

**COURSE DATA****DATA SUBJECT****Code:** 36607**Name:** Visual and sound post-production**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	3	First quarter
1333 - Degree in Audiovisual Communication	Facultat de Filologia, Traducció i Comunicació	4	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	Complementos formativos de carácter optativo	ELECTIVES
1333 - Degree in Audiovisual Communication	Complementos formativos de carácter optativo	ELECTIVES

COORDINATION

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SUMMARY

Visual and Sound Post-production is an elective course of the Degree in Audiovisual Communication.

This is a subject of specialisation and consolidation of the most important aspects and work processes in the visual and sound post-production of audiovisual and multimedia products. Special relevance will be given to the execution of this field in general, as well as more specifically to the generation of interactive and animation effects.

In this sense, the manipulation of audiovisual material, image, sound, music, colour and the final mixing of all these elements will be worked on. In this way, students will learn how to use the most important specialised software in this field and those used professionally in the audiovisual industry.

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, although it is recommended to have a basic knowledge of Communication Technologies III.

COMPETENCES / LEARNING OUTCOMES

1333 - Degree in Audiovisual Communication

Students must be able to apply their knowledge to their work or vocation in a professional manner and have acquired the competences required for the preparation and defence of arguments and for problem solving in their field of study.

Students must be able to communicate information, ideas, problems and solutions to both expert and lay audiences.

Students must be able to deepen their acquired knowledge and to develop and apply these skills in the various fields of audiovisual communication.

Students must be able to define research topics or innovative personal creation that could contribute to the knowledge or development of audiovisual languages and their interpretation. They must be able to adequately expose the results of their research either orally or through audiovisual and computerised means, according to the standards of the disciplines of communication.

Students must be able to develop their own work, both in terms of creation and research, whilst putting into practice the skills that they have acquired. They must know how to take responsibility for their own projects (although this would be under the guidance of a tutor).

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 experiment and innovate through the understanding and use of the applied methods and technologies.

Students should be able to obtain and select relevant information and sources in order to solve problems and elaborate on strategies.

Students should be able to search for, select, read, interpret and analyse both written and audiovisual texts and documents (analytically, synthetically and critically).



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 an understanding of the different languages, codes and modes of representation used in the different technological and audiovisual mediums such as photography, cinema, radio, television, electronic image and video, internet etc., through their own individual industries and aesthetics, as well as through the evolution of their social and cultural relevance through time. This should generate the ability to analyse stories and audiovisual works, considering the iconic messages of the texts as products of the social, political and cultural conditions in which they were produced.

Students should have initiative, creativity, credibility, honesty, leadership spirit and responsibility, both personally and professionally.

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. Color correction

- 1.1. Introduction to color grading (DaVinci Resolve)
- 1.2. Color module interface. Configuring a project
- 1.3. primary fixes
- 1.4. Minor fixes
- 1.5. Creative styles design.
- 1.6. Export

2. Multilayer composition

- 2.1. Introduction to Compositing (After Effects)
- 2.2. The creation of a project. workflow
- 2.3. Capes and masks. The timeline
- 2.4. Animating images and text in 2D and 3D
- 2.5. Effects



3. Sound editing and post-production

- 3.1. Audio signal processing
- 3.2. Editing and mixing software
- 3.3. Effects

Learning outcomes

These contents will be reflected in the following learning outcomes:

- Knowing the codes and modes of representation of audiovisual communication.
- Carrying out analyses of audiovisual stories and works.
- Assume responsibility for one's own project.
- Develop a creative or research work.
- Analyse the relevance of the creativity of images.
- Identify organisational structures in the field of visual and sound communication.
- Apply the techniques and processes of audiovisual production and dissemination in their different phases.
- Design persuasive visual strategies.
- Apply graphic ideation resources and procedures.
- Iconically represent still and moving images.
- Measure the quality of a sound recording.
- Record acoustic signals.
- Recreate the sound environment of a project.
- Be proficient in media technologies.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Laboratory	60,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	30,00
Independent study and work	30,00
Preparation of lessons	30,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	90,00



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TEACHING METHODOLOGY



Face-to-face activities

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

- **Lecture.** Explanation by the teaching staff of the contents of the subject and the use of the specific software.
- **Study and analysis of cases.** Analysis of different multimedia contents in order to interpret and imitate their visual and sound treatment.
- **Carrying out audiovisual projects (including practical classes).** Development in the laboratory of different practices related to colour grading and image and text animation effects, as well as sound treatment.
- **Classroom exhibition and group work.** Defence and explanation to the teaching staff of the projects carried out in the laboratory.

Non-attendance activities

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

- **Development of individual or group work:** Students will develop practical editing and post-production projects applying the knowledge acquired in class, either individually or collaboratively, following specific technical and narrative guidelines.
- **Study and autonomous work:** Autonomous learning will be encouraged through the review of theoretical materials and tutorials, as well as continued practice with audiovisual editing software to consolidate technical skills.
- **Class preparation:** Students will be required to watch audiovisual content, carry out small preparatory tasks and review didactic resources beforehand.

Sustainable Development Goals

This subject is aligned with several Sustainable Development Goals, especially SDGs 4, 5 and 9, promoting socially responsible, inclusive and innovation-oriented technical education.

- **SDG 4 - Quality education.** The subject promotes inclusive, equitable and quality education, developing practical skills in audiovisual editing and post-production. It is committed to active methodologies that favour meaningful learning and continuous professional development in the audiovisual field.
- **SDG 5 - Gender equality.** The integration of the gender perspective is promoted both in the contents and in the audiovisual products generated (videos, campaigns or teaching materials). This perspective is aligned with the III Equality Plan of the University of Valencia and with the transversal incorporation of the gender approach in university teaching, reinforcing an equitable and diverse representation in the creative and technical field.
- **SDG 9 - Industry, innovation and infrastructure**

EVALUATION



The general qualification system will follow the Regulations on assessment and qualification of the University of Valencia for Bachelor's and Master's degrees, approved by the Governing Council on 30 May 2017 (ACGUV 108/2017).

Assessment in the first call

The assessment in the first call will be carried out as follows:

- **Final written test (70%):** development of a post-production project ranging from short and simple individual work to extensive and complex work both individually and in groups.) It is recoverable in the second call.
- **Presentation of outlines, summaries and proposed texts (10%):** Both the content and written expression will be assessed. It is recoverable in the second call.
- **Assessment of attitude and participation in class dynamics (20%):** observation in the learning context itself: execution of tasks, practicals, group work, attendance. It is not recoverable in the second call.

In order to obtain a positive evaluation, a minimum grade of 5 out of 10 must be obtained in the final exam.

Given that this is a practical subject taught in the laboratory, attendance at at least 80% of the sessions is compulsory.

Assessment in the second call

The evaluation in the second call will maintain, if applicable, the grades obtained in the blocks passed in the first call. The evaluation of the blocks failed or not presented will be carried out in the following way:

- **Final written test (70%):** development of a post-production project ranging from short and simple individual work to extensive and complex individual and group work).
- **Presentation of outlines, summaries and proposed texts (10%):** both the content and written expression will be assessed.
- **Assessment of attitude and participation in class dynamics (20%):** this is not recoverable in the second examination period. The grade obtained in the first examination period will be maintained.

In order to obtain a positive evaluation, a minimum grade of 5 out of 10 must be obtained in the final exam.

Remarks

- Both in the exam and in the rest of the tests, exercises or written work, spelling and grammatical correction will be required. Each failure will result in a reduction of the mark obtained, which may even lead to a fail.



- In the case of plagiarism in an assessment work, this may be marked with a numerical grade of zero, regardless of the disciplinary proceedings that may be initiated and, if appropriate, the sanction that may be applicable in accordance with current legislation.
- Intellectual honesty is vital in academic communities and for the fair assessment of students' work. All work submitted for this course must be original. Work that uses fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted, except if its use forms part of the course content or is authorised by the teaching staff.

REFERENCES

Basic references

- Blackmagic Design. *DaVinci Resolve 19 Beginner's Guide* <https://www.blackmagicdesign.com/es/products/davinciresolve>
- Fridsma, Lisa (2023): *Adobe After Effects Classroom in a Book*. Adobe Press.
- Moreno, Rafael (2019): *Videos, realización, edición y corrección del color. Cómo convertirte en un DaVinci del audiovisual*. Anaya Multimedia.

Additional references

- Bellantoni, Patti (2005): *If It's Purple, Someone's Gonna Die: The Power of Color in Visual Storytelling*. Focal Press.
- Cortés-Selva, Laura y Roselló Tormo, Emilio (2021): *Cromo-filia: Historia(s) del color en el cine*. Aula Magna / McGraw Hill.
- Zarranz, Miguel Ángel (2015): *El sonido en el cine: historias, técnicas y estética*. Cátedra.
- Adobe Audition 2023: Manual de referencia https://helpx.adobe.com/pdf/audition_reference.pdf