

*DISCOVER A WORLD OF POSSIBILITIES  
WHERE IMAGE AND SOUND TELL STORIES  
AND CONVEY EMOTIONS.*

## DEGREE IN AUDIOVISUAL COMMUNICATION

FACULTY OF SOCIAL SCIENCES

4 years

240 ECTS



IN-CLASS

### CAREER OPPORTUNITIES

- Production, audiovisual management, screenwriting, production, stage design, assembly, etc.
- Project management and TV, radio and film formats.
- Hypermedia development in digital media (web, mobile telephony, IT projects), animation and video games.
- Audiovisual projects applied to education, advertising, leisure, etc.

VALLADOLID (SPAIN)  
**(+34) 983 00 1000**

[www.international.uemc.es](http://www.international.uemc.es)



- ✓ PRACTICAL TRAINING WITH A COMPANY FOCUS
- ✓ TV SET, POST-PRODUCTION AND RADIO STUDIO
- ✓ TEACHERS IN TOUCH WITH THE PROFESSION
- ✓ WORK EXPERIENCE



WE FOSTER YOUR  
TALENT AND YOUR  
PROFESSIONAL CAREER



PROFESSIONAL FOCUS  
AND JOB  
OPPORTUNITIES



UEMC  
ENTREPRENEURS  
CLUB



INTERNATIONAL  
MOBILITY

## STUDY PROGRAMME

FIRST YEAR			
SEMESTER 1		ECTS	
Language		6	
Contemporary Political and Social History		6	
Business and Marketing		6	
Theory of Communication and Information		6	
Literature and Media		6	
SEMESTER 2		ECTS	
Writing for the Media I		6	
Sociology		6	
General Theory of Advertising		6	
English I		6	
Image Theory		6	
SECOND YEAR			
SEMESTER 1		ECTS	
Writing for the Media II		6	
Contemporary Art Movements		6	
Right to Information		6	
English II		6	
Information Technologies		6	
SEMESTER 2		ECTS	
Effective Communication Techniques		6	
International Relations		6	
Communication Ethics		6	
Communication and Audiovisual Information		6	
Documentation		6	
THIRD YEAR			
SEMESTER 1		ECTS	
Scriptwriting Theory and Technique: film and television		6	
History of Audiovisual Media		6	
Audiovisual Narrative		6	
Set Design and Lighting		6	
Cineforum: Analysis and Criticism of Film Texts		6	
Optional*	Graphic Design	6	
	Written Information technology	6	
SEMESTER 2		ECTS	
Audiovisual Technology		6	
Audiovisual Production.		6	
Scriptwriting Theory and Technique: Radio and New Audiovisual Formats		6	
Practicum I		6	
Digital Aesthetics		6	
Optional*	Creativity	6	
	TV journalism	6	
FOURTH YEAR			
SEMESTER 1		ECTS	
Structure of the Audiovisual System		6	
Radio Production		6	
Sound Production, Background Music and Soundtrack		6	
Computer Graphics and Animation Techniques		6	
Production and Management of New Audiovisual Formats		6	
Optional*	Review and Analysis of Advertising Campaigns	6	
	Corporate Communications Management	6	
SEMESTER 2		ECTS	
Digital Post-production		6	
Film and Television Production		6	
Practicum II		6	
Dissertation		6	
Specialised Video Production		6	
Optional*	Marketing on the Internet	6	
	Digital Journalism	6	

(\*) Students must choose 24 credits in optional courses, of which, under current regulations, the University can recognise up to 6 credits for participation in university activities related to culture, sports, student representation, collaboration with departments, groups and research projects, solidarity, cooperation or similar.

## SCHOLARSHIPS AND STUDY GRANTS



## DOUBLE DEGREE POSSIBLE WITH:



JOURNALISM



ADVERTISING AND PUBLIC RELATIONS

Prospectus published in May 2018. The content of these programmes may be subject to variations depending on specific legislative changes and their implementation. It will also be subject to internal organisation requirements.