

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

Code: 46484
Name: Making and editing projects
Cycle: Master's Degree
ECTS Credits: 14
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
2253 - Master's degree in Audiovisual Content and Formats	Facultat de Filologia, Traducció i Comunicació	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2253 - Master's degree in Audiovisual Content and Formats	Making and editing projects	COMPULSORY

COORDINATION

RAUSELL LLEDO IGNACIO

SUMMARY

"Making and editing projects" is an obligatory subject on the Master's Degree in Audiovisual Content and Formats where it is proposed to put into practice the theoretical and analytical studies collected in previous modules.

The ideation, production, editing and composition applied to the audiovisual sector, specifically in the audiovisual editing and post-production of a pilot episode and/or teaser will become the objectives of the subject.

The main concepts and elements that make up digital audiovisual post-production will be described, as well as the practical application of narrative resources and audiovisual language used during editing and post-production. The aim is to master the basic knowledge for the design of interaction and information, as well as the methodology for the development and implementation of interactive applications in recent cultural industries.

PREVIOUS KNOWLEDGE



RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

In this subject, the required previous expertise necessary in order to follow the subject normally will have been already introduced in the Master.

COMPETENCES / LEARNING OUTCOMES

-

Adquirir las competencias académicas y profesionales convenientes en el ámbito de la creación, diseño y desarrollo de contenidos audiovisuales para la multidifusión digital.

Analizar e interpretar los nuevos lenguajes mediáticos asociados a la multidifusión digital.

Crear contenidos y diseñar formatos audiovisuales lineales y/o interactivos para el nuevo espacio de la comunicación digital.

Crear y desarrollar programas piloto para la génesis de nuevos formatos mediáticos.

Dominar las diferentes fases de elaboración de una producción audiovisual y los estilos de realización de proyectos en los nuevo espacio audiovisual.

Integrar las tecnologías de adquisición, edición, difusión e interactivas propias de la era digital en el diseño y producción de nuevos contenidos y formatos audiovisuales.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should demonstrate self-directed learning skills for continued academic growth.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

DESCRIPTION OF CONTENTS

1. Graphic design and layout concepts. Design of dissemination materials.

The basic concepts of graphic design and layout of professional projects will be explained. The appropriate software for carrying out the project will be explained and a design guideline will be generated for each of the audiovisual projects.



2. Writing the pilot/teaser program script.

The script for the pilot or teaser program will be written with the support and supervision of the teaching staff based on the knowledge acquired throughout the Master's degree and the type of audiovisual project being worked on.

3. Pre-production, filming, editing and post-production of the pilot/teaser program.

The pre-production of the audiovisual project, the filming and the post-production of the pilot program or teaser will be prepared. All the spaces, technology and equipment necessary to carry it out will be provided and there will be support and supervision from the teaching staff.

4. Definition and formulation of digital technologies for capture, editing and composition.

Learning and knowledge of the different technologies available today for the production of audiovisual projects.

5. Digital signal processing: digital video.

Concepts of image processing and audiovisual production will be addressed. There will be support and supervision from the teaching staff.

6. Non-linear editing.

Editing and editing concepts will be addressed. The pilot or teaser program will be edited and assembled. There will be support and supervision from the teaching staff.

7. Treatment and post-production of the pilot/teaser program.



The concepts of digital post-production will be addressed and the video and audio processing and post-production of the pilot program or teaser will be carried out. There will be support and supervision from the teaching staff.

Learning outcomes:

The learning achievements of this subject are those that have been foreseen in the official Verification report of this postgraduate degree.

- Knowledge of the acquisition, editing, dissemination and interactive technologies of the digital era for the design and production of new media.
- Content creation and design of linear and/or interactive formats for the new digital communication space.
- Mastery of the basic knowledge for the design of interaction and information, as well as the methodology for the development and implementation of interactive applications in recent cultural industries.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Laboratory	140,00
Total hours	140,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	100,00
Independent study and work	60,00
Preparation of lessons	30,00
Preparation for assessment activities	20,00
Resolution of case studies	0,00
Total hours	210,00

TEACHING METHODOLOGY

In-person activities



Face-to-face teaching will take place in four-hour sessions that will combine the following methodologies:

- **Theoretical classes: participatory lectures.** The theoretical content of the course will be taught in the classroom by internal teaching staff using lecture-style sessions and project-based learning methodologies.
- **Case studies.** The course content will be introduced based on the prior knowledge acquired by students in previous modules. Students will be required to participate actively in the learning process.
- **Project development.** The class will be participatory, and the teacher will constantly engage students so that they take an active part in the discussions raised for the development of the bible layout and the teaser.
- **Working group.** Students will have to work in groups both in the development of the teaser in all its pre-production, production and post-production phases, as well as in the layout of the bible.

In this module, work will usually be carried out in the classroom to prepare the design and layout of the audiovisual project, but there will also be work outside the classroom during filming. The rest of the hours will also take place in the classroom, continuing with teamwork, both in the preparation of the script and pre-production of the teaser, and in the editing and post-production of image and sound.

Participation in the projects will be reflected before the end of each session in the sharing of progress by the students, both in the layout and in the production of the teaser, with feedback from the teachers to help them in the process.

Non-classroom activities

Students will carry out the following non-classroom activities:

Class preparation. Preparation of materials necessary for the development of a work plan, storyboards, review of literary scripts, knowledge of the theoretical aspects explained in class by the teaching staff for use in practice.

Study and preparation of projects. Preparation of a teaser and sharing of the layout design idea for the bible.

Independent work. Development of a teaser and an audiovisual bible.

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



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 the 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:

- Group work:

Layout and design of the bible (40%)

Preparation of group work: teaser (40%)

- Continuous assessment (5%). Not recoverable in the second exam session.
- Class attendance and participation (5%). Cannot be retaken in the second exam session.

Evaluation in the second call

The assessment in the second exam session will maintain, if applicable, the grades obtained in the modules passed in the first session.

The assessment of failed or unattended modules will be carried out as follows:

- Group work:

Layout and design of the bible (40%)



Teaser creation (40%)

- Continuous assessment (5%). Cannot be retaken in the second exam session.
- Class attendance and participation (5%). Cannot be retaken in the second exam session.

Other observations

The module assessment does not include an exam. As a guideline, and depending on the academic calendar, all work must be submitted before the end of the following module in order to be graded in the first assessment session.

In all tests, exercises or written work, spelling and grammatical correctness will be required. 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

Lancaster, K. (2019) *Cine DSLR*. Anaya Multimedia.

Marimón, Joan. (2015) *El muntatge cinematogràfic: Del guió a la pantalla*. Barcelona: UB.

Mattingly, D.B. (2012) VFX y postproducción para cine y publicidad: curso de digital matte painting. A Torrado, S.; Ródenas, G. & Ferreras, J. G. [eds.]. (2017). *Territorios transmedia y narrativas audiovisuales*. Barcelona: UOC.



Complementary references

Acuña, F. & Caloguerea, A. (2012). *Guía para la producción y distribución de contenidos transmedia*. Santiago de Chile: Pontificia Universidad Católica de Chile.

Harvey, C. (2015). *Fantastic transmedia*. Londres: Palgrave Macmillan.

Pratten, R. (2015). *Getting started with transmedia storytelling. A practical guide for beginners*. Autoedición: Robert Pratten.

Rincón, O. (2006). *Narrativas mediáticas. O cómo se cuenta la sociedad del entretenimiento*. Barcelona: Gedisa.

Scolari, C. (2018). *Las leyes de la interfaz*. Barcelona: Gedisa.