

TEACHING GUIDE


PRODUCTION, DESIGN AND SCENOGRAPHY OF ACTS AND EVENTS

GRADO EN PROTOCOLO, ORGANIZACIÓN DE EVENTOS Y COMUNICACIÓN CORPORATIVA (INGLÉS)

ACADEMIC YEAR 2024-25



Date: 01-07-2024

 **Q2803011B UNIVERSIDAD REY JUAN CARLOS**
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I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	3 course, 2Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation
<p>The main objective of the course <i>Production, design and scenography of acts and events</i> is to introduce students to the complete process of event design, from the the complete process of event design, the programming phase and presentation to the client to the preparation of budgets and the agents involved in the development of projects. With this course, students will be able to identify the characteristics of the different acts and events in order to provide solutions for them while respecting the image of the brand or institution. They will also be able to face a real project in which they will have to manage a creative team, control the planning of tasks and the budget. As prerequisites, it is recommended that students have knowledge of brand image and institutional relations, as well as basic aspects of event organisation and management. In addition, students will be required to have analytical and teamwork skills.</p>

III.-Competences
<p>Generic competences</p> <p>CG2. Ability to apply knowledge to practice CG3. Ability to analyse, gather and summarise information and data CG5. Development of autonomous learning in the field of study CG6. Planning and organisation skills CG9. Ability to gather, evaluate and interpret information from different sources CG10. Decision-making and problem-solving skills CG15. Ability to coordinate, manage and motivate work teams in order to gain benefits and achieve results for other people</p>
<p>Specific competences</p> <p>CE8. Knowledge of team synergies and coordination between the different areas involved in the organisation of an event CE11. Knowledge of the professional and business environment related to the practice of the profession CE16. Knowledge and implementation of the processes for identity development and brand image of an institution or entity CE19. Communication skills and institutional relations: ability to defend and present different projects related to a brand, events or corporate communication CE20. Determine the logistic and organisational structure of an event. Ability to organise and coordinate teams CE28. Acquire and apply the necessary knowledge of the staging of functions to the organisation of all types of events. Ability to criticise and control the graphic conception or design of a corporate event CE30. Acquire and apply the necessary knowledge of economics to manage the budget, recruitment, funding and sponsorship of different types of events, conferences, fairs and/or functions CE50. Ability to diagnose any problems that may arise when organising a function, event or ceremony. Adequate decision-making skills. Ability to respond to unforeseen events. Carry out analysis and use response resources. That is, practical application of knowledge through case studies and the resolution of practical cases</p>

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IV.-Contents

IV.A.-Syllabus

Unit 1: Types of acts and events and their scenography. General concepts of scenography.

Unit 2: An act or event success. Criteria of suitability of the acts and events to the final purpose. Adjustment of the design and scenery to the event.

Unit 3: Selection of creative teams and elements to be integrated in the act or event. Accesibility in events.

Unit 4: Phases of the project for an act or event. Management of the deadlines and equipment involved. Planning construction and assembly of scenery.

Unit 5: Location. Distribution of the space and use of the place for the scenography.

Unit 6: Procedures and financing. Obtaining permits for the use of the space. The relationship between the safety of the attendees and the staging of events.

Unit 7: Advertising as an element of event management and design. Coherence between advertising and stage design.

IV.B.-Training activities

Type	Title
Reading	The lecturer will provide students with a bibliography and selected texts.
Practical activity consisting of choosing a stage performance and elaborating a scenic design that integrates scenic elements in accordance with a specific objective.	Students can contact the lecturer through the virtual classroom to set up tutoring schedules.
Practical activities will include the analysis of real cases and the design of an event by the students, including its management.	Talk with a specialist on the organisation of events. The contents of the talk will depend on the speaker.



V.-Student workload	
Lecture classes	30
Practical classes/resolution of exercises, case studies, etc.	28
Practical sessions in technological laboratories, hospitals, etc.	0
Tests	2
Academic tutorials	10
Related activities: conferences, seminars, etc.	8
Preparation of lecture classes	20
Preparation of practices, exercises, cases studies work	50
Test preparation	32
Total student workload	180

VI.-Methodology and academic programme

Type	Period	Content
Master classes	Week 1 to Week 14	Students will travel with the teacher to visualise a real event and then carry out a scenographic and structural analysis of it. This activity will be subject to the regulations regarding the health situation at the time.
Master classes	Week 1 to Week 7	A scenographic project will be carried out. The project covers various aspects related to scenography as a visual creation. This includes the study of traditional and contemporary techniques, the analysis of success stories, the exploration of innovative technologies and the design of conceptual scenographies. In addition, the project expands into different art forms, such as opera and musical theatre, broadening its scope and applicability.
Master classes	Week 1 to Week 14	[AP] Each topic will be developed by the lecturer, with the help of the relevant audiovisual resources. Students will be invited to participate by asking questions and sharing exercises.
Work placements	Week 5 to Week 14	[AP] Written or multiple-choice tests will be included, which will be announced by the lecturer sufficiently in advance.



<p>Master classes</p>	<p>Week 1 to Week 14</p>	<p>The lecturer will provide students with a bibliography and selected texts. The assimilation of the readings will be assessed by means of practical tests and class discussions in [AP] mode.</p>
<p>Academic Tutorials</p>	<p>Week 1 to Week 14</p>	<p>Students will be able to contact the lecturer through the virtual classroom to set tutoring schedules. These tutorials will be adapted to [AP] or [AD] mode, through the Virtual Classroom.</p>



VII.-Assessment methods

VII.A.-Assessment weighting

Continuous ordinary assessment:

The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorisation of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must take into account the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.

The combination of activities that are not re-assessable cannot exceed 50% of the subject grade and, in general, cannot have a minimum grade (except for the case of laboratory or clinical work placements, where duly justified), and tests which exceed 60% of the subject weighting cannot be added.

Extraordinary assessment: Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify their acquisition of the skills established in the guide, only for activities that are re-assessable.

Description of the tests for assessment and their weights.



Ordinary continuous assessment:

The distribution and characteristics of the assessment tests are as described below. Only in exceptional and specially motivated cases, the teacher may incorporate adaptations in the Guide. Such changes will require the prior express authorisation of the Degree Coordinator, who will notify the Vice-Rector's Office with responsibility for Academic Organisation of the modification made. In any case, the proposed modifications must comply with the provisions of the verified report. For such changes to be effective, they must be duly communicated to students through the Virtual Classroom at the beginning of the academic year. The sum of the non-assessable activities may not exceed 50% of the grade for the subject and, in general, may not have a minimum grade (except in the case of laboratory practicals or clinical practicals, when duly justified), avoiding the incorporation of tests that exceed 60% of the weighting of the subject.

Extraordinary assessment:

Students who do not manage to pass the ordinary assessment, or who have not presented themselves, will be subject to an extraordinary assessment to verify the acquisition of the competences established in the guide, only of the reevaluable assessment activities.

Description of the evaluation tests and their weighting:

There will be a continuous assessment based on different exercises in class and the submission of two assignments.

1. The first assignment will consist of creating an updated scenography, putting into practice the scenographic elements studied, such as the design of the space, the scenographic materials, the lighting, the props and the different elements such as panels, curtains, screens, fabrics, etc. **Weighting 20%. The minimum score for passing is 6. This is a reevaluable task.**

2. Throughout the course, there will be written tests with development or multiple-choice questions and analysis of the scenography of a play proposed by the teacher. **Weighting 15%. The minimum score to pass will be 5. This is a reevaluable task.**

A briefing of a company and the creative proposal for an event of the company that has corresponded to the group will be elaborated. The project will be defended orally. **Weighting 5%. The minimum score to pass will be a 6. This is a reevaluable task.**

4. The final evaluation test will consist of the elaboration of a document in which a proposal for the design and production of an event will be made, including all the aspects studied during the course. This work will be defended orally. **40% weighting. The minimum score to pass will be a 6. This task is NOT re-evaluable.**

5. Presentation and oral defence of the work. **Weighting 10%. The minimum score to pass the test will be a 6. This is a reevaluable task.**

6. Class participation. Attendance at lectures, talks or educational excursion is compulsory. **Weighting 10%.**

According to the European Education Area, class attendance is compulsory. In case the student misses more than four classes, instead of a group work they will take a final exam with a weighting of 45% and instead of the defence of the work, they will carry out a scenographic and management analysis of an event provided by the teacher with a weighting of 10%.

Adaptation of tests. Students with academic dispensation.

1. The first work will consist of creating an updated scenography, putting into practice the scenographic elements studied, such as the design of the space, the scenographic materials, the lighting, the props and the different elements such as panels, curtains, screens, cloths, etc. **Weighting 20%. The minimum score to pass the test will be 6. This is a reevaluable task.**

2. Throughout the course, there will be written tests with development or multiple-choice questions and analysis of the scenography of a play proposed by the lecturer. **Weighting 15%. The minimum score to pass the test will be 5. This is a reevaluable task.**

3. An exam on the contents of the subject. **45% weighting. The minimum score to pass the exam will be a 5. It is a test that cannot be re-evaluated.**

4. Work of scenographic analysis of an event to be determined by the lecturer. **Weighting 10%. The minimum score to pass the test will be 5. It is a re-evaluable test.**

5. Class participation. **Attendance at lectures, talks or educational excursions is compulsory. Weighting 10%.**

Extraordinary evaluation.

For students who do not pass the ordinary evaluations, there will be three extraordinary tasks: two between weeks 5 and 14 and the final examination on the dates set by the University. The extraordinary examination will consist of



- An exam on the content of the subject. **Weight 40%.**
 - A scenographic analysis of an event to be determined by the lecturer. **Weighting 15%.**
- The exceptional evaluation can be taken once the student has completed the following assignments:
1. The first project, which will consist of the creation of an updated scenography, putting into practice the scenographic elements studied, such as the design of the space, the scenographic materials, the lighting, the props and the various elements such as panels, backdrops, curtains, screens, drapes, etc.
 2. Written tests with essay or multiple choice questions and analysis of the scenography of a play suggested by the lecturer.
 3. 80% attendance in class and participation in the lectures, conferences or field trips, which are compulsory.

VII.B. Assessment of students with an academic exemption

Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

VII.C. Review of assessment tests

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

VII.D.-Students with a disability or special educational needs

Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service, approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment, universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

VII.E.-Academic behaviour, academic integrity and honesty

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed

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VII.-Bibliography

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IX.-Lecturers/Teachers/Professors	
Lecturer/teacher/professor's name	PATRICIA LABRADOR BALLESTERO
E-mail address	patricia.labrador@urjc.es
Department/field	Estudios Históricos y Sociales, Lengua Española, Literatura, Filosofía Moral y Didácticas Específicas.
Category	Profesor/a Ayudante Doctor/a
Academic qualifications	Doctor
Subject Coordinator	Yes
Academic tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Nº of Quinquenios	0
Nº of Sexenio	0
Nº period for technology transfer	0
Stretch Docentia	0



