
COURSE GUIDE:
Digital Postproduction
MULTIMEDIA AND DIGITAL ARTS
Universidad Católica de Valencia

Course 2024/25

DIGITAL POSTPRODUCTION COURSE GUIDE

ECTS



SUBJECT: Digital Postproduction		6
Field: Editing and Post Production		24
Module: Audiovisual Creation		36
Type of learning¹: Básic	YEAR: 4 ^o Semester: 1 ^o	
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MODULE ORGANIZATION

AUDIOVISUAL CREATION				Nº ECTS 36	
Duration and placement within the curriculum:					
Materias y Asignaturas					
Materia	ECTS	ASIGNATURA	ECTS	Year/ semester	
Audiovisual narrative	6	Audiovisual narrative	6	2/2	
Production	6	Production and Documentary Screenplay	6	1/1	
Editing and postproduction	24	Recording and audio editing	6	3/2	
		Audio editing	6	3/2	
		Modeling and rendering in 3D	6	4/1	
		Digital Postproduction	6	4/1	
Prerequisites: Have not been established					

¹ Basic training (common subject), Compulsory, Electives, External practices, End of Degree Project.



GENERAL OBJECTIVES				
1. Mastering the different languages and own the multimedia field.				
2. Understand the theoretical fundamentals of multimedia communication.				
3. Understand and use hierarchies in multimedia languages.				
4. Acquire skills in analysis and planning processes interactive projects.				
5. Know and use different types of media, as well as its advantages and disadvantages.				
6. Foster critical, analytical and reflective capacity in the audiovisual and multimedia fact, through technical and aesthetic knowledge of the forms, processes and trends in visual communication of our environment.				
7. Create and produce multimedia digital content with aesthetic and functional criteria from conception to completion electronics.				
8. Be able to analyze technologies and market trends to find the right resources to the demands and responses of a particular context.				
9. To direct, edit and produce multimedia pieces by linear systems.				
BASIC SKILLS	Weighting of the competition			
	1	2	3	4
CB. 1 Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio.				X
CB. 2 That students have demonstrated to possess and understand knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge from the forefront of your field of study.			X	
CB. 3 Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética.				X
CB. 4 That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant issues of a social, scientific or ethical nature.				X
C.B. 5 That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.			X	



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GENERAL COMPETENCES	Weighting of the competition			
	1	2	3	4
CG.01 Capacity for analysis and synthesis				x
CG.02 Capacidad de organización y planificación			x	
CG.05 Organizational and planning skills				x
CG.06 Ability to manage information. Know how to obtain information effectively from books and specialized magazines, and other documentation		x		
CG.07 Problem resolution				x
CG.09 Decision making			x	
CG.10 Teamwork	x			
CG.11 Work in an interdisciplinary team	x			
CG.14 Critical thinking			x	
CG.16 Ability to assume responsibilities				x
CG.17 Capacidad de autocrítica			x	
CG.18 Self-criticism capacity		x		
CG.19 Adaptation to new situations	x			
CG.20 Creativity				x
CG.25 Motivation for quality				x
CG.28 Sensitivity towards cultural heritage	x			

SPECIFIC COMPETENCES				
	1	2	3	4
CE.01. Ability to make an analysis, oral and written, of an artistic expression, mastering the vocabulary, codes, movements and concepts inherent to the artistic field.				
CE.02. Artistic sensitivity. Develop the ability to perceive beauty in different forms and artistic creations, applying aesthetic principles and fostering creativity and multidisciplinary innovation.				x



CE.03. Knowledge of specific production methods and digital artistic techniques especially to apply them to the world of communication, also looking for new supports.				X
CE.05. Ability to organize, classify and index materials and files used in the development of the project, generating documents for their conservation or consultation. Ability for the subsequent search and retrieval of information.		X		
CE.08. Ability to organize and process the information that will later be included in the project.				X
CE.09. Ability to plan and direct projects and developments of technological content, in particular related to art, multimedia design and communication.			X	
CE.10. Ability to translate creative ideas so that they can be transmitted in digital format.		X		
CE.12. Sensitivity to assess the importance of design in the formulation of messages and the impact of their transmission in the different communication fields.		X		
CE.13. Ability to contribute to the contemporary debate on digital and multimedia arts and practices.		X		
CE.15. Knowledge of the legislative framework in Spain and Europe, in particular regarding the audiovisual field and the protection of intellectual and industrial property		X		

LEARNING OUTCOMES	SKILLS
R3 - Knowledge and mastery of the phases of the production process.	CB: 1,2,3,4,5 CG: 1,2,5,6,7,9,10,11,14,16,17,18,19,20,25,28 CE: 1,2,3,5,8,9,10,12,13,15
R15 - Application of narrative concepts in video editing.	CB: 1,2,3,4,5 CG: 1,2,5,6,7,9,10,11,14,16,17,18,19,20,25,28 CE: 1,2,3,5,8,9,10,12,13,15
R16 - Know and use media and digital techniques for the development of multimedia projects..	CB: 1,2,3,4,5 CG: 1,2,5,6,7,9,10,11,14,16,17,18,19,20,25,28 CE: 1,2,3,5,8,9,10,12,13,15



EDUCATIONAL ACTIVITIES WORK			
ACTIVITY	Teaching-Learning Methodology	Relationship With Learning Outcomes for the subject	ECTS ²
CLASS ATTENDANCE	Presentation of content by the teacher, analysis of skills, explanation and demonstration of skills, abilities and knowledge in the classroom.	R3, R15, R16	1
PRACTICAL CLASSES	Activities aimed at development of competencies related to the contents of each topic: bibliographic search in the library, critical analysis of materials and contents of the topic, critical analysis of communication models and brand creation, Internet searches, use of computers and applications for creation of trademarks and identity manuals.	R3, R15, R16	1
LABORATORY	Activities in spaces with special equipment.		0
SEMINAR	Supervised monographic sessions with shared participation		0
WORK GROUP EXHIBITION	Application of multidisciplinary knowledge		0
TUTORING	Custom and small group attention. Period of instruction and / or guidance by a tutor to review and discuss the materials and topics presented in lectures, seminars, readings, papers, etc.	R3, R15, R16	0,25

² The subject is organized in TRAINING ACTIVITIES OF PRESENTIAL WORK and in TRAINING ACTIVITIES OF SELF-EMPLOYED STUDENT WORK, with an estimated percentage in ECTS. An adequate distribution is as follows: 35-40% for Classroom Training Activities and 65-60% for Self-Employed Activities. (For a 6 ECTS subject: 2.4 and 3.6 respectively).

The teaching-learning methodology is described in this guide in a generic way, specifying in the didactic units in which the subject is organized.



EVALUATION	Set of oral and / or written used in initial, formative or summative evaluation of the student.	R3,R15, R16	0,15
Total			(2,4*)

EDUCATIONAL ACTIVITIES INDEPENDENT STUDENT WORK			
ACTIVIDAD	Metodología de Enseñanza-Aprendizaje	Relación con Resultados de Aprendizaje de la asignatura	ECTS
GROUP WORK	Preparación en grupo de lecturas, ensayos, resolución de problemas, seminarios, trabajos, memorias, etc. para exponer o entregar en las clases teóricas, clases prácticas y/o tutorías de pequeño grupo. Trabajo realizado en la plataforma de la universidad (www.plataforma.ucv.es)		0
INDEPENDENT WORK	Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc.. to post or deliver the lectures, practical and / or small group tutoring. Work done on the platform of the university (www.plataforma.ucv.es)	R3, R15, R16	3,6
Total			(3,6*)
SKILLS ACQUISITION ASSESSMENT SYSTEM AND GRADING SYSTEM			
Assesment tools³	ASSESSED LEARNING OUTCOMES		Percentage awarded
COMPLETION OF THEORETICAL-PRACTICAL ACTIVITIES (AUTONOMOUS WORK) ⁴	R3, R15, R16		30%
PRACTICAL ACTIVITIES (CLASSROOM WORK) ⁵	R3,R15, R16		10%
PRACTICE + FINAL EXAML ⁶	R3, R15, R16		60%

³ Assessment techniques and instruments: oral exam-presentation, written tests (objective tests, development tests, concept maps ...), supervised works, projects, case studies, observation notebooks, portfolio, etc.

⁴ There will be a total of 3 continuous evaluation and tutoring projects that will be valued with 10% of the final grade each, total 30%. The works will be individual, unless the teaching team indicates otherwise in the project statement. The tutoring and monitoring of the work by the teacher is essential, works that have not been tutored by the teaching team will not be accepted.

⁵ The work carried out during the in-person classes, will be assessed with 10% of the final mark.

⁶ The exam will consist of a final project and a final exam. The final project will have a value of 20% of the final grade and will be tutored and followed by the teacher. While the final exam will have a value of 40% of the final grade. In total



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Criteria for the awarding of an honours degree

The mention of 'Matrícula de Honor' may be awarded to students who have obtained a grade equal to or higher than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Plagiarism, copying and lack of citations:

The detection of plagiarism or copying of any work will lead to its suspension. Plagiarism is considered to be the use of work from others that has not been cited by the author or the abusive use of material that is not the author's own in the preparation of the work (more than 35%). Repeated copying of work will result in the failure of all continuous assessment work.

Copying in the exam will result in the failure of the whole course, and the student will not be able to sit the exam in the second sitting.

The presence of the student in the classroom at the beginning of the exam implies the evaluation of the same, not being able to claim the consideration of not presented, even if the student leaves the room immediately after receiving it.

Attendance and participation:

In accordance with the guidelines for the development of the General Regulations for the Assessment and Grading of UCV Official Studies and UCV-specific degrees, in the face-to-face degrees, class attendance with a minimum of 80% of the sessions of each subject will be required in order to be assessed. This means that, if a student does not attend more than 20% of the sessions of each subject, he/she will not be assessed, neither in the first nor in the second call, unless the person in charge of the subject, with the approval of the person in charge of the degree, in view of duly justified exceptional circumstances, exempts the minimum percentage of attendance.

The same criterion will be applicable for hybrid or virtual degrees in which the teaching staff must maintain the same percentage in the requirement of 'presence' in the different training activities, if any, even if these are carried out in virtual environments.

On the other hand, the lecturer may establish as criteria for non-attendance repeated lateness, lack of attention in the classroom (unauthorised use of mobile phones, lack of participation, etc.), which may be added to the general calculation of non-attendance and consequently contribute to exceeding the limit that prevents exams, as well as affecting the percentage established in the teaching guide for attendance and participation.

This rule is complementary to the assessment percentages for non-attendance and participation, as well as the assessment and completion of assignments or cases in the classroom or during the course, which will follow their own assessment criteria. Both percentages are included in this teaching guide.

60% of the final grade. To pass the subject it is essential to get at least a 5 in the exam, a result that is obtained from the sum of the tutored final practice plus the final exam. To pass the final exam it will also be essential to get a 5 in the evaluation of said exam. It is essential to present the final practice to take the exam. Students who have not submitted the three continuous assessment projects or have failed, this will not mediate with the exam grade and the grade will be kept for the second call. However, if the teaching team deems it appropriate, the delivery of a single practice will be allowed, in 2nd call (not to modify a first call grade), of an individual exercise, at the teacher's discretion, which would average with the rest of first call deliveries. The attendance rating is final.



CONTENT DESCRIPTION	SKILLS
Organization blocks of content or thematic groupings. Development of content in teaching guides.	(Indicate numerically related skills)
1. Introduction to Post Production Introduction to Adobe After Effects	R3, R4, R15, R16
2. Fundamentals and antecedents of Graphic Animation	R3, R4, R15, R16
3. Flujo de trabajo con After Effects	R3, R4, R15, R16
4. Shape layers interrelate After Effects with other applications	R3, R4, R15, R16
5. Effects Expressions and layer types	R3, R4, R15, R16
6. The principles of animation	R3, R4, R15, R16
7. Export and video encoding	R3, R4, R15, R16
8. 3D environment	R3, R4, R15, R16
9. Rotoscopy and keying	R3, R4, R15, R16
10. Tracking	R3, R4, R15, R16
11. Tools for productivity	R3, R4, R15, R16
12. Practices and continuous assessment projects ¹⁰	R3, R4, R15, R16

TEMPORAL ORGANIZATION OF LEARNING (Students of first registration):		
	BLOQUE DE CONTENIDO/UNIDAD DIDÁCTICA	Nº DE SESIONES
1	Introduction to post-production and graphic animation	1
2	Fundamentals and background of graphic animation, the 12 principles of animation	2
3	After Effects workflow	3
4	Shape layers Interrelation of After Effects with other applications	2
5	Effects Expressions and layer types	4
6	After Effects 3D environment (2.5)	2
7	Post-production techniques and effects on real images	3
8	Manipulation of tempo and character of movement	2
9	Filmic language and audio-visual narrative applied to graphic animation	2
10	Internships and continuous assessment projects	10

**ADDITIONAL INFORMATION:****TEACHING THE SUBJECT IN SECOND AND SUBSEQUENT ENROLLMENTS:**

There will be a specific group for students who are not first enrollment and a teacher in charge of said group. In this group there will be a number established by the UCV of monitoring and tutoring sessions (6 of 2 hours each) in which it will be reinforced work on the skills that the students in the group need to acquire to pass the course. These sessions are included in the attached schedule in this guide and are detailed in the description of the Didactic Units of the subject.

TEMPORARY LEARNING ORGANIZATION (Students of second or subsequent registration):		
	BLOCK CONTENT / TEACHING UNIT	Nº SESIONS (Must to be 6)
1	Introduction to post-production and graphic animation	0,5
2	Fundamentals and background of graphic animation, the 12 principles of animation	0,5
3	After Effects workflow	1
4	Shape layers Interrelation of After Effects with other applications	0,5
5	Effects Expressions and layer types	0,5
6	After Effects 3D environment (2.5)	0,5
7	Post-production techniques and effects on real images	0,5
8	Manipulation of tempo and character of movement	0,5
9	Filmic language and audio-visual narrative applied to graphic animation	0,5
10	Internships and continuous assessment projects	1

⁷ Second registration students must sit the exam and take the same number of practicals as first registration students, plus a practical with a value of 10% equivalent to the exercises carried out during the practical classes: 4 tutored continuous assessment projects (in this case, monitoring by the tutor is not compulsory if the student deems it appropriate) which score 40% (10% each) of the final mark and a final practical with a value of 20% of the final mark. The final exam will be worth 50% of the final mark. Attendance will not be compulsory for students in the second call, but it is advisable to attend the tutorials to reinforce the student's work and skills in order to pass the course.