

## Projects 5

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This subject is taught in: Catalan and Spanish  
Tutorials may be provided in: Catalan, Spanish and English

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# Course Description

## Brief description

This "audiovisual creation" course will provide a space for play and artistic exploration, as well as self-enquiry through cinematographic expression.

Taking a do-it-yourself philosophy as a starting point, each student will create a total of 3 short films and will learn the methodologies and tools to be able to tackle any type of audiovisual assignment in the future.

## Course objectives

Audiovisual language is extremely important in our day-to-day lives and will become even more so in the future. On both a personal and a professional level, in today's world, it is essential to master as part of a conscious, individual vision. Adequately training our gaze and participating in this cosmos of moving images forms the basis of any creative work, but it is also a priority in humanistic terms.

Based on this premise, the main objectives of the course are the following:

- Gain a solid grounding in the basic principles of audiovisual and cinematographic production.
- Learn about the principle of authorship: developing your own perspective and evolving it.
- Understand the methods, tools and materials that are used in the audiovisual and cinematographic sectors.
- Be able to apply these methods/tools in any audiovisual creation and professional design field.
- Produce 3 works per student, applying the knowledge acquired throughout the duration of the course.
- Analyse and debate the ethical dimension and impact of audiovisual media on society

## Recommendations

Since the acquisition of the skills required for this course is progressive, it is recommended that students first successfully complete the Projects courses offered during the previous year, as well as those linked to Audiovisual competencies (such as Audiovisual Resources in Year 2). Consequently, they should:

- Have basic skills in video and sound post-production.
- Have a genuine interest in audiovisual content (cinema, advertising, music videos, documentaries, series, video art, etc.)
- Understand audiovisual media not only as a means but also as an end in itself\*

\*This course will focus less on the technical aspects and instead follow a more conceptual approach based on expressing ideas and emotions through the language of cinematography. Thus, it will have a strong practical focus.

# Contents

The underlying idea is to demonstrate that we can all be film-makers if we meet a series of requirements and stick to a clear methodology.

- -The main objective of the first exercise will be to create an audiovisual piece using already existing archival material, i.e. found footage. Achieving this will necessarily also involve script and post-production work.
- -The second exercise will be focused on filming, and students will be required to devise a "dramatic device" using the documentary form, in order to manipulate their own environment with a previously established goal in mind.
- -The third will consist of a real intervention in a public space with the aim of producing a short film.

In addition to these planned activities, students will develop skills in all phases of audiovisual production (ideation, script, pre-production, filming, post-production of image and sound), as well as doing draft treatments. They will also learn about various different formats, about the concept of authorship, and about how the industry works (production companies, clients, commissions...).

They will also be introduced to concepts such as fragmented narratives or AI as a new paradigm within the industry.

# Methodology

## Teaching methodology

The course will combine theoretical classes (always accompanied by screenings that will be used for analysis) with the three major projects mentioned above. These constitute the main pillars of the course: 3 audiovisual pieces, approximately 3-6 minutes long, which each student will direct either independently or together with a group.

## Activities

External teachers may also be brought in to teach specialised content, with potential activities including, for example, a "masterclass" taught by a director of photography or a visit to an audio post-production studio\*

Attendance will be mandatory but this activity will not be graded or assessed separately

# Assessment

## Assessment system

The aim of the continuous assessment approach is for students to be able to track their academic performance throughout the course, in order to allow them to improve it.

From the second enrolment onwards (i.e. if you have enrolled in the course before), the assessment of the subject may consist, at the discretion of the professor(s), of a final exam, which will allow the professor(s) to evaluate if the learning outcomes listed in the course guide have been achieved. In this case, the grade achieved in the exam will also be the overall grade awarded for the course.

## General Assessment Regulations

// In order to pass a course, students must obtain a minimum grade of 5.0.

// Once a student has passed a course, he or she cannot be subject to a new assessment or be re-graded on that course.

// Any student who has not submitted all assignments required to be handed in or has attended less than 80% of the classes without having justified these absences will be considered "Not Assessed" (NA). In the case of justified absence, students must contact their professor(s) once they return to class to determine how they will make up for the classes they have missed.

// In the event that a student commits any irregularity that could lead to a significant variation in an exam or assignment grade, this exam or assignment will be graded 0, regardless of any disciplinary proceedings that may be initiated. In the event of various such irregularities for exams or assignments pertaining to the same course, the final grade for this course will be 0.

## Appeal process

Students may appeal a grade by making a formal request to this effect to the faculty. Any revisions of grades will be carried out according to the academic calendar.

## Re-assessment process

### General Regulations

It is not possible to appeal a grade in the case of internships external to EINA, final degree projects, and assignments/activities that, due to their eminently practical nature, do not allow it.

To participate in the grade review, students must have previously completed and been evaluated on other assignments with a minimum total weight equivalent to two thirds of the total grade for the course or module.

## Assessment Criteria

Each student's final grade will be the result of the following sum of grades:

- Class attendance and punctuality (20%)
- Proactive and participatory attitude during classes (20%)
- Final assignments presented and demonstrating in practice that the student has acquired the theoretical knowledge taught during the course (60%)



## Bibliography and Resources

### To watch:

Cousins, Mark, "The story of film", a documentary series that can be found on the Filmin platform: [www.filmin.es/serie/the-story-of-film](http://www.filmin.es/serie/the-story-of-film)

### To read:

Bazin, André, "What is cinema?", a book about the nature of cinematographic language and the creative act.

Rosenbaum, Jonathan, "Movie Mutations: The Changing Face of World Cinephilia", a book that addresses the cinema of today and tomorrow, as well as the evolution of cinematographic language and its shifting role within the industry.

# Competencies and Learning Outcomes

Documents related to the student's learning development capacity in the subject.

We can differentiate between three types of competencies: basic, specific and transversal. Basic competencies are defined based on the official Degree Plan. Specific and transversal competencies depend on the subject the course is linked to.

## BASIC COMPETENCIES

**CB2** - Students can apply their knowledge to their work or vocation in a professional manner and can demonstrate they possess the required competencies by making and defending reasoned arguments and solving problems within their area of study.

**CB4** - Students can communicate information, ideas, problems and solutions to both a specialised and non-specialised audience.

**CB5** - Students have developed the learning skills necessary to undertake further studies with a high degree of autonomy.

## SPECIFIC COMPETENCIES

**CE1.** Analyse objects, graphic communications and living spaces to detect design problems, provide alternative solutions and evaluate their social, technological and economic viability.

## LEARNING OUTCOMES

**CE1.8.** Observe and critically assess the use problems of an element in one's immediate environment for the purpose of carrying out an analysis prior to the development of a design project.

**CE2.** Evaluate uses and functions with a view to ideating and formalising design projects.

## LEARNING OUTCOMES

**CE2.2.** Design a program based around analysing uses and functions leading to the development of a design project.

## LEARNING OUTCOMES

**CE5.2.** Represent the characteristics of the project using the most appropriate tool or system for each project.