

<p>BASICS OF THE DEGREE</p>
<p>Title: CREATION, DEVELOPMENT AND MARKETING OF AUDIOVISUAL CONTENT</p>
<p>Semesters: 2 ECTS: 60 Places: 25 Campus: Pontevedra Center: Faculty CC.SS. and Communication Coordinati3n: Anna Amor3s</p>
<p>DESCRIPTION</p>
<p>Skills in the area of script analysis, design, development, marketing and distribution of audiovisual content. To train specialized professionals who can develop competent analyst tasks, screenwriter, script editor, script project designer in various conventional and interactive media, with a high degree of ability to present project reports and to manage script marketing, sale and distribution of audiovisual content. The students are trained by professionals from the audiovisual sector (film, television, interactive) of renowned national and international, as 3ngel de la Cruz (Artem3tica), Teo Manuel Abad (Formateo), Jorge Algora (Adivina), Zaza Ceballos (Zenit TV), Carlos Ares (Zopilote), Xos3 Arias (CTV-Produci3ns), Moncho Varela (P3rtico), Fernanda del Nido (Tic Tac), Xos3 Coira (USC), Carlos L3pez Pi3eiro (Caurel Lecer), M^a Olga Font3n Maquieira (USC), Andr3s Mah3a (Zopilote), Miguel Anxo Fern3ndez (Consortio Audiovisual e UdV), Beatriz Leger3n (Interacci3n e UdV), Xos3 Castro Puga (Zopilote), In3s Paris (CIMA), 3ngel Luis Hueso Mont3n (USC), Arturo Maneiro (CRTVG e UdV), Pedro Sangro e Miguel 3ngel Huerta Floriano (UPSA), Ux3a Blanco, etc. So that students know the reality of the profession are made of practices in audiovisual production companies within the documentary mode, fiction (serial and non serial), entertainment, interactive design and analysis projects and development of scripts ...).</p>
<p>ACCESS PROFILE</p>
<p>a) Graduates / Graduates in the field of Law and Social Sciences in the Humanities and, particularly, in Communication Sciences. b) Professional media and writers;</p>

c) An interested students and a willingness to expand their knowledge in the audiovisual field, analyze and write scripts, shelling audiovisual stories and narrative structure as well as a professional in the world of scripting and design of audiovisual content.

PROFESSIONAL OPPORTUNITIES

Analyst scripts,
 Screenwriter audiovisual
 Creator of audiovisual content for different media and supports,
 Professional competence to disseminate, market and distribute audiovisual content
 freelancer
 Teacher

BASIC TRAINING-CONTENT

Specific training in the creation and content development audiovisuales in marketing and dissemination and deepening of four macro genre (documentary, fiction series and not serial, entertainment and design interactive projects).

- a) Study of the expressive features of visual language.
- b) Methods and techniques of screenwriting (for different formats and media.)
- c) Adaptation narrative content, formats and other media.
- d) Strategies for marketing and distribution of audiovisual content in the markets of the script.
- e) Study of the processes of conception and scriptwriting.
- f) Structure and narrative devices in the construction of a script.
- g) Intertextual Influences in adaptations to different formats and displays.
- h) Creation of the script from the production.
- i) Preparation of reports of scripts and pitching techniques.
- j) Sale of trade promotion and content distribution.

Legal aspects related to the script (rights of audiovisual works, audiovisual procurement procedures...)

Skills acquired are those of a highly skilled professional, theoretically and technically prepared for the creation and audiovisual scriptwriting for the design and development of content for new media, having also the ability to tailor scripts to the media conventional means and vice versa autonomously and rely on the phases of marketing (sales and / or dissemination), procurement (acquisition and rights) and search for funding (grants, subsidies). Professional with adequate preparation for later working life.