

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

Code: 46485
Name: External internships in content design
Cycle: Master's Degree
ECTS Credits: 6
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	Indefinite (Individuals)

SUBJECT-MATTER

Degree	Subject-matter	Character
2253 - Master's degree in Audiovisual Content and Formats	External internships in content design	INTERNSHIPS

COORDINATION

CABRERA GARCIA-OCHOA YOLANDA

SUMMARY

The Master's Degree in Audiovisual Content and Formats includes an externship module as one of its required subjects. The goal is to develop students' knowledge and skills through practical and professional training, facilitating their subsequent employment. The externship provides students with real-life contact with the audiovisual sector and immersion in work routines. Completion and approval of the externship results in the award of 6 ECTS credits, and the duration of the externship will be 150 hours.

The Master's degree externships 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 coordinator of the master's 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 training areas of the Master's 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 professional profile and academic resume.
- **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 master's 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

This subject does not require previous knowledge.

COMPETENCES / LEARNING OUTCOMES

2253 - Master's degree in Audiovisual Content and Formats

Administrar las destrezas adquiridas en la proyección y construcción de un diseño curricular coherente.

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.

Conocer los proyectos y estudios de búsqueda de nuevas tendencias creativas de formatos y contenidos audiovisuales, en la producción y el consumo, dentro del proceso de convergencia mediática de la era digital.

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

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

Dotar de las herramientas necesarias para la integración laboral en el ámbito de los contenidos y formatos audiovisuales.

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.

Integrar los contenidos teóricos relacionados con los lenguajes mediáticos utilizados en el flujo comunicativo de contenidos y formatos audiovisuales de la sociedad de la información en la praxis profesional.

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

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

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

DESCRIPTION OF CONTENTS



1. **Design of audiovisual projects**, development of creative tasks that allow students to learn about the different formats, possible broadcasting windows, definition of contents, creation of a rundown, script writing, definition of narrative and audiovisual treatment, editing and participation in editing or post-production tasks.
2. **Elaboration of bibles**, layout, writing, content elaboration, digital retouching, photography, etc,
3. **Audience index reading**: knowing the audience measurement systems, knowing how to analyze data, defining needs, market niches, trends in audience tastes.
4. **Project planning**: execution of planned schedules, learning work routines, developing skills to work collaboratively as a team, meeting deadlines.
5. **Pre-production and shooting phases**: assistance to the production and direction department for the participation in the pre-production and shooting phases that allow the implementation of any audiovisual project.
6. **Professional profiles and technical equipment**: collaborate with professionals from different departments to know the functions of the different professional profiles that are coordinated to work and develop a radio, television, film, transmedia, etc. project.

Learning outcomes:

- Internships in audiovisual companies in the field of project design and development. Participate in the scriptwriting process and production plan development. Budgeting: human and technical resources. Internships in audiovisual companies in the field of production and development of linear and interactive projects.
- Participate in the production, recording, and editing processes of audiovisual projects. Manage the production of audiovisual projects. Collaborate on layout, marketing, and promotion of audiovisual products.
- Content creation and design of linear and/or interactive formats for the new digital communication space.
- Mastery of the production phases and production styles of interactive television, multimedia, and online projects, as well as radio and television projects.

WORKLOAD

**PRESENCIAL ACTIVITIES**

Activity	Hours
Attendance at the internship centre	150,00
Attendance at supplementary activities	0,00
Monitoring and tutoring of internships	10,00
Total hours	160,00

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	10,00
Total hours	10,00

TEACHING METHODOLOGY**Classroom activities**

Classroom teaching will follow the following methodologies:

This is a purely face-to-face module where the integration of students in external companies is essential for the correct use of the subject. Therefore, the total number of hours will be devoted to face-to-face tasks of the functions assigned in the position of destination.

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

- **Guided practice outside the classroom.**
- **Face-to-face training activities in the assigned company with follow-up supervisors.**
- **Face-to-face tutorials (and/or on line).**

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:

- **Attendance and participation:** Regular attendance at the company and compliance with assigned schedules and tasks is essential for passing the internship. It has a weight of 40%. It is recoverable in the second call.
- **Continuous evaluation:** There is a regular monitoring of the students' performance during the internship. Complementary activities are designed, company visits, training days, labor orientation days, workshops that improve the employability of the students. It has a weight of 30%. It is not recoverable in the second call.
- **Completion of the internship report:** after the completion of all the hours of internships in the company, students write a summary report of the functions performed, where they also indicate their personal assessment of the process and illustrative annexes of the work performed. This report is evaluated by the academic tutor taking into account the evaluation of the company tutor. It has a weight of 30%. It is recoverable in second call

Evaluation in the second call

The evaluation in the second call will be developed in the following way:

- **Attendance and participation:** Regular attendance at the company and compliance with assigned schedules and tasks is essential for passing the internship. It has a weight of 40%. It is recoverable in the second call.



- **Continuous evaluation:** There is a regular monitoring of the students' performance during the internship. Complementary activities are designed, company visits, training days, labor orientation days, workshops that improve the employability of the students. It has a weight of 30%. It is not recoverable in the second call.
- **Completion of the internship report:** after the completion of all the hours of internships in the company, students write a summary report of the functions performed, where they also indicate their personal assessment of the process and illustrative annexes of the work performed. This report is evaluated by the academic tutor taking into account the evaluation of the company tutor. It has a weight of 30%. It is recoverable in second call.

Spelling and grammatical correctness will be required both in the exam and in the rest of the tests, exercises or written work. Each failure will result in a reduction of the grade obtained, which may even result in a fail.

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

Basic references

Pastor, G. (2008). *Prácticas universitarias de calidad: gestión y seguimiento*. Netbiblo. La Coruña.

Miguel A. (2013). *Prácticum y las prácticas en empresas en la formación universitaria*. Narcea.

Complementary references

Bagant, M. 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.



Cebrián-de-la-Serna, M., Cebrián-Robles, D., & Serrano Puerto, J. (2015). Metodología para evaluar el impacto de las erúbricas y las anotaciones de vídeo en las prácticas externas.

Cebrián-de-la-Serna, M., & Pérez-Torregrosa, A.-B. (2024). La inteligencia artificial y su contribución a los ePortafolios en el prácticum. *Revista Practicum*, 9(2), 38-53. <https://doi.org/10.24310/rep.9.2.2024.20495>

Marañón, C. (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. <https://hdl.handle.net/20.500.14352/20340>