

COURSE NAME:
THEORY AND TECHNIQUES OF AUDIOVISUAL PRODUCTION

UFV CODE: 1243 **ECTS:** 6.0

TYPE OF COURSE: T, 2C

INTERNATIONAL CODE: RTV1243 **YEAR:** 5

REQUIREMENTS: COM1271

OBJECTIVES: The place of production in the media, study of the production system:

product, company and product; with a view to establishing a theory on the typology of

the audiovisual producer within the framework of space and time

COURSE DESCRIPTION: The processes of communication. The organization of the

processes of mass communication. Economic structure of the audiovisual sector. Classic film economic subsystem. The cinematographic product: cost-effectiveness.

The production company: Dimension of the production company. Ideal organization of

the film crew. Production process

BIBLIOGRAPHY: JACOSTE QUESADA, J.G.: El Productor Cinematográfico. Síntesis.

SAINZ, M.: Manual básico de producción en televisión. IORTV

METHODOLOGY: Theoretical classes given by audiovisual production professionals

EVALUATION: Examination and end of course assignment

PROFESSOR: To be appointed **LANGUAGE:** Spanish