form according to the canons of the communication disciplines.

CE10 - Ability to design basic or applied research strategies and to formulate knowledge problems in communication and knowledge of the processes, methodologies and phases of research, as well as the guidelines for written presentation and defense of the research work.

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

3. CONTENTS

In a formal sense, the content descriptors for this course cannot be determined in advance, since each student will select individually and according to his or her own interest the subject matter, problem or field of study that constitutes the object of the Final Degree Project.

Thus, the Final Degree Project may adopt or respond to different modalities:

- Basic research of an exploratory, descriptive, evaluative, small-scale nature involving field work.
- Applied research of an experimental nature, on a small scale, involving the design, application and evaluation of communication processes and products.
- Project, which entails an in-depth practical design or a complete and contextualized action and intervention proposal, with innovation and change proposal activities.

Therefore, the descriptors of this subject refer to common elements that must be present in any final degree project, both from a conceptual and methodological point of view, namely:

- Conceptualization of a subject, problem or area of interest
- Explicit discussion of Theoretical Frameworks and available knowledge
- Design of a study and work strategy
- Methods involved in obtaining information
- Data analysis and interpretation
- Conclusions, etc.

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.	0	0
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,	135	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:

- Field trips (AA)
- Final Degree Project: follow-up tutorials
- Personal study (AA)
- Library and Internet resources search (AA)
- Virtual Campus (AA)
- Preparation of the Final Degree Project
- Preparation of presentations: Defense of the Final Degree Project.

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
Follow-up of the student's Final Degree Project	20 %
Content of the written Final Degree Project	70 %
Defense of the Final Degree Project	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	CompositingAudiovisual Compositing and Visual Effects
Module	Module VII. Compulsory Electives of Mention (Audiovisual Communication)
Departmental Area	Social and Health Sciences
Semester	Seventh semester
Total credits	6
Course	4º
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

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.

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

3. CONTENTS

Expressions. Multichannel files. Extrusions. VFX. Inlays. Rotoscopy. Tracking and stabilizations. Particle systems. Animation curves. Plugin. Television graphics.

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 labs and workshops (AA)
- Preparation of course work (AA)
- Personal study (AA)
- Practical activities (AA) Search for resources in library and Internet (AA) Virtual Campus (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 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	3D Modeling and Animation
Module	Module VII. Compulsory Electives of Mention (Audiovisual Communication)
Departmental Area	Social and Health Sciences
Semester	Eighth Semester
Total credits	6
Course	4º
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: 3D Modeling and Animation

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

Splines. Segments, Vertices. Objects and subobjects. Modifiers. 2D and 3D geometry. Maps. Correctors and Nurbs. Polygonization. Materials. Compositing objects. Matrices. Symmetry. Perspectives y cameras. Lights y textures. Materials. Modifiers. Dynamic elements and particle creation.

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 practices (AP)
 Scheduled tutorials (AA)
 Review of assignments and practical exercises (AA)
 Preparation of coursework (AA)
 Personal study (AA)
 Practical activities (AA) Search for resources in library and Internet (AA) Virtual Campus (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 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	