Audiovisual Literacy

COURSE CONTENT:

1. **Basic Principles of Visual Communication and Composition**
   - Introduction to the use of the audiovisual language of cinematic and television expression tools
   - Familiarity with the media (perception, production, audience analysis)
   - Introduction to research processes on specialized topics of design and visual communication through cinematic language
   - Comprehensive proposals for creating audiovisual material
2. **Design and Development of 3D Graphics and 3D Animation on Computers**
   - Overview of design and development models
   - Open-source software
   - Design: Creation of storyboards, 3D characters, and graphics
   - Creation of 3D animation
3. **Tools and Applications for Interactive 3D Animation Presentations**