

ESTUDIÁ

#AUDIOVISUAL AND DIGITAL MEDIA

Name of the course: Bachelor's Degree in Audiovisual and Digital Media.

Degree: **Bachelor's Degree in Audiovisual and Digital Media.**

Level: Bachelor.

Duration: 5 years.

Associate degree: University Technician in Audiovisual and Digital Media (3 years).

Experience the creative universe of images and networks

Every moment, in every part of the world, millions of people watch videos and images on the web. New networks and formats, languages, ways of communicating and sharing things emerge. Their contents make us laugh, make us angry, make us emotional. Through these formats we search for information, we get to know places and people, we sell or buy products, we help others and we mobilize globally for collective causes.

This degree provides professional training in the creative use of different digital tools, languages and audiovisual media narratives. Graduates will be able to design strategies, products and interactive transmedia projects, diverse and far-reaching, to build innovative communication proposals, capable of contributing to the formation of new identities and networked audiences.

Professional field of action

Graduates in Audiovisual and Digital Media at UNRaf will be able to integrate multidisciplinary teams in design projects, digital image and sound production, interactive media, audiovisual art and Social Media.

They will be able to create transmedia digital journalistic, institutional, advertising and dissemination projects for production companies, private companies, media or public and social organizations that need to communicate their activities and content.

Program

1° SEMESTER	University, Society and Knowledge	Contemporary Issues	Academic Reading and Writing Workshop	Statistics and Calculation Workshop	
2° SEMESTER	Communication	Social and Political Thought	Digital Media Writing Workshop		
3° SEMESTER	Language and Visual Narratives	Audiovisual Semiotics	Digital Audio Production Workshop	Culture and Communication	
4° SEMESTER	General Economic and Social History	Digital Communication	Visual Communication Workshop		
5° SEMESTER	Seminar-workshop on media planning and management	Argentinean economic, political and social history	Media and Information Society	Audiovisual production workshop	Language I
6° SEMESTER	Communication Policies and e-Government	Multimedia script workshop	Digital Post-production Workshop		
7° SEMESTER	Research Methodology in Audiovisual Communication	Multimedia script and design workshop 2	Digital Journalism Production	Seminar on local development and technology	
8° SEMESTER	Institutional Communication Workshop	Elective 1	Seminar on knowledge society and educommunication		
9° SEMESTER	Visual Communication Workshop 2	Production, management and planning in social networks	Digital communication and government	Elective 2	
10° SEMESTER	Seminar on cybercultures	Language 2	Pre-professional practice workshop		



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