

Audiovisual and performing arts industry

COURSE GUIDE

BACHELOR'S IN PERFORMING ARTS AND SCREEN ACTING
Course 2025/2026

Course data

<i>Duration</i>	Annual
<i>Credits</i>	3 ECTS
<i>Modality</i>	In-person
<i>Language</i>	English
<i>Faculty</i>	Performing Arts
<i>Teacher</i>	Miguel Oyarzun

Course presentation

Definition and history of the cultural and creative industries. Audiovisual and stage financing. Production processes. Exhibition channels, distribution, stage tours. Marketing and advertising strategies. Analysis of the national and international film and stage industry.

Student competencies

CG01	Manage information from different sources and apply it to the area of stage and screen acting.
CG05	Solve problems and generate work dynamics in multidisciplinary environments.
CG06	Develop in professional practice a professional ethic based on esthetic, environmental and diversity observation and sensibility.
CG07	Understand one's professional activity as a tool to raise awareness of the importance of artistic creation and its impact in the development of sociocultural values.
CG08	Present in a written and spoken way the content and objectives of one's professional activity both to a non-professional public and to a specialized one, using correct technical and general vocabulary, both in Spanish and in a foreign language.
CG09	Know different study and research methodologies for expanding the ability to a continuous development and innovation in one's activity within the performing arts and audiovisual industries.
CE10	Know the expressive possibilities of different technological resources for creation, functioning and expressivity in the stage space.
CE13	Understand the rules and laws that regulate and affect the professional activity and its contents.
CE14	Acquire a comprehensive vision of the current situation in the stage and audiovisual industry and its relationship to cultural industries.
CE15	Acquire the tools that are necessary in the creation and management of cultural industries related to the stage and audiovisual environment.

Learning outcomes

Upon completion of this course, each student must be able to:

1. Grasp how the theater and audiovisual industries work at the national and international level.

2. Objectively question the current model of the theater and audiovisual industries.
3. Discuss production, distribution and exhibition/viewing models for film and stage.
4. Propose ideas and initiatives that can serve as a basis for new business projects and models within the sector.
5. Participate in viewings and critical readings of new communication strategies in the theater and audiovisual industries.
6. Find creative new ways to produce and distribute film and stage projects.
7. Clearly debate the professional and creative values of the relationship between work, author and rights derived from it.

Teaching methodology

<i>MD1</i>	Problem solving and discussion of results.
<i>MD2</i>	Case studies and discussions.
<i>MD3</i>	Problem solving and discussion of results.
<i>MD5</i>	Cooperative and collaborative learning.
<i>MD6</i>	Tutoring and monitoring.

Course content

<i>Content</i>	<p>Theoretical:</p> <ol style="list-style-type: none"> 1. Cultural industries and analysis of the sector. 2. Introduction to the business plan. 3. Financing models. 4. Production. 5. Exhibition and distribution channels. 6. Project communication.
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Actividades formativas

<i>AF1</i>	Theoretical and practical classes.	15 hours
<i>AF2</i>	Theoretical and theoretical-practical classes.	6 hours
<i>AF4</i>	Art appreciation activities: attendance at seminars, visits to exhibitions or viewing of visual/audiovisual works.	6 hours
<i>AF7</i>	Assessment.	3 hours
<i>AF8</i>	Self-study of theoretical content and independent preparation of practical work and activities.	60 hours

* The hours assigned to the different learning activities may vary depending on the academic needs of the course, the group or the teaching team.

Assessment

GENERAL ASSESSMENT CRITERIA

ATTENDANCE

The classes are in-person, and attendance is mandatory, as it is a determining factor in the continuous assessment system, as well as in class attitude and participation. However, in exceptional cases due to health situations or family reconciliation, students may request online access as a methodological adaptation (for more information, please contact the student department).

MARKS

Continuous Assessment is a comprehensive assessment of each student's results judged on the assessment criteria described in the following section, on a scale of 0 to 10 as provided in current legislation.

Students wishing to bring up their grade in the extraordinary/re-assessment period must first contact the Registrar's Office to expressly waive in writing all of the marks they obtained in the regular assessment period. Their final assessment mark will be the mark obtained in re-assessment.

SPELLING AND EXPRESSION

Spelling and written expression are taken into account in the marking of written examinations and assignments. Written examinations cannot contain more than 2 spelling errors or 10 accent errors (omitted or misplaced). Assignments completed outside of the classroom may not contain more than 1 error.

UNIVERSITY WRITTEN REPORTS

These must have a title page, table of contents and bibliography listing at least 4 sources. These works must be original. Excerpts from other authors must be properly cited. Demonstrable plagiarism is an academic offense. If one student copies the work of another student, both shall be held accountable.

SPECIFIC ASSESSMENT CRITERIA

REGULAR ASSESSMENT PERIOD

The teaching team will provide the details/specifications on the content or submission of assessment tasks; this information will be given in class or in a document made available to the student on the Virtual Course Space (in Spanish, *Aula Virtual*).

Assignments not submitted by the deadlines set by the teaching team will receive an assessment mark of 0.

<i>Assessment task (*)</i>	<i>Revaluable/non-revaluable</i>	<i>Minimum mark yes/no</i>	<i>% of final mark</i>
SE1 In-class tests and examinations (oral and/or written).	Revaluable	Yes	40%
SE3 Continuous assessment: weekly tasks and homework, periodical reports, problem resolution.	Revaluable	Yes	40%
SE5 Attitude and participation.	Non-revaluable	Yes	20%
			100%

(*) Records and evidence of all of the assessment tasks (writings, recordings, etc.) listed in this table will be kept and filed in the Registrar's Office.

EXTRAORDINARY/RE-ASSESSMENT PERIOD

Students that do not pass the course in the term it is delivered can attempt again in the extraordinary/re-assessment period, except in cases where the characteristics of the course make this impossible.

The teaching team will inform the student of the assessment tasks that will need to be done in re-assessment. The teaching team can decide whether to maintain the marks of 5.0 and above the student received over the course and in the regular assessment period.

REVIEW OF ASSESSMENT MARKS

As set out in the TAI School of the Arts Student Handbook.

Resources

RECOMMENDED BIBLIOGRAPHY

RECOMMENDED FILMOGRAPHY

RECOMMENDED WEBSITE

REQUIRED MATERIALS FOR THE COURSE

VISITS, MASTER CLASSES, EVENTS AND ADDITIONAL WORKSHOPS