

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

Code: 36610
Name: Work placement I
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	4	Indefinite (Individuals)

SUBJECT-MATTER

Degree	Subject-matter	Character
1333 - Degree in Audiovisual Communication	Pràcticas externas I	INTERNSHIPS

COORDINATION

CABRERA GARCIA-OCHOA YOLANDA

SUMMARY

The Bachelor's Degree in Audiovisual Communication includes an externship module as one of its compulsory subjects. The goal is to apply and develop the knowledge students have acquired during the first three years of the degree. During the externships, students will learn about, understand, and master the professional routines of each of the technical profiles they have chosen as their career path. Completion and approval of the internship will result in the award of 6 ECTS credits, and the duration will be 150 hours (120 hours for the internship and 30 hours for the preparation of the final report).

The internships are governed by the UV Internship Regulations: <https://www.uv.es/graus/PE/Reglamento.pdf>

The University has a University-Business Foundation (ADEIT) that, in collaboration with the academic coordination of the degree, is involved in managing students' externships. This unit can be accessed through the website <https://www.adeituv.es/practicas/>

In order to offer a wide range of possibilities, the Academic Coordination Committee has signed various agreements with private, public, and third-sector entities working in the various areas of the degree program, leveraging the networks with which the University of Valencia maintains relationships.



There are two options for completing internships:

- **Ranking:** The University offers a list of entities linked to external internships, from which students choose based on their academic record average.
- **Self-internship:** Students independently select the company/entity where they will complete their internship. The company/entity will complete the self-internship document provided by the student, which must then be approved by the internship coordinator.

The stakeholders involved in formalizing the external internship are:

- **Faculty coordinating the external internship.** Responsible for contacting the entities with which there is an agreement for the internship; ensuring that the training environment is appropriate for the student's profile; and securing an academic tutor at the collaborating entity for each student.
- **Faculty tutoring the student.** Responsible for monitoring and evaluating the training internship in coordination with the tutor at the collaborating entity and the external internship coordinator. To this end, they maintain regular contact with the student to detect any potential malfunctions that may arise.
- **ADEIT** is ultimately responsible for the organization, planning, and management of external academic internships at the University of Valencia.
- **Tutor from the collaborating entity.** Responsible for ensuring compliance with the Training Plan included in the External Internship profile.

Each enrolled student will have a teaching tutor and a tutor at the collaborating company/institution/center. The two tutors and the student will coordinate their activities through a work plan.

Students are covered by accident insurance and civil liability insurance provided by the University of Valencia. See conditions at <https://www.adeituv.es/practicas/seguros>

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

It is necessary to have completed and passed at least 120 credits of the degree.

COMPETENCES / LEARNING OUTCOMES

-

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 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 understand and apply the techniques and processes of audiovisual creation and transmission in their different phases, in not only cinema but also television, video and other multimedia forms from the point of view of the staging, from the initial idea until the final product. This leads to the ability to create and direct the staging of cinematographic, video-graphic or televised audiovisual productions, taking responsibility for the direction of actors and adjusting to the script, work plan or existing budget.

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

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

TRAINING PROGRAM 1. PRODUCTION

- **Specific objectives:** Obtain the resources provided in the production plan and financing to develop the different stages of an audiovisual project.
- **Activities:** Participate in the development and preparation of the production plan, search for financing, project presentation, team coordination, legal management.
- **Company profile:** Production company, advertising agency, television, radio, digital agency, press office, event planning company, photography studio, etc.



- **Company tutor profile:** Bachelor's degree in audiovisual communication or training program in image and sound.

TRAINING PROGRAM 2. PRODUCTION-DIRECTION

- **Specific objectives:** To understand the creative process from the script to the broadcast of an audiovisual project, mastering audiovisual language perfectly, and making the most relevant technical and artistic decisions.
- **Activities:** To coordinate all technical aspects of the audiovisual broadcast or recording: camera placement, shots, staging, equipment coordination and management.
- **Company profile:** Production company, advertising agency, television, radio, digital agency, press office, etc.
- **Company tutor profile:** Bachelor's degree in audiovisual communication, advertising and public relations, image and sound training program.

TRAINING PROGRAM 3. CAMERA-EQUIPMENT OPERATOR.

- **Specific objectives:** To record image and sound during production and to operate a wide variety of technical equipment, which may include portable, electronic, and remote-controlled cameras, both single and multiple. Equipment control and maintenance
- **Activities:** responsible for camera operation, framing and shot planning, importance of lighting
- **Company profile:** production company, advertising agency, television, radio, digital agency, press office, event planning company, photography studio, etc.
- **Company tutor profile:** degree in audiovisual communication, advertising and public relations, training cycle in image and sound.

TRAINING PROGRAM 4. PHOTOGRAPHY

- **Specific objectives:** Control and operation of photographic equipment for capturing still or moving images. Know and use different types of lenses, filters, and lighting elements. Studio and outdoor photography.
- **Activities:** Photographing, image retouching, lighting, photocomposition, archiving, and cataloging.
- **Company profile:** Photography studio, communications agency, television.
- **Company tutor profile:** Bachelor's degree in audiovisual communication, training cycle in image and sound.

TRAINING PROGRAM 5. EDITING-POST-PRODUCTION.

- **Specific objectives:** Learn the editing and enhancement processes for filming footage to achieve the highest quality, professional results.
- **Activities:** Video editing, audio editing, color grading, special effects, dubbing, computer graphics, lettering, graphics, etc.



- **Company profile:** Production company, advertising agency, television, radio, digital agency, press office, event planning company, photography studio, etc.
- **Company Tutor Profile:** Bachelor's degree in Audiovisual Communication or Image and Sound Training Course.

TRAINING PROGRAM 6. CONTENT CREATION

- **Specific objectives:** To understand the different stages of audiovisual content creation, work within deadlines, adapt to a company's needs, and apply creative criteria.
- **Activities:** To create audiovisual material for any platform or format requested by the company, scriptwriting, pre-production, project design, etc.
- **Company Profile:** Production company, advertising agency, television, radio, digital agency, press office, event planning company, photography studio, etc.
- **Company Tutor Profile:** Bachelor's degree in Audiovisual Communication or Journalism or Advertising and Public Relations, Image and Sound Training Course.

TRAINING PROGRAM 7. DIGITAL COMMUNICATION

- **Specific objectives:** Learn communication techniques for digital platforms and media.
- **Activities:** Update social media, web design, digital image retouching, mailing, press summaries, layout and content design, etc.
- **Company profile:** Production company, advertising agency, television, radio, digital agency, press office, event planning company, photography studio, etc.
- **Company tutor profile:** Bachelor's degree in audiovisual communication, Bachelor's degree in marketing, or Bachelor's degree in journalism or advertising and public relations, image training program.

Learning outcomes

These contents will be reflected in the following learning outcomes:

- Create and direct productions for audiovisual film, video, or television productions.
- Execute work plans.
- Execute scripts.
- Execute budgets.
- Manage technologies applied to media.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at the internship centre	120,00



Attendance at supplementary activities	0,00
Monitoring and tutoring of internships	0,00
Total hours	120,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Independent study and work	0,00
Preparation of supplementary reports	0,00
Preparation of the internship report and evaluation of the internship	30,00
Total hours	30,00

TEACHING METHODOLOGY

Presencial activities

This is a purely in-person module where student integration into external companies is essential for successful completion of the course.

Students will follow the following methodologies:

- **Theoretical and practical problem-solving:** addressing the different needs of the audiovisual market depending on the department the student joins.
- **Audiovisual project development:** to provide practical application of the different stages of audiovisual production that lead to the realization of a project.

Non-presencial activities activities

Students must prepare a final internship report.

Sustainable Development Goals

This subject takes into account especially the following Sustainable Development Goals:

- **SDG 4, Quality Education.** Target 7, that students acquire the theoretical and practical knowledge necessary to promote sustainable development, human rights, gender equality, the promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity, and the contribution of culture 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 Regulation of evaluation and grading of the Universitat de València for bachelor's and master's degrees, approved by the Consell de Govern on May 30, 2017 (ACGUV 108/2017).

Evaluation in the first call

The evaluation in the first call will be developed as follows:

- **Academic tutor internship assessment** based on the summary report and the information provided by the company. It has a weight of 90%. It can be recovered in the second sitting.
- **Company tutor internship assessment:** 10%. It can be recovered in the second sitting.

Assessment in the second sitting

The assessment in the second sitting will be carried out as follows:

- **Academic tutor internship assessment** based on the summary report and the information provided by the company. It has a weight of 90%.
- **Company tutor internship assessment:** 10%.

Remarks

- Spelling and grammatical correctness will be required in the exam as well as in the rest of the tests, exercises or written assignments. Each failure will result in a reduction of the grade obtained, which may even lead to failure.
- In the case of plagiarism in an evaluation work, this may be marked with a numerical grade of zero, regardless of the disciplinary procedure that may be initiated and, if appropriate, the appropriate sanction in accordance with current legislation.
- Intellectual honesty is vital in academic communities, and for the fair evaluation of student work. All papers presented in this course must be of original authorship. Papers that make use of fraudulent collaboration or composition with the help of artificial intelligence (ChatGPT or others) will not be accepted, except if their use is part of the contents of the course or is authorized by the teaching staff.

REFERENCES

Basic references



- PASTOR, Gema (2008): *Prácticas universitarias de calidad: gestión y seguimiento*. Netbiblo.
- ZABALZA, Miguel A. (2013): *Prácticum y las prácticas en empresas en la formación universitaria*. Narcea.

Additional references

- Cebrián-de-la-Serna, Manuel, Cebrián-Robles, Daniel, & Serrano Puerto, José (2015). *Metodología para evaluar el impacto de las erúbricas y las anotaciones de vídeo en las prácticas externas*.
- BAGANT, Montse B. (2006). La centralidad de la comunicación audiovisual en el entorno digital: propuestas desde la experiencia formativa. *RUSC. Universities and Knowledge Society Journal*, 3 (2), 3.
- MARAÑÓN, Carlos (2012). Los grados en Cine y Comunicación Audiovisual: Sinergias profesionales en el espacio europeo de educación superior (EEES). *Estudios sobre el Mensaje Periodístico*, 18(40944), 49-60.
- PÉREZ DE ARMIÑÁN GARCÍA-FRESCA, M. D. C., Clemente Mediavilla, J., Cáceres Zapatero, M. D., Rubio Moraga, Á. L., Real Rodríguez, E., Martínez Álvarez, A. & Alhama Riego, A. (2017). *Seguimiento de estudiantes egresados de las titulaciones de periodismo, comunicación audiovisual y publicidad y relaciones públicas*.