

## **SYLLABUS**

**TITLE:** Visual Composition and Narrative  
**CODE:** PAV 220  
**PREREQUISITE:** PAV 112  
**CREDITS:** 4 credits | 45 contact hours | 1 term

### **DESCRIPTION**

This course studies the theory and practice for image capture, visual composition, and camera management. It also presents strategies for visual composition for audiovisual production. Students will learn about tools and techniques for visual narrative and aesthetics. Likewise, they will learn digital image information management and data archiving and transfer.

### **JUSTIFICATION**

Knowing the correct way to acquire and compose an image is of the utmost importance for the communication of messages in audiovisual production products. In the same way, the advance in visual acquisition and visualization technologies demand an optimal level of quality in favor of achieving distribution and audience results. This course aims to combine the basic principles of photography with aspects related to the management of the video camera for audiovisual production. The content of the course is fundamental for the development of visual narratives for various media.

### **COMPETENCIES**

The course develops the following competencies in students:

- **Communication**

### **OBJECTIVES**

After completion of the course, students will be able to:

1. Know the essential aspects of image capture for audiovisual production products.
2. Identify the main elements of visual composition taking into consideration the technical and aesthetic elements.
3. Demonstrate through examples the importance of visual quality in the capture of images for production in various media.

4. Know the basic handling of the photographic and video camera for various visual narratives.
5. Have critical elements for the evaluation of images in the field of audiovisual production.

## **CONTENTS**

- I. The camera and the visual narrative
  - A. Optics and lenses
    1. Focal length
    2. Telephoto and wide-angle lens
    3. Zoom
    4. Macro
    5. Focusing system
  - B. Shutter system
    1. Definition and application
    2. Speed scale
  - C. Aperture and diaphragm
    1. F numbers
    2. Hyperfocal distance
    3. Depth of field
    4. Selective focus
  - D. Exposure
    1. Photometer
    2. Methods and techniques
  - E. Visual narrative and photography
    1. The message and the photographic image
    2. Two-dimensional composition and narrative
    3. The photographic series
- II. The video camera as a visual narrative tool
  - A. The video image
    1. Creating the video image
    2. Interlaced and progressive scanning
    3. Resolution lines
    4. Image and screen formats
    5. Speed and frames
  - B. Components and operation of the video camera
    1. Image capture: sensors and operation
    2. Color temperature and filters
    3. White and black balances
    4. Signal gain and control
    5. Luminance and color

6. HDR dynamic range
7. Basic in-camera sound capture input and handling
- C. Optics and external accessories
  1. Lenses and their operation
  2. Mounts
  3. Tripod heads and basic movements
  4. Dolly, pedestals, stabilizers
  5. Steadicam and jibs
- III. Visual composition and movements
  - A. Building the image space
    1. Shot framing
    2. Visual composition
    3. Camera movements
    4. Depth of field
    5. Perspective
    6. The rule of thirds according to image format
    7. Space, symmetry, and asymmetry
    8. Headroom
    9. Magnetism of the image frame
    10. Vectors of the image frame: continuity, convergence, and divergence
- IV. From history to image
  - A. Conceptualizing the idea
    1. Storyboard and the camera
    2. Step outline and shot list
  - B. Recording
    1. Visual recognition of the scenario
    2. The capture and recording process
    3. Visual data organization
    4. File management and organization

## **METHODOLOGY**

The following strategies from the active learning methodology are recommended:

- Flipped classroom
- Presentation and demonstrations
- Group discussions
- Use of electronic tutorials and simulators of various technologies
- Collaborative learning
- Self-Assessment/ Peer Evaluation
- Immersion experiences (PIBL)
- Exercises applied in and outside the studio
- Individual and group practical projects

## EVALUATION

Participation	10%
Compositions	10%
Oral presentations	10%
Immersion projects	45%
Final project or exam	<u>25%</u>
<b>Total</b>	<b>100%</b>

## LEARNING ASSESSMENT

The institutional assessment rubric is applied to the course's core activity.

## BIBLIOGRAPHY

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For more information resources related to the course's topics, access the library's webpage <http://biblioteca.sagrado.edu/>

## **REASONABLE ACCOMMODATION**

For detailed information on the process and required documentation you should visit the corresponding office. To ensure equal conditions, in compliance with the ADA Act (1990) and the Rehabilitation Act (1973), as amended, any student in need of reasonable accommodation or special assistance must complete the process established by the Vice Presidency for Academic Affairs.

## **ACADEMIC INTEGRITY**

This policy applies to all students enrolled at Universidad del Sagrado Corazón to take courses with or without academic credit. A lack of academic integrity is any act or omission that does not demonstrate the honesty, transparency, and responsibility that should characterize all academic activity. Any student who fails to comply with the Honesty, Fraud, and Plagiarism Policy is exposed to the following sanctions: receive a grade of zero in the evaluation and/or repetition of the assignment in the seminar, a grade of F (\*) in the seminar, suspension, or expulsion as established in the Academic Integrity Policy effective in November 2022.

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