

**COURSE DATA****DATA SUBJECT**

Code: 36576
Name: Communication technologies II
Cycle: Undergraduate Studies
ECTS Credits: 6
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
1333 - Degree in Audiovisual Communication	Facultat de Filologia, Traducció i Comunicació	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	Tecnologías de los medios audiovisuales	COMPULSORY

COORDINATION

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SUMMARY

Communication Technologies II is a compulsory course of the Degree in Audiovisual Communication that is part of the subject of the Audiovisual Media Technology.

Capacitation in the use and performance of the main editing, post-production, composition, sound and graphics tools for the creation and realization of audiovisual contents. This course is a continuation of Communication Technologies I, in which the students have already learned how to use the capture tools.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS



No other types of requirements are considered. However, it is recommended that students know how to use video recording devices (cameras), both by hand and with a tripod.

COMPETENCES / LEARNING OUTCOMES

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Capacidad para realizar la ordenación técnica de los materiales sonoros y visuales conforme a una idea utilizando las técnicas narrativas y las tecnologías necesarias para la elaboración, composición, acabado y masterización de diferentes productos audiovisuales y multimedia y para diseñar y concebir la presentación estética y técnica de la puesta en escena a través de las fuentes lumínicas y acústicas naturales o artificiales, atendiendo a las características creativas y expresivas que propone el director del proyecto audiovisual.

Students must have developed the learning skills needed to undertake further study with a high degree of autonomy.

Students should be able to adapt to technological and socio-occupational changes.

Students should be able to defend a culture of peace and respect for the fundamental human rights within the processes of communication, specifically in regards to equality between women and men in all types of communication (informative, interpretative, semiotic, dialogic and opinion).

Students should be able to work as a team, communicate their own ideas and integrate themselves into group projects aimed at achieving results.

Students should have the capacity and creativity necessary to take expressive and thematic risks within the scope and timeframes of communicative production, applying well-founded solutions and perspectives to the development of projects.

Students should possess the ability to organise and plan their tasks, performing them in an orderly manner and prioritising the journalistic processes in a logical manner.

Students should show solidarity with people across the planet, as well as knowledge of the main cultural currents in relation to individual and collective values and respect for human life.

Theoretical and practical knowledge of technologies applied to audiovisual media (photography, radio, sound, television, video, cinema, and multimedia supports), including the ability to use them in the construction and handling of the different products involved in the field of audiovisual communication.

DESCRIPTION OF CONTENTS



1. . Evolution and basic concepts of editing

- Origins of editing
- Classic editing model: continuity, transparency, and causality
- Contribution of the avant-garde
- Relational editing techniques
- Moment of the cut
- Temporal structure
- Focalization, Ocularization and Auricularization
- Editing errors
- The technical script as an editing tool



2. Digital editing tools with Premiere Pro

- Material management. Ingest, import, and view files. Local and cloud storage
- Work environment configuration. Workspaces. Contingency solutions
- Basic editing tools: insert, overwrite, three-point editing, timeline editing
- Exporting the sequence. Formats and codecs
- Project management and compilation

3. Post-production

- Introduction to keyframes
- Essential graphics: labels and credits
- Chrominance and luminance level measurement tools
- Basic chrominance and luminance correction
- Basic color grading
- Adjustment layers
- Video effects and transitions

4. Sound editing

- Track selection
- Volume and gain
- Stereo balance
- Essential sounds: voice, ambiance, music
- Dialogue editing
- News editing
- Audio overlap
- Sound effects
- Mastering

Learning outcomes

These contents will be reflected in the following **learning outcomes**:

- Adjust color in image editing processes.
- Build the chromatic and light texture of images in visual and audiovisual productions.
- Apply the techniques and processes of audiovisual production and diffusion in its different phases.
- Plan human resources.
- Handle the technologies applied to the media.
- Know the codes and modes of representation of audiovisual communication.
- Identify the social, cultural and historical relevance of the aesthetic proposals of the audiovisual



industries.

- To carry out analysis of stories and audiovisual works.
- Order sound and visual materials in relation to a narrative.
- Compose an audiovisual and/or multimedia master.
- Adapt a mise-en-scène to the creative and expressive characteristics of an audiovisual story.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	15,00
Laboratory	45,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	40,00
Independent study and work	45,00
Preparation of lessons	5,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	90,00

TEACHING METHODOLOGY

Classroom activities:

Face-to-face teaching will follow the following methodologies:

- Lecture.
- Theoretical and practical problem solving.
- Case studies and analysis.
- Classroom presentation and group work.

The theoretical part of the course is taught through lectures, in which the concepts covered in the course are presented. These concepts are contextualized in a practical way through the study and analysis of excerpts from audiovisual productions. During class, students work in groups to solve different problems based on the theoretical concepts explained in the lecture and then give a presentation in class.

In the lab classes, students apply the knowledge acquired in theory and solve theoretical and practical problems related to video and sound editing. The objective is for students to acquire the necessary skills to edit an audiovisual project.



Non-classroom activities:

Students will carry out the following non-face-to-face activities:

- **Study and independent work** (including any consultations and tutoring that students may require).
- **Individual or group assignments.** Students must work in groups to develop a technical script for the recording of a short film that includes the editing elements covered in the theoretical part. This activity will be non-classroom-based.
- **Class preparation.** Students must individually provide examples of excerpts from series or films that illustrate the concepts covered in the theoretical classes.

Sustainable Development Goals

This subject takes into account the following Sustainable Development Goals in particular:

- **SDG 4, Quality Education.** Target 7: ensuring that students acquire the theoretical and practical knowledge needed to promote sustainable development, human rights, gender equality, a culture of peace and non-violence, global citizenship, and the appreciation of cultural diversity and of culture's contribution to sustainable development.
- **SDG 5, Gender equality.** Target 1, end all forms of discrimination against all women and girls everywhere.

EVALUATION

The general grading system will follow the Regulations on Assessment and Grading for Undergraduate and Master's Degrees at the Universitat de València, approved by the Governing Council on May 30, 2017 (ACGUV 108/2017).

First Call



- **Final Written Test (40%).** A multiple-choice exam designed to assess the knowledge acquired in both the theoretical and practical components of the course. Minimum passing score: 4 out of 10. Recoverable in the second examination session
- **Assessment of Attitude and Class Participation (10%).** This includes punctual attendance to practical sessions. No minimum score required to pass. Not recoverable
- **Submission of Outlines, Summaries, and Assigned Texts (10%).** Submission of the technical script for the final practical assignment. No minimum score required to pass. Not recoverable.
- **Assessment of Technical Skills (40%).** A practical assignment aimed at demonstrating competence in audiovisual editing. Minimum passing score: 4 out of 10. Recoverable in the second examination session

Attendance at laboratory sessions is mandatory to pass the course in the first examination session. Up to 20% of absences may be permitted only if justified by a force majeure situation.

To pass the course, students must achieve a minimum overall grade of 5 out of 10 and obtain at least a 4 out of 10 in both the Final Written Test and the Technical Skills Assessment (Both components are recoverable in the second session).

Second Call

Individual Assessment System (Two Components)

- **Final Written Test (40%).** A multiple-choice exam covering both theoretical and practical course content. Minimum passing score: 4 out of 10
- **Assessment of Attitude and Class Participation (10%).** Not recoverable. The grade obtained in the first examination period will be maintained.
- **Submission of Outlines, Summaries, and Assigned Texts (10%).** Not recoverable. The grade obtained in the first examination period will be maintained.
- **Assessment of Technical Skills (40%).** A practical assignment to demonstrate competence in audiovisual editing. Minimum passing score: 4 out of 10

Remarks

- Correct spelling and grammar are required in all written tests, exercises, and assignments. Each error may lead to a deduction in the final grade, and repeated mistakes may result in failing the assessment.
- In cases where plagiarism is detected in any student's work, the assignment will receive a grade of zero, regardless of any disciplinary actions that may be taken in accordance with current legislation.
- Intellectual honesty is essential in academic communities and for the fair evaluation of students' work. All submitted assignments must be original work by the student. Submissions created through fraudulent collaboration or the use of artificial intelligence tools (e.g., ChatGPT or others) will not be accepted, unless such use is part of the course content or explicitly authorized by the instructor.



REFERENCES

Basic references

- Morales, F. (2014). *Montaje audiovisual: teoría, técnica y métodos de control*. Editorial UOC.
- *Guía del usuario de Premiere Pro*: <https://helpx.adobe.com/es/premiere-pro/user-guide.html>
- Jackson, W. (2016). *Digital video editing fundamentals*. Apress.
<https://link.springer.com/book/10.1007%2F978-1-4842-1866-2>
- *Premiere Pro tutorials*: <https://helpx.adobe.com/premiere-pro/tutorials.html>

Additional references

- Castillo, J. M. (2014). *Elementos del lenguaje audiovisual en televisión*. IORTV, UD 155.
- *Formación Premiere Pro*: <https://creativecloud.adobe.com/es/learn/app/premiere-pro>
- Freire, A. y Vidal, M. (2015). *Manual de montaje y composición audiovisual: técnicas, soluciones, efectos, trucos*. Altaria.
- Hart, J. (2013). *The Shot, Its Dynamics and Its Function in the Storyboard*. In *The Art of the Storyboard: A filmmaker's introduction*. Routledge. https://trobes.uv.es/permalink/34CVA_UV/1bttdu2/alma991009439284806258
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