



MEDIA PRODUCTION

Course Description

LEVEL 100-1

Name: Art and Technology

Course Number: ARTG2024

Specific course information: This basic course presents the relationship between art and technology; on how the technologies of the different eras allowed the birth of new artistic expressions. It ranges from the historical antecedents of classical art, its evolution and direct link with design, technology and digital, to the conception of art in motion and audiovisuals. Finally, it is recognized and experimented with various creative processes linked to the aesthetic generation. This course aims to promote the student in a participatory and constructive criticism, which encourages the formation of principles in relation to artistic trends and the creation of creative proposals.

Name: Mathematics

Course number: MATG2009

Specific course information: This is a basic subject which is part of the transversal axis of the Product Design, Graphic Design and Production for Media careers. It is a first-year course in the curriculum and it is conceived as an introduction to mathematics, providing notions of elementary algebra, geometry and trigonometry in the study of the design, production and appreciation of artistic pieces.

Name: Problem Solving

Course number: INDG1033

Specific course information: In this course, students apply the Design Thinking methodology to identify, analyze real-life problems or needs, to design innovative solutions. Students work in multidisciplinary teams to present solution proposals that add value to customers/users from private companies, public organizations and non-profit organizations.

Name: Drawing I

Course number: ARTG2025

Specific course information: This subject of basic training allows the understanding of the bases of technical drawing, the recognition of geometric shapes reaching basic geometry and the systems of dihedral and axonometric representation. The planes, their elements in projections and perspective are analyzed. Specific images are made of elements that signify and / or objectively communicate issues related to graphic design, audiovisual production and product design.

Name: English I

Course number: IDIG1006

Specific course information: This subject of basic training and general education presents the grammatical structures for the production of a simple paragraph, through the development of the writing program in a transversal way. In addition, it allows the identification of specific arguments in oral and written communication, considering issuing one's own criteria on different topics of a social, academic or professional nature. It also applies the vocabulary needed to make comparisons between the past and the present, describe books or movies, make simple student profiles, give opinions about inventions, make formal apologies, and recount past events.

LEVEL 100-2

Name: History of Art

Course number: ARTG2028

Specific course information: The subject belongs to the professional curricular organization unit and is aimed at students of Graphic Design and Production for the Media. It presents from the political, social, economic and cultural point of view, the evolution of the main artistic manifestations from prehistory to the present. Western, Latin American and Ecuadorian artworks are analyzed as part of visual communication, valuing the dialogue between knowledge and interculturality in the context of a globalizing reality.

Name: Programming Fundamentals

Course number: CCPG1043

Specific course information: The course presents students with strategies to solve common problems in various professional fields through the design and implementation of solutions based on the use of a programming language. It covers the basic principles so that the student can read and write programs; emphasizing the design and analysis of algorithms. In addition, it introduces students to the use of development and debugging tools.

Name: Art and Science

Course number: ARTG2023

Specific course information: In this course, the student analyzes the impact of scientific discoveries in the processes of artistic creation. A historical tour is carried out, which starts from the influence of mathematics on the use of artistic harmony in the field of Classical Greece (Plato, Aristotle, Pythagoras), study the science and aesthetics of the Renaissance (appearance of perspective, Leonardo da Vinci) and concludes with the tremendous crises (artistic, philosophical and scientific) of the 20th century, at which time some theories developed in the field of natural sciences (Theory of Relativity, Quantum Theory or String Theory) which have a notable impact on video art, experimental cinema and in the artistic vanguards (cubism, futurism, constructivism).

Name: Drawing II

Course number: ARTG2026

Specific course information: This is a professional training course for the careers of Graphic Design, Product Design and Media Production. It offers an approach to academic drawing as a tool for reflection and construction, focusing on observation, visual analysis, and synthesis of the environment. Different aspects of drawing are studied, such as volume, composition, and the human figure, at rest and in movement. Drawing is applied in its analytical and expressive variants using line and shade.

Name: English II

Course number: IDIG1007

Specific course information: This subject of basic training and general education presents the grammatical structures to produce an academic paragraph, through the development of the writing program in a transversal way. In addition, it allows the identification of specific arguments in oral or written communication, considering issuing one's own criteria on different issues of a social, academic or professional nature. It also applies the vocabulary needed to refer to different forms of communication, share work experiences and the use of digital technology, tell short stories about interpersonal relationships and personalities, and give an opinion on the future of the environment.

LEVEL 200-1

Name: Communication Theory

Course number: COMG2002

Specific course information: This subject of professional formation approaches the theory of the communication from the basic concepts and on his process. In addition, the different types of audiences and the vision of communication in mass markets, subcultures and countercultures are defined, placing the communicator within the communication process together with the client and the public. The importance of semiology in mass culture is presented from the presentation options, image modes and mediatization. Finally, cultural consumption is evidenced as sociocultural and communicational phenomena from a visual perspective.

Name: Audiovisual Research

Course Number: ARTG2030

Specific course information: Creative and audiovisual arts-based research allows for the artistic representation and interpretation of research data. This course in the media production program will review methods for exploring art as a research tool for data collection, management, and analysis using the arts as its primary focus.

Name: Statistics

Course number: ESTG2004

Specific course information: The Statistics course provides students with the basic knowledge that will help them convert a data set into useful information for making decisions in scenarios of uncertainty. It encompasses different methods of tabulation and data analysis, the introduction of the concept of probability as a measure of uncertainty and mathematical models of discrete and continuous random variables. Additionally, analysis techniques such as regression and hypothesis testing of population parameters are included.

Name: History of Film

Course Number: ARTG2029

Specific course information: This course in the Media Production program presents an overview of the history of film, exploring cinematic and audiovisual languages through an examination of cinematic styles and trends. The course also examines from the earliest moving images to the major schools of contemporary cinema, auteur cinema and experimental cinema, as well as current digital filmmaking processes.

Name: Pre-production

Course Number: CADG2036

Specific course information: This course of the Media Production program analyzes the different requirements that the producer must consider from the initial conceptualization of an audiovisual project, passing through each of the roles and personnel with whom the producer must work, all the way to the elaboration of a budget that defines the viability of the project. An emphasis is given to existing methodologies in order to maintain a balance on the economic aspect without neglecting the artistic and visual aspect of the final audiovisual creation.

LEVEL 200-2

Name: Audiovisual Narrative

Course Number: CADG2034

Specific course information: This course of the Media Production program defines the fundamental concepts of audiovisual language, studying the main principles that compose the narrative form and style. Audiovisual works are analyzed considering the different points of view that a narrator may have, the visual style, the sound resources, and the spatial-temporal conception.

Name: Creative Copywriting

Course number: DIGG2039

Specific course information: In this professional training course of the Graphic Design and Media Production careers, the principles related to the elaboration of narrative texts, their structure and application in different media are studied. Formats and techniques are used to develop stories that capture the attention of target audiences.

Name: Communication (spanish)

Course number: IDIG2012

Specific course information: These subject studies the structuring of the academic prosumer profile of students that must be consolidated throughout the life of each subject, based on the processing of complex, holistic and critical thinking, seeking the understanding and production of academic knowledge, from the rigorous analysis of realities and readings of various academic / scientific sources.

Name: Media Photography

Course Number: CADG2031

Specific course information: This subject of the Media Production course provides an overview of the historical context

of photography by reviewing the artworks of its main referents and by exploring and experimenting with the different photographic and lighting techniques for the creation of photographic images.

Name: Production Design

Course Number: CADG2029

Specific course information: This course in the Media Production program introduces the student to the different roles, functions and competencies to be fulfilled by each member of the art direction and production design team. The techniques of construction and decoration of a set are analyzed in order to develop the narrative of the scenes to be filmed in an audiovisual production, either for commercials, short films or fiction feature films.

Name: English IV

Course number: IDIG1009

Specific course information: This subject of basic training and general education presents the grammatical structures to produce a persuasive essay, through the development of the writing program in a transversal way. In addition, it allows the identification of specific arguments in oral or written communication considering one's own criteria on different topics of a social, academic or professional nature. It also applies the vocabulary necessary to engage in discussions, relate environmental situations and activities to achieve goals, perform analysis of cause, effect, and personal and professional opportunities.

LEVEL 300-1

Name: Editing

Course Number: CADG2030

Specific course information: This course in the Media Production program provides theoretical and practical knowledge of the history, evolution, processes, and elements of film editing. Through individual projects, students will study the art and aesthetics of montage in narrative genres, while developing a vocabulary to discuss both the function and art of cutting. This will give the student criteria to structure the audiovisual narrative through its main components: time and space. This course ends with the review and application of the practical processes within the discipline of digital video editing.

Name: Screenplay

Course Number: CADG2032

Specific course information: This course of the Media Production program addresses the expressive possibilities of the genres and formats used to create a script. It explores industry standards in terms of narrative structures, character construction, and the development of conflicts for the creation of an audiovisual story in written form.

Name: Entrepreneurship and Innovation

Course number: ADMG1005

Specific course information: This transversal course addresses the conditions required to innovate and the process associated with developing an innovation from an entrepreneurial point of view. Subsequently, topics such as the identification of opportunities, value creation, and prototyping and validation of products/services proposals are reviewed, as well as the elements of the business model and financial considerations that are essential for the feasibility and adoption of an innovation. Finally, entrepreneurial competences and process associated with the development and adoption of an innovation are studied.

Name: Videography

Course Number: CADG2046

Specific course information: This course of the Media Production program explores the technical and creative possibilities that a lighting equipment offers during the shooting of a film production, as well as the correct use and identification of different types of cameras. The technical and practical knowledge covered in the course is focused on satisfying the requirements that the industry demands of professionals working in production companies and TV channels, being able to achieve high artistic and technical standards through the correct use of light and camera effects.

Name: Sound Design

Course Number: CADG2042

Specific course information: This subject of the Media Production program is oriented to the in-depth study of the main

characteristics of sound and its interactions in acoustic environments through theoretical and practical exercises with all the necessary tools for audio recording and post-production that guarantee quality standards, before and during the export process, thus complementing the professional profile of a content creator for different audiovisual communication platforms.

Name: English V

Course number: IDIG1010

Specific course information: This subject of basic training and general education presents the necessary structures to produce a persuasive essay, through the development of the writing program in a transversal way. It also allows the identification of specific arguments both in oral and written communication, in order to issue their own criteria on social, academic or professional issues. It also applies the vocabulary needed to engage in discussions about choices to make, changes in daily life and home, financial problems as well as moral dilemmas and achievements made over the course of your personal, student and professional life.

LEVEL 300-2

Name: Audiovisual Project I

Course Number: CADG2039

Specific course information: This course of the Media Production program places the student from a narrative and aesthetic point of view in the elaboration of fictional audiovisual products. The different stages and processes of creation of an audiovisual product are approached in a critical and creative way, using the necessary knowledge to communicate stories in a coherent way with the context to which they are addressed.

Name: New Media Production

Course Number: CADG2038

Specific course information: In this course of the Media Production program, the repercussions that the technological revolution has had on the media, audiovisual content and new audiences are studied. In addition, theoretical knowledge is put into practice to design products that are incorporated into the new narratives and to build digital communities around digital products.

Name: Sustainability Science

Course number: ADSG1026

Specific course information: This transversal training course for all students of the institution has five chapters. It introduces the key principles of sustainability and the path to sustainable development. Addresses ecological principles by deepening into biodiversity, ecosystems, human population and ecosystem services. Study the fundamentals of renewable and non-renewable resources as well as the alternatives for sustainable use. Analyzes environmental quality specifically in the air, water and soil components, delving into issues such as climate change, eutrophication and deforestation. Finally, it emphasizes on the economic axis with topics such as circular economy and on the social axis on topics such as governance and urban planning.

Name: Animation I

Course Number: CADG2025

Specific course information: This course of the Media Production program teaches about animated film: its history, language, uses and applications in the audiovisual field. The fundamentals of animation are studied as the foundation of the entire animated creative process. The production processes, techniques and stages of an animation are explained through practical experimentation with analog and digital techniques, ending with the application of the knowledge acquired in the elaboration of a personal showreel and a practical project.

Name: Scene Directing

C: CADG2028

Specific course information: This course of the Media Production program proposes the study of a series of technical, structural and thematic characteristics of a staging (poetics) in order to be applied by stage directors and executed mainly by actors in a theater, film or video production.

Name: Audiovisual Project II

Course Number: CADG2040

Specific course information: This course of the Media Production program has a solid theoretical and practical orientation. It is based on the creation of audiovisual projects in the field of documentary film. It covers the history of documentary film, its precursors and its greatest exponents, reflecting on the theories and cinematographic works of the authors who have made the documentary a place of analysis and contemplation of reality, focusing on the ideological/formal constructions of the cinematographic register to apply it in the making of a documentary.

Name: Post-production

Course Number: CADG2035

Specific course information: This course of the Media Production program is designed with a highly professional and practical orientation. The course provides knowledge and concepts about the post-production phase, its workflow and its importance in the final process of an audiovisual product. The course is conducted through experimentation with different graphics and audiovisual editing techniques, as well as the integration of digitally created elements. Finally, the different configurations and ways of exporting audiovisual media are learned.

Name: Executive Production

Course Number: CADG2037

Specific course information: : In this professional course of the Media Production program, the fundamental functions of the executive producer as the person responsible for the financial administration of an audiovisual project are studied. To this end, topics related to cultural industries, creative industries, marketing, competitiveness, economic aspects related to audiovisual production and business units are studied; topics that make up the context of the executive producer's operations. The practical part of the course is conducted with the elaboration of the master production plan, the budget, the financing plan, the cash flow and the basic financial statements of the project. Financial ratios are also used to determine the economic viability of the project for the formulation of the "business proposal".

Name: Animation II

Course Number: CADG2026

Specific course information: This course of the Media Production program is a complement to the professional training in the field of 3D modeling and animation. It discusses the history of 3D animation, general concepts, relevant characters, important milestones, as well as the creation of three-dimensional digital objects. It explores areas of modeling, texturing and lighting of the scenes. Finally, the process of exporting to different media for publication is analyzed.

Name: Audiovisual Direction

Course Number: CADG2027

Specific course information: This course will provide Media Production students with knowledge related to audiovisual directing: its history, resources and languages. The fundamentals of directing are studied as a fundamental basis of the entire cinematographic process. Furthermore, students will learn the processes, techniques and stages of directing through the study of paradigmatic filmmakers in the history of cinema, concluding with the application of the knowledge acquired in the elaboration of a personal Showreel and a practical directing project.

Name: Sound Mixing

Course Number: CADG2044

Specific course information: This course of the Media Production career is oriented to the learning of sound fundamentals and techniques for the adequate combination of sounds from theoretical and practical exercises. Students will take into account the effects of each sound and the tools oriented to the processing chain of analog and digital audio signals, which guarantee products in which the sound intelligibility of its components is perceived, thus complementing the professional profile of a content creator for different audiovisual communication platforms.

Name: Audiovisual Legislation

Course Number: CADG2033

Specific course information: This is a theoretical-practical course of the Media Production career. Its purpose is to introduce the study, knowledge and application of Intellectual Property Law, the areas and aspects it involves, the ownership conferred by the legal systems, and the various institutions and organizations related to the protection of audiovisual works.

Name: Mass Media Capstone

Course Number: CADG2043

Specific course information: This course is designed to facilitate the creation of each student's thesis project at the end of the curriculum. In it, students demonstrate the knowledge of the profiles declared in their degree, showing processes of creativity, organization and video creation that involve them in a real experience of production and realization of an audiovisual product. At the beginning of the course, the needs of the client/user/audience are identified, the problem/opportunity is defined, data is collected and critical factors are analyzed. In the second part of the course, alternative solutions are created based on the factors and limitations of each user. It concludes with the presentation of the project, analysis and validation of the results.

Name: Field Sound

Course Number: CADG2024

Specific course information: This course in the Media Production program explores the techniques of direct sound recording. The aesthetic and functional application of the properties of sound through are explored through practical exercises oriented to the creation and editing of soundtracks. Students are also introduced to different strategies for the creation of soundtracks and soundscapes that can complement the professional profile of a content creator for different audiovisual communication platforms.

COMPLEMENTARY COURSES

Art, sport and languages

LEVEL 100-1 and 100-2

Name: Dance

Course number: ARTG2018

Specific course information: The course deals with general knowledge about the history of dance from prehistoric times in the East and West to the XXI century in Ecuador. It studies improvisation in dance, reviewing dance concepts and structures. It also deals with the processes and techniques of choreographic production, theory on the construction of the character, as well as the techniques for the creation and scenic interpretation.

Name: Film Appreciation

Course number: ARTG2035

Specific course information: This complementary training course is aimed at all students of the institution of any level and any career. It focuses on the interdisciplinary analysis of international art films (not commercial films), gathering artistic, cultural, sociological, psychological, and technical approaches in order to better understand and interpret these films. Students will be required to read texts and articles about the films and write papers analyzing both the plot and the various areas of cinematic language of the films, in order to develop their knowledge and aesthetic sensitivity to art cinema.

Name: Artistic Drawing

Course number: ARTG2037

Specific course information: This complementary course offers an approach to academic drawing as a tool for reflection and construction, focused on observation, visual analysis and synthesis of the environment in which different aspects of drawing are studied, such as volume, composition, visual analysis and the human figure, both at rest and in movement. Drawing is applied in its analytical and expressive variants through the use of line and stain.

Name: Corporal Expression

Course number: ARTG2038

Specific course information: In this course, non-verbal communication is studied, emphasizing the communication process of emotions: body-mind. Discovering, enhancing and taking advantage of physical resources in the theatrical process. It introduces the practice of interpretive reading, text and subtext management, fundamental tools in the mastery of the playwright's work.

Name: Photography

Course number: ARTG2039

Specific course information: This is a complementary subject oriented to the study of the history of photography, the main photographers, the handling of the camera, composition and illumination and finally the realization of images with technical criteria.

Name: Latin American Folk Music

Course number: ARTG2040

Specific course information: This theoretical-practical course of complementary basic training studies the musical genres and instrumentation used to sing the different Latin American melodies and rhythms. It introduces the instrumental practice by applying techniques of execution and intonation of traditional songs played with guitar, charango, güiro, Peruvian cajón, bombo, melodica, quena and zampoña; where the melodic rhythmic reading is fundamental for the intonation of some songs of Latin American folklore.

Name: Contemporary Popular Music

Course number: ARTG2041

Specific course information: This is a theoretical and practical course that deals with the importance of Ecuadorian music as part of the national identity. It analyzes the characteristics of music throughout the history of mankind, placing it in an important place from the cultural perspective of the people due to its social influence. During the course there

are expositions of the cultural and traditional elements that become the environment of music as a cultural fact. Students experience firsthand emotions that are experienced when attending concerts of different musical genres, to then be able to express them through the interpretation of contemporary music, in a large final project, using musical instruments and their voices.

Name: Painting

Course number: ARTG2042

Specific course information: In this complementary training course, students experiment with different techniques of pictorial creation, mainly in water-soluble materials such as watercolor/acrylic. In the first units, the fundamental concepts for visual production are approached in a practical way, such as color theory and composition exercises. In addition, a more personal search is carried out for experimentation of styles and defense of concepts to graphic proposals that demonstrate the development of an own visual language.

Name: Performance

Course number: ARTG2044

Specific course information: This course studies acting in its various types and genres of application. It introduces acting from the theoretical framework and stage practice. It works on the development of body skills and abilities, as well as the intellectual strengthening through the application of techniques and resources consecrated in the disciplines that integrate its universe in the artistic-acting formative process.

Name: Music Appreciation

Course number: ARTG2045

Specific course information: This course, of complementary formation of the Media Production career, develops the aesthetic sense of musical styles, the structure and origin of their genres and the influence of folkloric traditions, in the historical processes during the musical development in general.

ITINERARIES

LEVEL 400-1

Name: Field Sound

Course number: CADG2024

Specific course information: This professional training course of the Media Production career is oriented to the learning of fundamentals and techniques focused on the recording of direct sound together with the aesthetic and functional application of the properties of sound through theoretical and practical exercises with tools oriented to the creation and assembly of soundtracks. In addition, work strategies are studied, both in the creation of soundtracks and soundscapes, thus complementing the professional profile of a content creator for different audiovisual communication platforms.

LEVEL 400-2

Name: Sound Mixing

Course number: CADG2044

Specific course information: This professional training subject of the Media Production career is oriented to the learning of fundamentals and techniques for the appropriate combination of sounds based on theoretical and practical exercises, taking into account sound effects, with tools oriented to the analog and digital audio signal processing chain, which guarantee products in which the timbre intelligibility of their components is perceived, thus complementing the professional profile of a content creator for different audiovisual communication platforms.