Multimedia Communication (Fcom)
Teaching guide 2023-24

INTRODUCTION

Course description:

Introduction to the media, processes, languages and culture of digital communication. You've been immersed in multimedia and digital communication your whole lives, for sure. Much of it has been social, with family and friends. Now you will learn how to use the tools to communicate publicly, in the professional world.

- **Degree**: Journalism | Audiovisual Communication
- **Module in the Degree Program:**
  - Journalism: Module III. News media, modes and topics. Area 2. Print journalism and online journalism
  - Audiovisual Communication: Module I. Fundamentals of Audiovisual Communication. Area 3. Basic skills of communication
- **Number of credits**: 6 ECTS
- **Year**: First, 1st semester
- **Type of course**: Required
- **Instructors:**
  - Alicia Arza, aarza@external.unav.es (theory classes);
  - Daniel Franco, dfranco@external.unav.es (lab activities);
  - Lucía Gastón, lgaston@unav.es (lab activities);
  - Clara González Tosat, cgonzalezt@unav.es (lab activities);
  - Eva Lus, elus@unav.es (lab activities and course coordinator).
- **Language: English**
- **Lecture schedule**:
  - Theory: Mondays 15.30 - 17.30h, Room 10. School of Theology
  - Lab Group 1: Tuesdays 12.00 - 13.45h, Room 1550. School of Communication OR
  - Lab Group 2: Wednesdays 12.00 - 13.45h, Room 1540. School of Communication OR
  - Lab Group 3: Fridays 9.00 - 10.45h, Room 1550. School of Communication

COMPETENCIES

AUDIOVISUAL COMMUNICATION DEGREE - COMPETENCIES

BASIC COMPETENCIES

- CB4. That students are able to convey information, ideas, problems and solutions both to a specialized and a non-specialized public.

GENERAL COMPETENCIES

- CG5. Engaging in responsible decision making and problem solving by applying teamwork and leadership skills.
- CG6. Designing, planning and developing collaborative projects in the field of audiovisual communication.

JOURNALISM DEGREE - COMPETENCIES

<u>GENERAL COMPETENCIES</u>

- CG4. Applying collaborative working and leadership skills in order to taking decisions and solving problems.
- CG5. Designing, planning and developing collaborative projects in the field of journalism.

<u>SPECIFIC COMPETENCIES</u>

- CE15. Knowing and applying the jargon and methods specific to every kind of traditional media (print, radio and television) and new digital formats (such as the Internet); developing mixed-media possibilities.

PROGRAM

Theory classes

1. Introduction. Fundamentals of digital communication. Technological conditions. Communications potential.

2. The tools of self-publication. The blogosphere and the social web.

3. The linking economy. The concept of links and hypertext. Non-linearity. Web design. User experience

4. Interactivity. Concept of levels of interactivity and developing categories of interactivity.

5. Marketing strategies and positioning through social media; the creation of communities.

6. Useful tools for multimedia communication.

7. Emerging media forms. Podcasts, video blogs, short form video (TikTok)

8. Misinformation, disinformation, crap detection. Copyright and creative commons licenses.

9. Introduction to Graphics and Data Visualization I

10. Introduction to Graphics and Data Visualization II

11. VR

Lab activities

Part 1: Exercises

1. Creation of personal blogs.

2. Hypertext design: Usability, navigability, transparency.

3. Research of different forms of interactivity.

4. Analysis of multimedia communication strategies online.

Part 2: Project

1. Analysis of projects of previous groups. Topic, objectives and strategy.

2. Navigation map and work calendar. Set up the web page and social media.

3. Content development: researching, interviewing, writing and recording.

4. Content development: editing and publishing.

5. Dress rehearsal. Each team does a 5-minute presentation of their project so far.

6. Review of the contents produced. Development of the written report.

*. Final presentation.

Personal blog

During all the weeks of the teaching term, in September, October and November, students will update personally a blog.

EDUCATIONAL ACTIVITIES

Students' expected active involvement with a subject at the University of Navarra is 25 hours per ECTS credit.

This is a 6-ECTS subject, therefore requiring 150 hours of your time.

IN PERSON - 60 hours

Lectures – 22 hours

Students will attend lectures during which the topics of the course will be discussed. They will take notes and take part in the debates, discussions and other activities during classes.

Lab activities - 22 hours

Students will attend practice sessions where they will produce 4 exercises and 1 final project (which will be monitored in different phases), according to the established guidelines.

You only have to come to one of the three weekly workshop sessions each week; groups will be assigned at the beginning of the semester. Attendance is compulsory.

Final presentations – 2 hours

Final presentations will be public during the theory class slot, November 27th from 15:30 to 17:30 in room 10 of the School of Theology.

Tutorials - 6 hours

Students will meet individually with both the theory and the lab teachers to get feedback on their exercises and blogs (October) as well as to solve theory doubts and get feedback on their mid-term exams (November).

Evaluation - 8 hours

The exam will be an individual essay where the student will demonstrate the knowledge learnt in both theory classes and lab exercises.

Out of class - 90 hours

Autonomous work – 90 hours

a) Reading the material for the lectures and preparing the exercises or practical tasks. 15 hours.

b) Updating a personal blog following the topics explained during the lab exercises. 15 hours.

c) Working individually for the group project. 45 hours.

d) Studying personally. 15 hours

ASSESMENT

ORDINARY SESSION

The final evaluation grade will be the sum of the following activities:

● **30%. Exams** = Evaluation activity (20%) + Oral presentation of the final project (5%) + Written report (5%).

● **60%. Tasks** = Individual Blog (15%) + Practical exercises (15%) + Final project (30%)

● **10%. Participation** = Taking part in the lectures, attending the workshops and giving feedback to your classmates in their presentations.

Maximum grade, 10; minimum to pass the class, 5.

The blog, the practical exercises, the final project and the exam will be evaluated separately. In case a student doesn't reach the minimum grade in any, that specific subject will be considered as failed.

EXTRAORDINARY SESSION

Students will be able to repeat the failed subjects in an extraordinary session as follows:

● Blog: creation of a personal blog with at least 6 entries.

● Practicals: realization of exercises 1 to 4.

● Final project: development of a personal project following the given guidelines.

● Theory: written exam on the established bibliography and topics covered in class.

Anyone who does not achieve the minimum grade in one part can re-submit the work or retake the exam in the Extraordinary session. Any of the parts already passed will not have to be repeated.

* Students with special learning needs

Accommodation will be provided for students with special learning needs, either regarding the methodology and/or evaluation of the course, but they will be expected to fulfill all course objectives.

OFFICE HOURS

Prof. Alicia Arza - aarza@external.unav.es

- Appointment by e-mail

Prof. Daniel Franco - dfranco@external.unav.es

- Appointment by e-mail

Prof. Lucía Gastón - lgaston@unav.es

- Appointment by e-mail

Prof. Clara González Tosat - cgonzalezt@unav.es

- Appointment by e-mail

Prof. Eva Lus - elus@unav.es

- Location: School of Communication. First floor. Radio office.
- Times and dates: Tuesdays, 15:00 to 16:00
- Also availabe for appointment by e-mail

BIBLIOGRAPHY AND RESOURCES

The contents that you need to study in order to complete the assessed tasks successfully will be available as links, videos, audios and PDF documents in the Contents area of the subject's AulaVirtual ADI site.