

## 840069 - TV - Television

Coordinating unit: 840 - EUPMT - Mataró College of Engineering  
Teaching unit: 840 - EUPMT - Mataró College of Engineering  
Academic year: 2014  
Degree: BACHELOR'S DEGREE IN AUDIOVISUAL MEDIA (Syllabus 2009). (Teaching unit Compulsory)  
ECTS credits: 6 Teaching languages: Catalan

### Teaching staff

Coordinator: Eloi Aymerich Casas (eaymerich@tecnocampus.cat)  
Others: ANNA PILAR LLACHER ALSINA  
JORDI SARDA ANGLES

### Degree competences to which the subject contributes

#### Specific:

1. CEA5: To plan, design and realize an audiovisual product (made up by fixed and moving images) taking into account both technical and artistic features in all its components.
2. CEA6: To design, plan and produce, using multiple cameras, live and in studio according to all the product stages (both in the artistic part of the design and contents and the technical part)
3. CEA7: To post produce by using basic digital effects tools (titles, masks, colour effect control, ...) for an audiovisual production such as journalistic and cinema reports, videoclip, ...
4. CEA8: To design the lighting needs of a location in terms of characteristics and the production's final aim.

#### Transversal:

5. ENTREPRENEURSHIP AND INNOVATION: Knowing about and understanding how businesses are run and the sciences that govern their activity. Having the ability to understand labor laws and how planning, industrial and marketing strategies, quality and profits relate to each other.
6. TEAMWORK. Being able to work as a team player, either as a member or as a leader. Contributing to projects pragmatically and responsibly, by reaching commitments in accordance to the resources that are available.

### Teaching methodology

Theoretical lessons: the teacher will upload on the intranet all the notes and theoretical contents. The method will use lots of real and actual examples of the professional television world.

The internship activities will be simulations of how a television program is created and produced. Students will prepare a sale report of their final television program project, which will be filmed in the television set. Students will hand in the project in a specific format (sale report) during the guided activities lessons.

This is an introduction subject. The assimilation of the theoretical contents, learning, creativity and the evolution of the student will be more recognized than the final product.

### Learning objectives of the subject

At the end of the course the student should be able to:

- Know the actual television market and how this industry works.

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- Know the structure of the television companies and the television channels.
- Control the television language and have a few notions of how to create a television product.
- Be capable of analyzing television programs, understanding its language.
- Acquire theoretical and practical knowledge on the different tasks when producing a television program (entertainment or informative programs)
- This is an introduction course. The most important goal is that students acquire a general vision of the whole television process to be able to decide if they chose specialization subjects.

### Study load

Total learning time: 150h	Hours large group:	40h	26.67%
	Hours medium group:	0h	0.00%
	Hours small group:	12h	8.00%
	Guided activities:	8h	5.33%
	Self study:	90h	60.00%

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### Content

<p><b>INTRODUCTION</b></p>	<p>Learning time: 9h Large group/Theory: 7h Self study : 2h</p>
<p>Description: Contents worked:</p> <ol style="list-style-type: none"> <li>1.1. Television language</li> <li>1.2. Profession nomenclature</li> <li>1.3. Definition and description of the profession roles.</li> <li>1.4. Audiovisual companies: television channels, producers and information agencies.</li> <li>1.5. Television models: commercial, public and local TV's.</li> <li>1.6. Digital technology (Digital Terrestrial Television 'DTT').</li> </ol>	
<p><b>PRE-PRODUCTION</b></p>	<p>Learning time: 12h Large group/Theory: 8h Self study : 4h</p>
<p>Description: In this content we will work on the parts that participate when a television program is created, before being produced,</p> <ol style="list-style-type: none"> <li>2.1. Idea: doesn't exist, not written.</li> <li>2.2. The Bible: the sale report.</li> <li>2.3. The casting.</li> <li>2.4. The teaser and the pilot program.</li> <li>2.5. Script and budget.</li> <li>2.6. Genres and formats. From news to fiction series.</li> </ol>	

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<p><b>PRODUCTION</b></p>	<p>Learning time: 14h Large group/Theory: 8h Self study : 6h</p>
<p>Description: Contents worked:</p> <ul style="list-style-type: none"> <li>3.1. Own production or co-production</li> <li>3.2. The importance of the budget and team work.</li> <li>3.3. From script to action: absolute coordination. Directing actors.</li> <li>3.4. Step outline</li> <li>3.5. Sound.</li> <li>3.6. Working plan.</li> <li>3.7. Live emission: continuity of the channel</li> </ul>	
<p><b>POST-PRODUCTION</b></p>	<p>Learning time: 12h Large group/Theory: 8h Self study : 4h</p>
<p>Description: Contents worked:</p> <ul style="list-style-type: none"> <li>4.1. Staging: the narrative continuity.</li> <li>4.2. Videographism.</li> <li>4.3. Scheduling a program: the programming guide</li> <li>4.4. How to measure the audience.</li> <li>4.5. The target.</li> <li>4.6. Life cycle programs.</li> </ul>	
<p><b>NOWADAYS TELEVISION</b></p>	<p>Learning time: 12h Large group/Theory: 7h Self study : 5h</p>
<p>Description: Contents worked:</p> <ul style="list-style-type: none"> <li>5.1. Multimedia and television.</li> <li>5.2. Television on the Internet.</li> <li>5.3. Television as a social media: the receptor can be the emitter as well.</li> <li>5.4 Future and present of the television (HD, 3D and other technical and format advances).</li> </ul>	



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### Planning of activities

KNOWELEDGE OF THE SET AND THE CONTROL	Hours: 6h Laboratory classes: 2h Guided study: 1h Self study: 3h
TELEVISION INTERNSHIP WITHOUT VIDEOS	Hours: 7h Laboratory classes: 2h Guided study: 1h Self study: 4h
TELEVISION INTERNSHIP WITH VIDEOS	Hours: 7h Laboratory classes: 2h Guided study: 1h Self study: 4h
PILOT PROGRAM REHEARSAL	Hours: 15h Laboratory classes: 2h Guided study: 1h Self study: 12h
PILOT OF THE FINAL PROGRAM	Hours: 18h Laboratory classes: 2h Guided study: 1h Self study: 15h
FINAL PROGRAM	Hours: 18h Laboratory classes: 2h Guided study: 1h Self study: 15h
PARTIAL EXAM 1	Hours: 7h Laboratory classes: 2h Guided study: 1h Self study: 4h

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PARTIAL EXAM 2	Hours: 15h Laboratory classes: 2h Guided study: 1h Self study: 12h
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### Qualification system

The evaluation of the course divides theoretical content and internship. Theoretical content will be assessed with two exams (partial exam 1 and partial exam 2) and a final project. Each exam will compute a 20% of the final grade and the project will represent a 10%.

The course evaluation will also consider the internship. Activities 2 (Television internship without video) and 3 (Television internship with video) will compute a 5% of the final grade each. Activity 4 (Rehearsal of the pilot program) and activity 5 (Pilot of the final program) will compute a 10% of the final grade each. With the aim of assessing in an evolutionary way the television process the Final Program (activity 6) will represent a 20% of the final grade of the subject.

All the activities and projects must be handed in to pass the course, both practical and theoretical.

### Bibliography

#### Basic:

- FERNÁNDEZ DÍEZ, Federico y MARTÍNEZ ABADÍA, José. Manual básico de lenguaje y narrativa audiovisual. Barcelona: Paidós Comunicación, 1999.
- MILLERSON, Gerald. Realización y producción en televisión. IORTV, 2009.
- TUBELLA, Imma, TABERNERO, Carlos, DWYER, Vincent. Internet i televisió: la guerra de les pantalles. Barcelona: Ariel (UOC), 2008.
- VIOLAN, E. Com fer un programa per a televisió: l'elaboració del projecte, de la idea a l'emissió. Barcelona: Edicions de la Universitat de Barcelona, 2009.

#### Complementary:

- CASCAJOSA VIRINO, Concepción. La caja lista: televisión norteamericana de culto. Barcelona: Laertes S.A. de Ediciones, 2007.
- MANOVICH, Lev. El lenguaje de los nuevos medios de comunicaci3n. Barcelona: Paid3s, 2001.
- NIQUI, Cinto. Disseny i creativitat sonora. El so al cinema, la televisió, la ràdio i la música. Persones i tecnologies que hi intervenen.. Barcelona: Editorial UOC, 2007.
- RODRIGUEZ PASTOR, Francisco. Cultura y televisión. Barcelona: Gedisa Editorial, 2003.
- SANGRO, Pedro y SALGADO, Alejandro. El entretenimiento en tv: Gui3n y creaci3n de formatos de humor en Espa3a. Barcelona: Laertes S.A. de Ediciones, 2008.
- VACA BERDAYES, Ricardo. El puzzle de la audiencia televisiva. Madrid: Fundaci3n Ex-libris - Barlovento Comunicaci3n, 2009.
- BARROSO, J.. Realizaci3n de los g3neros televisivos. S3ntesis,