

BACHELOR'S DEGREE IN AUDIO VISUAL COMMUNICATION

CURRICULUM

8 SEMESTERS – 240 ECTS – 40 PLACES

BARCELONA CAMPUS – SPANISH, CATALAN AND ENGLISH

TIMETABLE: MORNINGS – FROM SEPTEMBER TO JUNE

1	ECTS	SEMESTER 1
	6	Editorial and Written Communication
	3	Creative Industries
	3	Internet Culture and Global Society
	3	Introduction to Radio and Podcasting
	6	Anthropology
	3	Persuasive Communication
	6	Multimedia Recording and Editing Techniques
	30	Subtotal

ECTS	SEMESTER 2
6	Audiovisual Production I
3	Media and Public Opinion
6	Audiovisual Industry
6	Sociology
3	Aesthetics
3	History of Film
3	Audiovisual Culture
30	Subtotal

2	ECTS	SEMESTER 1
	6	Introduction to Audiovisual Analysis
	3	Specialised Radio I
	6	Communication Research
	3	Advertising
	3	Photography
	3	Design
	6	Entertainment Format Production
	30	Subtotal

ECTS	SEMESTER 2
6	Original Idea and Scriptwriting
6	Editing and Post-Production
3	Audiovisual Production II
3	Public Relations
3	Cinematography
3	Television Programming
6	Ethics
30	Subtotal

3	ECTS	SEMESTER 1
	3	Workshop: Digital Creativity and Social Media
	6	Documentary
	6	Sound and Music in Audiovisual Projects
	3	Specialised Radio II
	3	Graphics
	3	Cultural Foundations I
	6	Elective
	30	Subtotal

ECTS	SEMESTER 2
3	Audiovisual Trends
6	Film Direction
3	Cultural Foundations II
3	Digital Marketing
15	Elective
30	Subtotal

4	ECTS	SEMESTER 1
	3	Psychology
	6	Audiovisual Distribution
	6	Creation & Content Management
	3	Economics
	3	Workshop: Video Game Design
	3	Law
	6	Elective
	30	Subtotal

ECTS	SEMESTER 2
11	Final Degree Project
10	Academic Work Placements
9	Elective
30	Subtotal

Updated curriculum aligned with the evolution of the audiovisual industry and new content platforms.

New Minor in Production and Directing, focused on leading film, television and digital productions.

Enhanced practical and technological training in professional production environments.

AUDIOVISUAL COMMUNICATIONS ELECTIVES*

- Audiovisual Reporting
- Internal Communication
- Specialised Institutional Communication
- Environmental Communication
- Communication and Corporate Culture
- Scriptwriting Workshop
- News Production
- Film Post-Production
- Television Series Production and Direction
- Infotainment
- Television Production
- Screen Adaptations
- Art Direction
- Sound Post-Production
- Soundtracks
- Music Video Workshop
- Film Analysis and Criticism
- Corporate Leadership
- Transmedia and Storytelling
- AI Applied to Communication

SPECIALISATION IN PRODUCTION AND DIRECTION ELECTIVES*

- Audiovisual Reporting
- Television Production
- Infotainment
- Film Post-Production
- Television Series Production and Direction
- Art Direction
- Sound Post-Production
- Music Video Workshop

*The availability of optional subjects will depend on demand each year.