

Degree in Audiovisual  
Communication and Multimedia

# I am a creator

# TALENT

**ERAM**

Escola Universitària

Universitat  
de Girona

Work  
& Play

# Index

**What is ERAM?**

---

**Degree in Audiovisual  
Communication and  
Multimedia**

---

**Skills**

---

**Syllabus**

---

**Internationalisation -  
Top Up**

---

**Career Opportunities**

---

**Practical Experience**

---

**Access and enrolment**

---



## What is ERAM?

ERAM offers this Degree in Audiovisual Communication and Multimedia at a centre teaching degrees in both Performing arts and Photography.

The practical approach of both courses makes ERAM a high level creative centre. Both degrees use synergy in order to be more proactive and creative. Educational innovation is the basis of our school and our goal is to observe the current requirements of professionals in the sectors in order to adapt our courses to those needs.

**A close-knit school, ideal  
for creating interaction and  
synergies among the  
students on our courses.**

One of the most valued capabilities among today's professionals is that of dialogue between the different disciplines. In terms of employment, our goal is that students of the degree in audiovisual and multimedia communication are able to develop their creativity within this transdisciplinary world.





# *Degree in Audio- visual Communi- cation and Multimedia*





SIDERED

SIDERED





# *What is it?*

The degree in Audiovisual Communication and Multimedia from the University of Girona (UdG) aims to train professionals with a multi-skilled profile as required by certain strategic segments of the audiovisual industry, all within the framework of the latest demands.



Our professionals are **multimedia designers, audiovisual producers and audiovisual and multimedia project directors.** At the end of their studies, graduates are able to produce audiovisual products in their entirety: from the conception of the idea, through the tools and technique, and to the expressive transmission of the message.





However, during the third and fourth years, in addition to the OB courses, elective courses (OP) are taken in order to achieve a specialisation based on the chosen career path from the 5 offered: **cinema, photography, graphic design, interactive design and animation, 3D and VFX.**

With this formula we achieve the objective of training versatile professionals with an interdisciplinary mentality but who have a specialisation as a differentiating factor.





## Skills

At the end of the degree course you will have the knowledge and skills necessary to work in a wide variety of sectors.

■ Training in the expressive abilities and **languages** of each of the media and communication formats (photography, cinema, television, video and multimedia media online and/or offline, audiovisual, both in classical media formats and in digital environments.

■ Learning the basic concepts of audiovisual and multimedia **communication**.

■ Producing the script for audiovisual and multimedia products.

■ Applying the principles of access and practicality to **design** methodology.

■ Situating the content of the same knowledge field within history and analysing its evolution in relation to other **cultural disciplines**.

■ Designing, planning and organising the human, technical and budgetary resources for the **production of work** in its various formats.

■ Using a range of audiovisual equipment to carry out the processes of shooting, editing, designing, publishing and reproducing image and sound for use in any format and on any **digital or analogue medium**.

■ Using audiovisual and multimedia **software**.

■ Designing graphic solutions in one's **own style** or developing them according to the requests of third parties or of the requirements of the market.

■ Analyse, prepare and develop **innovation** and communication policies for companies in the field of corporate identity.

■ Using ingenuity and **creativity** to find suitable solutions to unresolved problems.

■ **Managing** the artistic and technical team in pre-production, production and post-production, and providing or defining the necessary solutions to achieve the narrative intent and with the required technical and formal quality.

■ Being able to define subjects for **research** or innovative personal creation materialised through aesthetic, expressive and artistic resources that can contribute to the understanding of the development of audiovisual languages or their interpretation.







# 1st year

Fundamentals of graphic design

---

Cinematographic language

---

Image theory and analysis

---

Aesthetics and theory of art

---

Fundamentals of multimedia

---

Photography

---

Camera operation and  
lighting

---

Audiovisual project I

---

Audiovisual and sound  
technology

---

Theory and technique of  
editing

---

## 2nd year

Culture and thought

---

Contemporary languages

---

Creative methodologies and techniques

---

Audiovisual and multimedia production

---

Creative project

---

3D I

---

Graphic design projects

---

Sociology and the theory of communication

---

Multimedia technologies

---

## 3rd year

Creation of companies

---

Transmedia project  
management

---

Narrative structures and  
devices

---

Video-graphic Script

---

Marketing

---

Idea generation workshop

---

**4th year**

4th year

Transmedia project: Tools

---

Transmedia project:

Expression

---

Transmedia project: Idea

---

Final degree project

---

Practical Experience

---

# Electives

3D II

---

Audiovisual direction

---

Direction of actors

---

Audiovisual design

---

Sound design

---

Interactive design

---

Video editing

---

New formats

---

Audiovisual project II

---

Immersive reality

---



# Electives

Creative technologies

---

Cinematography

---

Illustration

---

Art direction

---

Writing and developing  
the script

---

Complementary seminars

---

Multimedia technologies II

---

3D III

---





## Internationalisation - Top UP

**4+1**

One of the main objectives of the ERAM University School is to ensure the professional success of our students. Internationalisation is of the utmost importance for this purpose.

From our twenty years of experience, we have learnt that the internationalisation of students helps them to find better jobs and achieve better wages.

For this reason, we offer our graduates the option of a fifth year, a 4+1, which allows them to obtain a double degree by completing a Top Up at various universities in England.

In addition, the ERAM University School has an agreement with international universities to undertake ERASMUS, PROMETEU, SICUE exchange programmes and specific agreements with universities in Korea and China.



## Career opportunities

### ■ Cinema

Direction, editing, production, cinematography, interactive audiovisual, assistant director, sound, storyboard, script, art direction and colour grading.

### ■ Animation, 3D and VFX

3D Modelling and textures, video games, character design and animation, visual effects design, audiovisual design, 3D printing and immersive reality.

## ■ **Photography**

Advertising, fashion, portraiture, photographic journalism, digital and artistic retouching.

## ■ **Graphic design**

Art direction, editorial design, illustration, corporate image and advertising design.

## ■ **Interactive design**

Web design, interactive audiovisuals, multimedia applications, virtual reality, augmented reality, user interfaces (UI), user experience (UX), transmedia management and the Internet of Things.





LA PERSEUT L'AVANTAGE AU SI  
UNIVERSITARIAT DE BRASILE  
MAGLIERE DE C.F.P. ROMA A  
MONDIALE 19 2017

© 2017 CINE TECH GROUP

CINE TECH  
GROUP

MINT

MINT



## Practical Experience

At ERAM, we believe in training based equally on theory and practice. Our students have the option of studying their curricular internships in the main stage production centres such as Televisió de Catalunya - TV3, DDM visual, Televisió de Girona and Oberon Cinematogràfica, among others. From the first year, we work on job placements in order to offer our students a broad vision of the sector. Throughout the 4 years, they are also offered **personal guidance**.

*Play*



## Access and enrolment

The ERAM University School, attached to the University of Girona, offers two officially recognised degrees with unique curriculums. These degrees are **the Degree in Audiovisual Communication and Multimedia and the Degree in Performing Arts**. Access to the courses is regulated through the university pre-enrolment system of the Generalitat de Catalunya.

Here you can find out about the main access and pre-registration routes.

Baccalaureate with University Entrance test (PAU)

---

Higher Level Training Courses

---

Students over 25 years, 40 years or 45 year

---

International Students' Access through the transfer of educational attainment

---

**More information** →

*click  
here!*

**Pre-registration:**

[www.accesuniversitat.gencat.cat](http://www.accesuniversitat.gencat.cat)

Work  
& Play

**eram.cat**

**eram@eram.cat**

**+34 972402258**

**Factoria Cultural Coma-Cros**

**ERAM**

**Escola Universitària**

**Universitat  
de Girona**

