

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

Code: 36612
Name: Final degree project in Audiovisual Communication
Cycle: Undergraduate Studies
ECTS Credits: 12
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	Trabajo fin de grado	FINAL DEGREE PROJECT

COORDINATION

PELLICER ROSELL MANUEL D

SUMMARY

The TFG is an autonomous work of 12 credits that each student must carry out under the supervision of a tutor. It must show in an integrated manner the training content received and the skills acquired throughout the degree. Given the nature of the studies, in accordance with the current regulations and the coordination of the University of Valencia, the Final Degree Project can be adjusted to one of the following modalities:

a) Initiation to research: the student may choose between a theoretical-analytical work or a theoretical review of the bibliography of a topic.

b) Practical work, which may be the design and development of an audiovisual or sound project, or the design of other communicative projects; or the creation and development of a fiction script.

The details of each modality are included in the Regulations of the Final Degree Project in Audiovisual Communication available on the center's website.

https://www.uv.es/gestiofil/TFG/Reglament_TFG_CA.pdf



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 a requirement to enroll to have passed 150 credits of the degree.

COMPETENCES / LEARNING OUTCOMES

-

In terms of creativity, students must be able to take expressive and thematic risks within the framework of availability and in terms of audiovisual communication. They must be able to apply personal solutions and points of view in the development of projects.

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 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 acquired knowledge and understanding in a specific field of study, on the basis of general secondary education and at a level that includes mainly knowledge drawn from advanced textbooks, but also some cutting-edge knowledge in their field of study.

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

Students must have the ability to gather and interpret relevant data (usually in their field of study) to make judgements that take relevant social, scientific or ethical issues into consideration.

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 express themselves fluently and effectively in their own languages, as well as in a third language (preferably English), taking advantage of the linguistic and literary resources that are most appropriate for the different forms of media.

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 own and other social, historical, economic and cultural aspects within their relevant contexts.

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.

DESCRIPTION OF CONTENTS

A.1. Research initiation modality: theoretical-analytical work.

In the theoretical-analytical work, the objective will be the analysis of texts that are part of audiovisual culture, whether film, television, music, multimedia, social media, etc. (analytical part), which will be supported by the appropriate conceptual framework previously presented (theoretical part).

Outline of the work

1. Cover page: see attached template.



2. Table of contents: must be numbered and paginated.
3. Abstract in Spanish or Valencian, and English (abstract). It must contain between 200 and 250 words and answer the following questions:
 - What objective is being pursued? Or what were the initial hypotheses?
 - What methodology or research techniques were used?
 - What were the main results?
4. Keywords in Spanish or Valencian, and English: between 4 and 6.
5. Introduction. It must briefly present the topic, context, and justification of the work. The research questions, objectives, and/or hypotheses, as well as the methodological techniques used, may also be included in the introduction or in another section specifically dedicated to methodology.
6. Critical exposition of the theoretical framework. The current theoretical framework on the topic (state of the question) or topics addressed in the research will be critically presented, accompanied by the corresponding bibliographic references.
7. Analysis of the corpus and research results, using the research techniques indicated in the introduction and applying the concepts developed in the theoretical framework. There must be an implicit and explicit connection between these and the analysis.
8. Conclusions. Briefly highlight the results of the analysis and present the main contributions of the research. The objectives and/or hypotheses must be mentioned, and indicate whether they have been refuted or verified, answering the research questions or objectives in relation to the literature review conducted within the theoretical framework. The conclusions are not a summary; they are new results. At the end, briefly outline the possible continuation of the study (possible evolution of the research topic, aspects that have not been addressed but would serve to complete the research, etc.).
9. Bibliographic references (APA or MLA2 standards).
10. Audiovisual references (if applicable) (APA or *MLA standards).
11. Annexes (if applicable).

More information in the Regulations for the Final Degree Project in Audiovisual Communication: https://www.uv.es/gestiofil/tfg/reglament_tfg_ca.pdf



A.2. Research initiation modality: theoretical review of the bibliography published on a topic.

In the theoretical review, the objective will be to compile, synthesize, and analyze the published literature on a specific topic. The material must be carefully selected and thoroughly analyzed. The aim is not to compile a bibliography but rather to create a thoughtful and comprehensive work that carries out a historical-critical analysis of a topic.

Outline of the work

1. Cover page: see attached template.
2. Table of contents: must be numbered and paginated.
3. Abstract in Spanish or Valencian, and English. It must contain between 200 and 250 words and answer the following questions:
 - What objective is being pursued? or what were the initial hypotheses?
 - What methodology or research techniques were used?
 - What were the main results?
4. Keywords in Spanish or Valencian, and English: between 4 and 6.
5. Introduction. You must briefly present the topic, context, and justification of the work, outlining the objectives of the review.
6. Methodological procedure. The methodology will be a review of the published academic and/or scientific literature. You must explain how the review was conducted, justify which theoretical references were prioritized, and explain which bibliographic databases were used.
7. Critical exposition of the theoretical framework. A critical exposition of the current literature on the topic (the state of the issue) will be presented, accompanied by the corresponding bibliographic references consulted.
8. Conclusions. These should present the main contributions of the research, coherently linked to the objectives or working hypotheses stated in the Introduction. The results should be briefly highlighted, establishing conclusions. These are not a summary; they are new results. At the end, a brief note should be given of the possible continuation of the study (possible evolution of the research topic, aspects that have not been addressed but that would serve to complete the research, etc.).
9. Bibliographic references (APA or MLA standards).



10. Audiovisual references (if applicable) (APA or MLA standards).

11. Annexes (if applicable).

More information in the Regulations for the Final Degree Project in Audiovisual Communication: https://www.uv.es/gestiofil/tfg/reglament_tfg_ca.pdf

B.1. Project modality: design and development of an audiovisual or sound project; or design of other communication projects.

In the audiovisual or sound project work, the objective will be the design and creation of productions in the form of a fictional short film, television report, documentary, or podcast. In the other cases, the objective will be to develop the design of a communication project. (interactive, transmedia, graphic...).

1. Project report/design must include:

1.a. Motivation and justification of the project.

1.b. Theoretical framework from which the work is approached (e.g., in a horror fiction short film, the term "horror cinema" should be addressed from a theoretical perspective, as well as the main references that should be taken into account).

2. Project Design. Project design. It will necessarily contain the following sections, which will be evaluated as detailed in the rubric: 1) theme and/or approach, 2) narrative treatment, 3) audiovisual, sound, or graphic treatment, 4) interactive/transmedia treatment...(if applicable), 5) production process. Materials of our own creation corresponding to the different work processes will be included. Depending on the nature of the project, some documents will be needed over others: pre-script, literary script, technical guide, content outline; work plans, shooting plans; audiovisual treatment; bible or character treatment, etc.; interactive or transmedia development.

3. Audiovisual and/or sound or graphic production. Audiovisual and/or sound or graphic production. Each project will be presented in the format appropriate to the chosen genre according to its nature.

4. The report for the Final Degree Projects (TFG) will be prepared individually by each group member, focusing on the area of their intervention. This must have a minimum of 6,000 words (10 pages) in which the work carried out by the student will be described in detail and chronologically. Additionally, the documents generated during the work process (synopsis, outline, pre-script, storyboard, breakdown, treatment, interviews, work plan, production plan, budget, etc.) will be included. The reports must take into account a series of references and/or theoretical framework from which the students will develop their work. It is recommended that the tutor communicate at the beginning of the Work the evaluation criteria for each profile planned in the audiovisual production developed in groups, considering that this is individual, as well as the outline to follow, and assessing the relevance of including an introduction and conclusions,



among others, if applicable.

5. The rules for writing and formatting the work can be found in Annex I. The rules for writing and formatting the work can be found in Annex I.

More information in the Regulations for the Final Degree Project in Audiovisual Communication: https://www.uv.es/gestiofil/tfg/reglament_tfg_ca.pdf

B.2. Modality of project: script work

In the work of fiction screenwriting, the objective will be to develop an original work or literary adaptation in written form, with the characteristics inherent to audiovisual creation.

In documentary scriptwriting, the goal will be to develop an original work in written form with the characteristics inherent to the genre.

The script work, both for fiction and documentary, will present a written text that must contain both the justification report and the final script, as well as all the versions that are developed.

1. Introductory memorandum (written text) for the project that includes: Introductory report (written text) for the project that includes:

1.a Justification of the project.

1.b Theoretical framework that argues the justification of the project from the perspective of different screenwriting methodologies, as well as the main references that should be taken into account.

2. Development of the script. Script development. Both the fiction script and the documentary script necessarily have to include: 1) theme and/or focus and 2) narrative treatment. All self-produced materials corresponding to the different work processes required by the tutor (depending on the nature of the project: treatment, pre-script, literary script, technical script -if applicable-, character bible) will be included, as well as the different versions of the required documents, as indicated in the rubric.

More information in the Regulations for the Final Degree Project in Audiovisual Communication: https://www.uv.es/gestiofil/tfg/reglament_tfg_ca.pdf

Learning outcomes:

These contents will be reflected in the following learning outcomes

- Define research topics or innovative personal creation.



- Adequately present the results of the research orally or through audiovisual or computer media.
- Analyze the relevance of the creativity of images.
- Express intentionality in the use of images.
- Apply own solutions in the development of audiovisual projects.
- Assume responsibility for one's own project.
- Develop a creative or research work.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at supplementary activities	0,00
Monitoring and tutoring of the bachelor's thesis	8,00
Presentation and defence of the bachelor's thesis	0,00
Total hours	8,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Independent preparation of the bachelor's thesis	292,00
Preparation of the bachelor's thesis project	0,00
Total hours	292,00

TEACHING METHODOLOGY

- **Resolution of theoretical and practical problems.** Both theoretical and practical problems may be required at certain stages of the production process, depending on the research techniques used, as well as audiovisual or sound production projects.
- **Case study and analysis.** Case analysis may be a type of Final Degree Project in the research category, but it is also an essential phase of audiovisual or sound production projects, since the analysis of references is generally a significant source of both narrative and audiovisual resources.
- **Debates and seminars.** The tutor may, as appropriate, organize and conduct seminars for students on methodology or research techniques for theoretical projects, or other types of seminars to coordinate and plan audiovisual or sound production projects.

EVALUATION

The introductory research papers will be written texts that will be evaluated with the following criteria:

- **a. Structure and argumentation of ideas.** Clear and coherent organization will be valued. of the contents. The argumentation must be presented logically and must be relevant.



The clarity of exposition and the in-depth treatment of ideas will be valued.

- **b. Theoretical and/or methodological concepts.** The correct selection and presentation will be valued, as well as the use and application of concepts, both theoretical and methodological, with propriety, precision, and clarity, and the endorsement of those in the necessary bibliographic sources.
- **c. Capacity for reasoning and reflection in the exposition of concepts, in the analysis of the corpus, and in the personal position adopted.**
- **d. Creativity and personal style in the development of ideas.**
- **e. Bibliography.** The selection and use of appropriate bibliographic sources will be evaluated. Likewise, the correctness in the way of citing according to APA or MLA standards will be valued, and the demonstration in the work of knowing the referenced texts.
- **f. Style and writing.** Grammatical, orthographic, and lexical correctness will be valued, as well as cohesion, coherence, and the appropriateness of the expression to the required formal register.
- **g. Presentation. Presentation.** The appropriateness of the formal presentation of the written text (following APA or MLA style guidelines), images, graphs, etc., will be evaluated.

For the evaluation of the introductory research papers, the criteria of the Introductory Research Rubric will be followed, which considers both content aspects (70%) and formal aspects (30%).

The evaluation of practical work will be based on specific rubrics that develop three fundamental criteria:

- **a. Technical quality.** Aspects of staging and proper use of will be taken into account. resources and technical material, as well as the skill in using scenic elements.
- **b. Narrative ability.** The correct narrative structure, the appropriate script development, as well as the content-expression connection and, if necessary, the proper interaction of multimedia content.
- **c. Artistic, creative, and/or informational value.** Special consideration will be given to the relevance, the aesthetic value and originality, as well as the use of attractive expressive resources and/or innovators.

Evaluation process

The TFGs will be evaluated by tribunals established for this purpose, composed of the tutor and two other teachers who teach in the Degree program. The TFG committee will appoint as many panels as necessary to be able to evaluate the work.

Public reading and defense are not contemplated. The tribunal will judge the TFG according to the instructions established in this regulation. Each tribunal will have to fill out a record. Evaluation signed by the three members of the tribunal and the grade agreed upon by the tribunal will be directly incorporated into the official record of the subject.

The general grading system will follow the regulations of the Universitat de València approved by the Consell de Govern on May 30, 2017. ACGUV 108/2017. Specifically, the evaluation will respect the provisions of the Verifica of the degree. Thereafter, it will be adapted to the modality of work chosen by the student. In any case, the weighting of the grade of the Final Degree Project will represent 100% of it.



Regarding the evaluation criteria of the different types of work, as well as other aspects, see the regulations of the Final Project in Communication, available on the website of the center and of the degree (https://www.uv.es/gestiofil/TFG/Reglament_TFG_CA.pdf), as well as the rubrics of the respective modalities (https://www.uv.es/gestiofil/TFG/Rubriques_TFG_CA.pdf).

Submission

In order to submit the TFG in accordance with the administrative procedure and within the dates indicated for each call, students must first receive authorization from the tutor.

The tutors must receive the TFG sufficiently in advance to be able to carry out the corresponding revision and give the student time to incorporate all the requested corrections. It is the tutor's authority not to sign the authorization of a TFG if the complete draft has not been delivered at least two weeks before the official deposit date.

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 result in a failure.

Remarks

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. Works 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

According to the subject of each paper, the references that the director recommends as necessary and those that the students, for their part, find and can contribute. Apart from this, students can consult the following general references on final dissertations:

- Díaz-Vázquez Rosario. García-Díaz A. Maside Sanfiz José Manuel & Vázquez-Rozas Emilia (2018). El Trabajo de Fin de Grado: fines modalidades y estilos de tutorización. REDU. *Revista de Docencia Universitaria*, 16(2), 159-175.
- García Sanz, Mari Paz & Martínez Clares, Pilar (2012). *Guía práctica para la realización de trabajos fin de grado y trabajos fin de máster*. Editum.
- González-García, Juana María León-Mejía Ana & Peñalba-Sotorrío, Mercedes (2014). *Cómo escribir un trabajo de fin de grado. Algunas experiencias y consejos prácticos*. Síntesis.
- Sierra Sánchez, Javier; Liberal Ormaechea, Sheila & Luceño Ramos, Beatriz (2018). Análisis de la materia Trabajos de Fin de Grado (TFG) en los grados de Ciencias de la Comunicación en



España. *Revista Española de Documentación Científica*, 41(4) 1-13.