

**AUDIOVISUAL COMMUNICATION**

NEW EHEA 4-YEAR DEGREE			5 - YEAR BACHELOR'S DEGREE PROGRAM											
Year 1	ECTS	Sem	Year 2	ECTS	Sem	Year 3	ECTS	Sem	Year 4	ECTS	Sem	Year 5	ECTS	Sem
General Anthropology	6	1	News Documentation	9	AN	Methods and Techniques of Research in Communication	6	2	Information Law	7.5	1	Audiovisual Screenplay	6	1
History of Thought	6	1	Fundamentals of Public Relations	6	1	Audiovisual Information	4.5	1	Structure of the Audiovisual System	9	AN	Theory and Techniques of Audiovisual Production	6	2
Language	6	1	Audiovisual Communication and Information	6	1	History of Audiovisual Media	4.5	1	Audiovisual Narrative	6	1	Theory of Audiovisual Communication	7.5	1
Audiovisual Narrative and Multimedia Script I	6	1	Audiovisual Media Technology	6	1	Applied Technology	6	2	Audiovisual Production	7.5	1	Audiovisual Programming	4.5	1
Image and Communication Theory	6	1	Journalistic Writing II	4.5	2	Corporate Image	6	1	Digital Technology	4.5	2	New Technology and Products of Communication	4.5	1
Communication: Skills for Leadership	6	2	Written Communication and Information	6	1	Contemporary Society	4.5	2	Contemporary Artistic Movements	4.5	2	General and Special Ethics	4.5	1
Fundamentals of Audiovisual Production	6	2	Written Information Technology	4.5	2	Radio Production	4.5	1	Fundamental Philosophy	4.5	1	Professional and Social Ethics	4.5	2
English I	6	2	Economics	4.5	2	TV Production I	4.5	1	Man and the Question of God	4.5	2	Production and Programming for TV and Radio	4.5	1
Multimedia Technology	6	2	English II	6	AN	English III	6	AN	TV Programs Production	4.5	1	Merchandising Techniques	4.5	2
Theory and Techniques of Photography	6	2	Fundamental Anthropology: Who is Man	4.5	1	History of Western Civilization I: Roots and Development	4.5	1	Corporate and Institutional Communication	4.5	1	Corporate Design Techniques	4.5	1
			Applied Anthropology: Man in Progress	4.5	2	History of Western Civilization II: Modernity and Postmodernity	4.5	2	Audiovisual Post Production	4.5	1	Digital Publishing	4.5	2
						Graphic Design	4.5	2						
						Marketing Techniques	4.5	2						

AN: Annual Course (Oct-June)  
 1: 1<sup>st</sup> Semester (Oct-Feb)  
 2: 2<sup>nd</sup> Semester (Feb-June)

EXPERT IN AUDIOVISUAL COMMUNICATION AND VISUAL ARTS (EHEA)			DEGREE IN MULTIMEDIA COMMUNICATION												
Year 1	ECTS	Sem	Year 2	ECTS	Sem	Year 3	ECTS	Sem	Year 4	ECTS	Sem	Year 5	ECTS	Sem	
Cinema Production Workshop	2	1	Multimedia Design and Applications II	3	AN	Designing and Producing Radio and TV Programs	1.5	1	Designing and Creating Advertisements	1.5	1	Computer Graphics and Animation	3	AN	
Audiovisual Workshop	2	2	Designing and Producing Radio Programs II	1.5	1	Audiovisual Creation Workshop I	3	AN	Sound and Dubbing Techniques	1.5	2	Directing Multimedia Projects	1.5	2	
			Designing and Producing TV Programs II	3	AN	Multimedia Design and Application III	1.5	2	Multimedia Applications Workshop II	3	AN	Advertising : Concept and Design	1.5	2	
			Digital Photography	1.5	2	Image Editing, Image Synthesis and Virtual Reality	3	AN	Audiovisual Creation Workshop	3	AN	Design of new Multimedia Products	3	AN	
			Audience Research	1.5	2	Multimedia Application Workshop I	3	AN	Communication Strategies and Advertising Planning	3	AN	Multimedia Production Workshop	1.5	1	
			Audiovisual and Multimedia Planning II	1.5	1										

DEGREE IN CINEMATOGRAPHY												
Year 2	ECTS	Sem	Year 3	ECTS	Sem	Year 4	ECTS	Sem	Year 5	ECTS	Sem	
Screenplay II	3	AN	Screenplay III	3	AN	Film Editing	3	AN	Directing II	3	AN	
Technology Basis of Photography II	3	AN	Cinematography I	3	AN	Production and Planning	3	AN	Techniques for Directing Actors	3	AN	
Makeup Art I	3	AN	Makeup Art II	3	AN	Cinematography II	1.5	1	Capturing Sounds in Motion Pictures	1.5	1	
Art Direction	3	AN	Staging	3	AN	Directing I	3	AN	Digital Technology and Film Production	3	AN	
						Acting Techniques	1.5	2				

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DEGREE IN MARKETING AND ADVERTISING CREATIVITY											
Year 2	ECTS	Sem	Year 3	ECTS	Sem	Year 4	ECTS	Sem	Year 5	ECTS	Sem
Strategic Marketing	3	AN	Graphic Design II	3	AN	Audiovisual Advertising II	3	AN	Advertising Creativity Workshop IV	1.5	2
Graphic Design I	1.5	2	Photography for Advertising III	3	AN	Graphic Design III	3	AN	Management of Final Art	3	AN
Photography for Advertising II	3	AN	Product Marketing	3	AN	Direct and Channel Marketing	1.5	1	New backups of Publicity	3	AN
Advertising Creativity Workshop II	1.5	2	Radio Advertising	1.5	1	Advertising Creativity Workshop III	3	AN	Relationship Marketing	1.5	2
Scripts and Productions in Radio II	1.5	1	Audiovisual Advertising I	1.5	2	Management of Annual Accounts	1.5	2	Media Planning	1.5	1
Scripts and Production in TV I	1.5	1									

DEGREE IN DIGITAL POST PRODUCTION AND ANIMATICS								
Year 3	ECTS	Sem	Year 4	ECTS	Sem	Year 5	ECTS	Sem
Digital Technology III	1.5	1	Digital Composition and Special Effects I	1.5	1	Digital Composition and Special Effects II	3	AN
Computer-Aided Artistic Techniques III	1.5	2	Digital Post Production 1	3	AN	Digital Post Production 1I	1.5	1
Animation Script III	3	AN	Animation Techniques I	3	AN	Animation Techniques II	3	AN
Pre Production and Animation II	3	AN	Directing and Producing Cartoons I	3	AN	Directing and Producing Cartoons II	3	AN
Post Production and Animation II	3	AN	Lighting Techniques in Motion Pictures	1.5	2			

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