

BACHELOR'S DEGREE IN AUDIOVISUAL MEDIA

104233 - TELEVISION

General information

- Type of subject : Obligatory
- Coordinator : Rafael Suárez Gómez
- Course: Second
- Trimester: Third
- Credits: 6
- Teachers:
 - Eloi Aymerich Casas <eymerich@tecnocampus.cat>
 - Francesc Xavier Riera Hernández <friera@tecnocampus.cat>

Languages

- Catalan

Competences

Specific

- E.6 Designing, planning and performing with multi-camera, live and on stage, in accordance with all facets of the product (both in the artistic design and content and in the technique).
- E.8 Designing the lighting needs of a space based on its characteristics and the final objective of the product to be recorded, photography or video.
- E.13 Applying the principles of visual and sound design to create presentation elements used in sound, audiovisual, television and entertainment products.
- E.17 Writing journalistic pieces of different genres with their headline systems and expressing themselves correctly in both written and oral form.
- E.18 Analysing structures, contents and styles of television and radio programming based on the technical characteristics of its realization. Conceiving, producing and carrying out programs for television and radio in the technical part: production room or radio control.

Basic and General

- G4_Students will be able to transmit information, ideas, problems and solutions to both specialised and non-specialised audiences.

Transversal

- Students will have the capacity to work as a member of an interdisciplinary team, either as another member, or carrying out management tasks in order to contribute to developing projects with pragmatism and a sense of responsibility, assuming commitments taking into account the available resources.

Description

The subject of Television is part of the subject "Image" and, therefore, gives as acquired knowledge related to previous subjects of this subject that have to do

with the production of video (Audiovisual Systems, Lighting and Camera Techniques), as well as basic training subjects that have dealt with aspects related to audiovisual language, audiovisual narrative, audiovisual production and the media system in general (History of Audiovisuals and Video Games, Audiovisual Language and Expression, Social Models and Advertising, Graphic Design , Audiovisual script, Audiovisual production, Film analysis and Digital journalism and new media).

The will of the subject is introductory to the world of television, both in terms of the more conceptual aspects related to the television system and the technical aspects of multi-camera television production on set. For this reason, the practical and theoretical learning, the evolution of the students, their intellectual commitment and their creativity will be highly valued, almost more than the final product that is carried out in the practical sessions.

Throughout the course, in both theory and practice classes, students must carry out a final group project, which consists of the multi-camera production of a television program of about 10-12 minutes. of duration (Final program), organizing themselves as television producers.

This subject has methodological and digital resources to make possible its continuity in non-contact mode in the case of being necessary for reasons related to the Covid-19. In this way, the achievement of the same knowledge and skills specified in this teaching plan will be ensured.

Results

Upon completion of the course, students must achieve the following learning outcomes (RA):

RA1: Know how to work in a team and develop a specific role within the group that allows them to manage their work with maximum efficiency.

RA2: Understand the current television market and know how the television industry works.

RA3: Understand the structure of audiovisual companies and television channels.

RA4: Master the language of television and have notions of how to create a real program.

RA5: Be able to analyze in front of television programs, understanding their language.

RA6: Acquire theoretical and practical knowledge of the different tasks when producing a television program (entertainment or informative).

Also, they must achieve the following complementary learning outcome (RAC):

RAC1: Know how to communicate the contents of a television program to both viewers and industry, both through written language and through oral and audiovisual language.

Working methodology

The course is structured in 4 hours / week of theory sessions and 2 hours / week of laboratory practice sessions (set and performance control).

The course combines theoretical classes (LARGE GROUP), practical classes (SMALL GROUP) and hours of autonomous learning (AUTONOMOUS LEARNING).

The theoretical classes (LARGE GROUP) consist of expository classes, with the explanation of the contents of the subject and applied activities, as well as discussion seminars, case studies, exercises and project tutorials with the students. Some of these activities can be carried out without prior notice and may be necessary for the subsequent development of the evaluable work, exams and internships of the subject.

Regarding the theoretical classes, the team of professors @ s will be able to offer schemes of the classes as the subject progresses.

The practical classes (SMALL GROUP) consist of the practical realization of individual and / or group activities. Except for the first set knowledge activity and control, the rest of the activities are assessable. Attendance at the practical classes is essential, compulsory and necessary for their approval. In addition, internships are used to promote cross-curricular teamwork.

Regarding the practical activities, they will be simulations of how a television program is created and produced. Here the interest of the students will be paramount to advance and increase the level of internships.

Apart from the work within the set and the control, the students will have to develop throughout their subject a process of their own as a production team that develops their television project format. Students will prepare a sales dossier of the final project that will be recorded on set. They will present it to the team of teachers during the hours of guided activities, which are very important and are part of the learning and assessment process.

The hours of autonomous learning (AUTONOMOUS LEARNING) consist of the individual study work of each student, which can be completed both in the learning of content and in the production of both individual and group work, both theoretical and practical. These hours include case studies, research and critical reading of articles and materials proposed by the teaching staff.

The reading and assimilation of the basic bibliography will be presupposed, as well as a more punctual review to the complementary one.

Face-to-face and non-face-to-face tutorials will be guaranteed throughout the course. In this second case, the student will have telematic resources such as e-mail and the resources of the virtual classroom or intranet of the Tecnocampus.

Contents

SUBJECT

UNIT 1. Introduction: the TV world and the television language

The world-television.

Television models.

Television language.

Paleo TV, Neo TV and MetaTV.

Genres and Formats. Information on serious fiction.

UNIT 2. Roles of the profession.

Definition and description of the roles of the profession.
Nomenclature of the trade.

UNIT 3. The television preproduction and the design of production.

From the idea of ??the program to the Bible.
The TV "escaleta".
The production / sales dossier and pitching.
The teaser and the pilot.
The work of the producer. Own production or co-production.
Production design: breakdown of script to draw up a budget. Financing plan.

UNIT 4. The production and the shooting of television.

Production: the importance of the budget and the importance of teamwork.
How to Make a TV Show: Fast Production
Staging and production planning (staging).
Set, control, performance on set and off set (Audio).

UNIT 5 Postproduction and emission.

The "live" editing in the television production: narrative continuity (set, outdoors, planography and rhythm).
Audiovisual design and videography: kyrons, visual and graphic effects.
Television programming: digital television and TVOD.
The TV grid and share.
Television market, audiovisual companies and television models. Other agents and tv broadcast' industrial structure.

Activities

Both in the theoretical sessions and in the practical exercise sessions of the subject, non-evaluable learning activities and evaluation activities are carried out. Students can carry out preparatory learning activities (exercises, tutorials, case analysis, discussions, etc.) with the support of the teaching staff. In this way, they can acquire the skills needed to develop assessment activities.

Learning activities and assessment activities are organized into Practical Exercise Activities and Theory Activities.

Practical exercise activities

The practical exercise activities will be carried out in the television laboratories (set and control), and will also involve work outside school hours (autonomous learning).

Specifically, they consist of:

Activity 0: Introduction: knowledge of the set and control (E6, E8, E13 / RA4, RA6)

Session 1 of practical exercise.

Description:

Non-evaluable group learning activity.

By dividing the students into two groups, they will be explained in detail which elements make up the two workspaces: the television set and the production control.

Students will be given a background on what roles are played in each space. General aspects of television practice in the set (behaviors, unwritten laws) and also in control (silence, hierarchy, teamwork) will be discussed.

There will be a very original first test with the equipment. This experience will be linked to the skills and especially acquired knowledge that are demonstrated from Activity 1 of practical exercise.

Support material:

- Television set equipment (set cameras, wireless microphone, intercom equipment, set lighting).
- Television control equipment (Tricaster production station, VTR, computer graphics).
- Additional television control equipment (Intercom equipment, set and control lighting table, sound table and Camera Control Unit)

Specific objectives:

At the end of the activity the students must be able to:

- Know and identify the elements that make up a television set.
- Know and identify the technical elements that make up a television control

Activity 1: Conducting a multicamera interview (E6, E13, E17 / RA1, RA4, RA6, RAC1)

Sessions 2 and 3 of practical exercise (10% final grade).

Evaluable activity in pairs.

Description:

These practical television exercises are designed to develop for two sessions the conduct of a 3-minute multicamera interview, so that students acquire a basic knowledge of the dynamics of the television production process on set and production control.

Each group of practical exercises will be divided into pairs of realization (director + assistant of realization).

Each couple will have to direct the conduct of their interview, while the rest of the classmates will rotate in the various roles of set and performance control.

Each interview must have: a script, a schedule, two actors (a presenter and an interviewee), a simple staging, live graphics and at least one video to shoot (for example, a mask or audiovisual material from other subjects).

In session 2 each couple will rehearse their interview, and in session 3 they will record it. In class, those detected errors will be discussed and discussed together with all the students.

Support material:

- Television set equipment (set cameras, wireless microphone, intercom equipment, set lighting).
- Television control equipment (Tricaster production station, VTR, computer graphics).

- Additional television control equipment (Intercom equipment, set and control lighting table, sound table and Camera Control Unit).
- VTR material, videography and sound provided by the couples.

Specific objectives:

At the end of the activity the students must be able to:

- Test the knowledge acquired in the theory in class and in the previous activity.
- Develop and improve the skills of television practice in most of its main roles: production team, set team and artistic team.
- Identify their innate abilities to put them at the service of the future final project (Final Program)
- Test the production equipment with the incorporation of techniques and operations linked to post-produced video or complex live videography.
- Gradually achieve knowledge.

Deliverable and links to evaluation

Both the piece recorded in session 3 and the prepared audiovisual and textual materials (script, scale, etc.) and, finally, the preparatory rehearsals will be evaluated.

The activity of the two sessions, as a whole, represents 10% of the final grade.

Activity 2: Essays of the final Program (G4, T2, E6, E8, E13, E17 / RA1, RA4, RA6, RAC1)

Sessions 4, 5, 6 and 7 of practical exercise (10% final grade).

Evaluable group activity.

Description:

These practical television exercises are intended to be developed over four sessions, the Initial Rehearsals (sessions 4 and 5, called Subactivity 2A) of the Final Program format and the General Rehearsals (sessions 6 and 7, called Subactivity 2B) of the same program, which precede the recording.

The students in each practical exercise group are divided into two producers. Each producer must devise a television program format (Final Program), lasting about 10-12 minutes and with the following characteristics:

- must include two filming sets, camera positions A and B and different mandatory plans for each of the three cameras,
- a minimum of 3 actors,
- 3 videos of up to 45 seconds, videography, sound effects and music.

During the four sessions there will be shifts for each rehearsal of the program of both producers. The roles of each student will have been decided internally by each of the producers, in the 2 areas we will work: producer author (direction, production, script, production, council, mixer, VTR, graphics and actors) and technical producer (cameras, CCU, sound technician, lighting, cable operator).

The importance of coordination between the figures in the various fields will be emphasized, especially between the director of the program, the director of the program, the producer of the program and the councilor. a.

In class, those errors detected will be discussed and discussed together with all students.

Support material:

- Television set equipment (set cameras, wireless microphone, intercom equipment, set lighting).
- Television set equipment (set cameras, wireless microphone, intercom equipment, set lighting).
- Television control equipment (Tricaster production station, VTR, computer graphics).
- Additional television control equipment (Intercom equipment, set and control lighting table, sound table and Camera Control Unit).
- VTR material, videography and sound provided by the producers.
- Equipment materials provided by each producer evaluated.

Specific objectives:

At the end of the activity the students must be able to:

- Test the knowledge acquired in theory in class and in previous practical exercise activities.
- Develop and improve the skills of television practice in most of its main roles: production team, set team and artistic team.
- Demonstrate the ability to develop a television project conceived and developed by the same teams of students. Know how to plant it on a plate.
- Demonstrate the ability to work in a team with other work teams (technical team or set producer and author team or producer of control and production).
- Consolidate already in specific roles and during 4 sessions of practical exercise the individual capacities of the students to put them to the service of the future final project (Final program)
- Learn the actual television production process (rehearsal, general rehearsal in pilot format, review with executive television producers, final improvement).
- Launch the evaluation project of your own television project, which will lead to the activity of practical final exercise (Completion of the final program).

Deliverable and links to evaluation

Both the recorded essays and the prepared audiovisual and textual materials (script, timeline, etc.) and, finally, the preparatory essays will be evaluated.

Each student must submit an individual self-report of rehearsals of their work in the roles developed to the author and technical producer (maximum one sheet). Both the content and the form of the work will be taken into account for the evaluation of the Self-Report.

The set of activities of the four sessions and the individual self-report of rehearsals represent 10% of the final grade.

Activity 3: Realization of the final Program (G4, T2, E6, E8, E13, E17, E18 / RA1, RA2, RA3, RA4, RA5, RA6, RAC1)

Sessions 8 and 9 of practical exercise. (20% final grade).

Evaluable group activity.

Description:

These practical television exercises represent the last part of the television process linked to the final project or final program.

It is the final presentation of the final Program conceived and elaborated in process, and will have to produce of integral form and with all the foreseen contents. The activity must represent a careful, finalist and excellence evolution of the General Essays, linked to the premises, corrections and suggestions made by the team of professors who have acted as executive producers.

In shifts of 110 minutes, the producers will perform the Final Program, lasting between 10 and 12 minutes. In session 8, the first producer will play the role of author and the second producer will play the role of technical producer. In Session 9, the roles will be exchanged.

The essential coordination between the figures of the director of the program, the director of the program, the producer of the program and the councilor of the program will be taken for granted and understood. program.

The best final programs may be proposed in the coordination of GMA events for dissemination.

Support material:

- Television set equipment (set cameras, wireless microphone, intercom equipment, set lighting).
- Television control equipment (Tricaster production station, VTR, computer graphics).
- Additional television control equipment (Intercom equipment, set and control lighting table, sound table and Camera Control Unit).
- VTR material, videography and sound provided by the producers.
- Equipment materials provided by each producer evaluated.

Specific objectives:

At the end of the activity the students must be able to:

- Test the knowledge acquired in theory in class and in previous activities.
- Develop and improve the skills of television practice in most of its main roles: production team, set team and artistic team.
- Demonstrate the ability to develop a television project conceived and developed by the same teams of students. Know how to put it on the floor and set.
- Demonstrate the ability to work in a team with other work teams (technical team or set producer and author team or producer of control and production).
- Test the staging, presentation and television production skills of student teams.

- Learn the actual television production process (rehearsal, general rehearsal in pilot format, review with executive television producers, final improvement).
- Successfully complete your own television project.
- Work in groups effectively.
- Follow the format of the Production Dossier consistently and correctly.
- Present a project to both specialized and non-specialized audiences.

Deliverable and links to evaluation

Both the final pieces recorded in sessions 8 and 9, as well as the audiovisual and textual materials prepared (script, timeline, etc.) and, finally, the preparatory essays will be evaluated.

Each student must submit an individual Self-Report of their work in the roles developed to the author and technical producer (maximum one sheet). Both the content and the form of the work will be taken into account for the evaluation of the Self-Report.

The set of the recorded final piece, the Dossier and the individual self-report represents 20% of the final grade.

Theory activities

Theory activities will be carried out in the theoretical classes, and will also involve work outside school hours (autonomous learning).

These activities consist of learning activities (face-to-face project tutorials in class, discussions, case studies, exercises, etc.) and assessment activities.

In detail, the evaluation activities will be:

Activity 4: Creation of a Television Program and Program Dossier (G4, E6; E17 / RA2, RA3, RA4, RA5, RA6, RAC1)

Individual and / or group work evaluable in and out of class (10% of the final grade).

Description:

At the beginning of the course, students will be organized into producers of about 10 people. Each producer will have to devise a television format and write a production dossier, which will have to be delivered on the last day of theory class, when the pitches of the programs will also be done (Activity 5).

For the elaboration of the Dossier of the final Program, at the beginning of the course will provide to the and the students a model of Dossier, that will be able to work during the course.

In the fifth week of the course, each producer must submit the "First page of the project" via homework (the format of the document will be uploaded to moodle). Failure to deliver this document will result in a 30% discount on the final grade for this activity. During the fifth or sixth week of the course, in theory hours, mandatory tutorials will be organized with each producer, to give feedback on the idea, and to improve the initial proposals. Based on the suggestions and comments of the teachers, each producer must continue working on the creative (idea, genre, format, etc.) and technical (scale, layout, technical elements, graphics, etc.) aspects of the proposed format.

In the second half of the course, producers will be able to request tutorials outside of class hours to follow up on the Dossier. For the evaluation of the Dossier, both the content and the form of the work will be taken into account.

Support material:

Statement of production design (posted in the Virtual Classroom), financial plan support documents.

Deliverable and links to evaluation

The final dossier will be weighted with individual and collective participation, obtaining 10% of the final grade.

Specific objectives:

At the end of the activity the students must be able to:

- Demonstrate their overall ability to describe, identify and relate different concepts related to the theory taught in class as well as the basic and complementary bibliography of the subject.
- To apply critically and practically the theoretical knowledge of the subject.

Activity 5: Pitching of the final Program (G4, T2 / RA1, RAC1)

Evaluable group work (10% of the final grade).

Description:

On the last day of theory class, students will present, organized in producers, the final program prepared during the course, in Pitch format. The oral presentation can be supported in any type of audiovisual support, but must have a teaser of the program.

All members of each producer must actively participate in the pitching.

Support material:

Computer available in the classroom.

Presentation media.

Deliverable and links to evaluation

Presentation support.

Program teaser.

This group activity accounts for 10% of the final grade.

Specific objectives:

At the end of the activity the students must be able to:

- Present a project to both specialized and non-specialized audiences.
- Apply practically the knowledge acquired in the course of the subject.
- Critically apply the knowledge acquired in the course of the subject.
- Work in groups effectively.

Activity 6: Theory exam (G4, E6, E17, E18 / RA1, RA2, RA3, RA4, RA5, RA6, RAC1)

Evaluable individual activity (40% of the final grade).

Description:

Final exercise of the subject where it is asked and evaluated on the totality of the theoretical subject taught.

Support material:

Statement of the test.

Deliverable and links to evaluation

Exam solved.

This individual activity accounts for 40% of the final grade.

Specific objectives:

At the end of the activity the students must be able to:

- Communicate clearly the contents of the subject.
- Demonstrate their overall ability to describe, identify and relate different concepts related to the theory taught in class as well as the basic and complementary bibliography of the subject.
- Critically apply the knowledge acquired in the course of the subject.

Practical exercise activities (In case of hypothetical confinement and without the option of physically attending the set and control laboratories)

ACTIVITY 1 (PRACTICAL EXERCISE): Introduction: knowledge of the set and control

Sessions 1 and 2 of practical exercise. INDIVIDUAL (10% final grade)

ACTIVITY 2 (PRACTICAL EXERCISE): Pre-production of a television program

Sessions 3 and 4 of practical exercise. GROUP of 6 people (10% final grade).

ACTIVITY 3A (PRACTICAL EXERCISE): Conducting a multicamera interview
Sessions 5 and 6 of practical exercise. GROUP of 6 people (10% final grade).
ACTIVITY 3B (PRACTICAL EXERCISE): Realization of the trailer or teaser of the final Program
Sessions 7 and 8 of practical exercise. GROUP / PRODUCER of 10 people (10% final grade).

Evaluation system

The evaluation of the subject will have the separation between Practical activities (40%) (Act1, Act2 and Act3) and Theoretical activities (60%) (Act4, Act5 and Act6).

The evaluation of the Practices Activities will be distributed as follows (and it will be necessary to obtain a final minimum mark of practices of 5 out of 10 to be able to do average with the rest of qualifications of the asignatura and approve the asignatura by means of continuous evaluation) :

Activity 1 (Conducting a multicamera interview) = 10% of the final grade of the subject.

Activity 2 (Final Program Essays) = 10% of the final grade.

Activity 3 (Final program) = 20% of the final grade.

In the event of a hypothetical confinement and without the option of physically attending the set and control laboratories, the evaluation of the Practice Activities would be distributed as follows:

Activity 1 (Introduction: knowledge of the set and control) = 10% of the final grade of the subject.

Activity 2 (Pre-production of a TV show) = 10% of the final grade.

Activity 3A (Conducting a multicamera interview) = 10% of the final grade.

Activity 3B (Completion of the trailer or teaser of the final program) = 10% of the final grade.

Theory activities will account for 60% of the final grade of the subject and consist of:

Activity 4: Creation of a Television Program and Program Dossier (10%)

Activity 5: Pitching of the Final Program (10%)

Activity 6: Theoretical exam (40%).

In Activity 6 (Theoretical exam) it will be necessary to obtain a minimum grade of 5 out of 10 to be able to average with the other qualifications of the subject and pass the subject through continuous assessment.

In the resit exam you will only be able to retake Activity 6: Theoretical Exam (40%) and you will need to obtain a minimum grade of 5 out of 10 to be able to average with the other grades of the subject and pass the subject.

Rules for carrying out the activities

It must be punctual in all practical activity sessions. Arriving later than the start time may result in the teacher not evaluating or downgrading the grade. Failure to attend the practical activity will not be assessed.

For each activity, teachers will report on the particular rules and conditions that govern it, including deadlines and means of delivery.

Deliveries will not be accepted outside the deadlines indicated and by means not specified in the rules.

The individual activities presuppose the commitment of the students to carry them out individually. All activities in which the student does not fulfill this commitment will be considered suspended.

Likewise, the activities that must be carried out in groups presuppose the commitment on the part of the students that make it up to carry them out within the group. All activities in which the group has not complied with this commitment will be considered suspended. The responsibility for the results of the work lies with the group, and not with the individuals who make it up.

In all the works, the data related to the subject as well as to the specific activity and the author (s) (in alphabetical order) must be clearly identified.

Both the wording and the presentation will take into account both the content and the form, including the spelling. Spelling, syntactic and lexical errors will be penalized according to the criteria indicated in each activity. Works that do not meet minimum requirements at the formal level will not be evaluated, therefore they will be scored with zero points.

Any undelivered activity will be scored with zero points.

Any activity where copying and / or plagiarism is detected will be scored with zero points, beyond the disciplinary actions deemed appropriate.

Any activity that does not meet the requirements specified in the rules will be scored with zero points.

Resources

Basics

Bibliographies

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- Scolari, C. (2008). Hacia la hipertelevisión. Los primeros síntomas de una nueva configuración del dispositivo televisivo. Diálogos de la Comunicación, 77, 1-9. https://aulavirtual.tecnocampus.cat/pluginfile.php/229019/mod_resource/content/1/Dialnet-HaciaLaHipertelevision-2694422.pdf
- TERÁN, Borja (2019). Tele: los 99 ingredientes de la televisión que deja huella. Madrid. Somos Libros.
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Complementaries

Bibliographies

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- Maio, B. (2009). La terza golden age della televisione. Edizioni Sabinae.
- Prado, E.; Delgado, M. (2010). Tendencias internacionales de programación. Telos, 84. <https://telos.fundaciontelefonica.com/archivo/numero084/tendencias-internacionales-de-programacion/>
- Spigel, L., Olsson, J. (2004). Television after TV: essays on a medium in transition. Duke University Press.