

Course guide

804381 - CVNM - Visual Culture and New Media

Last modified: 09/09/2024

Unit in charge: Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre.
Degree: BACHELOR'S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2023). (Compulsory subject).
Academic year: 2024 **ECTS Credits:** 6.0 **Languages:** English

LECTURER

Coordinating lecturer: Ehrlich, Nea

Others:

TEACHING METHODOLOGY

The two-hour class sessions are divided, in general, into four strands of activity:

1. Resolution of doubts of the exercises proposed in the previous session.
2. Explanation and defense of the exercises solved.
3. Explanation of new knowledge.
4. Explanation of the next exercise and complementary materials.
5. Completion of the exercise.

These ranges of activity are adapted according to the complexity of the exercises and the corresponding contents.

LEARNING OBJECTIVES OF THE SUBJECT

- Identify the main aesthetic concepts and their manifestations throughout the history of culture and art.
- Recognize the role of images and their impact on society throughout the history of culture and modern and contemporary art.
- Interpret the history of digital art, the different formats and the terms and expressions used in the industry and be able to analyze a piece of digital art based on its characteristics.

STUDY LOAD

Type	Hours	Percentage
Hours medium group	18,0	12.00
Guided activities	12,0	8.00
Self study	90,0	60.00
Hours large group	30,0	20.00

Total learning time: 150 h

CONTENTS

Unit 1: What is Visual Culture

Description:

What is visual culture and what is visual analysis? This will include a discussion of diverse visual fields (ranging from art to dance, fashion to film, animation to robotics, journalism to video games), techniques and materials.

Full-or-part-time: 37h 30m

Theory classes: 15h

Self study : 22h 30m

Unit 2: Historical Analysis

Description:

By incorporating important historical movements, creators and highlighted works, the students will learn to contextualize the transformations in visual culture throughout the centuries.

Full-or-part-time: 37h 30m

Theory classes: 15h

Self study : 22h 30m

Unit 3: Conceptual Analysis

Description:

By rooting the studies in the history of ideas, students will learn how to approach visual culture from a philosophical, ethical and epistemological perspective, which will enrich their own ability to reflect upon their goals and decisions as practitioners.

Full-or-part-time: 37h 30m

Theory classes: 15h

Self study : 22h 30m

Unit 4: Technologies

Description:

How does the concept of art and visual culture change in digital virtual culture? This will include a discussion of evolving technologies and their ramifications, and will include an analysis of mixed realities, virtuality, AR, VR, AI, avatars, interactivity and omnipresent screens.

Full-or-part-time: 37h 30m

Theory classes: 15h

Self study : 22h 30m

GRADING SYSTEM

Evaluation

10% participation

20% partial exam

30% final exam

40% 4 class exercises

EXAMINATION RULES.

The evaluation of the practices does not only involve the resolution of the proposed exercises and projects, but also the defense of the results when the student is required to do so at the beginning of classes.

Any incident that does not allow to solve the practices in the indicated period will be communicated to the corresponding teacher by the Campus Virtual. After this communication, the relevance or not of the causes that motivate the non-presentation of the exercise will be solved and the alternatives will be established to complete the evaluation if the causes are justified. The causes of non-presentation of exercises that are communicated to the teaching staff by the Head of Studies will also be considered justified.

Exams

The exams are done by electronic document that the student must complete.

The questions and problems proposed in the exams refer to both the theoretical content of the subject and the exercises solved in the different practices.

Reviews and / or claims regarding the exams will be done exclusively at the dates and times established in the Calendari Acadèmic.

Irregular actions that can lead to a significant variation in the grade of one or more students constitute a fraudulent performance of an assessment act. This action entails the descriptive qualification of suspension and a numerical grade of 0 in the overall ordinary assessment of the subject, without the right to re-evaluation.

If the teachers have indications of the use of AI tools not allowed in the assessment tests, they can call the students involved to an oral test or a meeting to verify their authorship.

BIBLIOGRAPHY

Basic:

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- Gompertz, Will; Corriente Basús, Federico. ¿Qué estás mirando? : 150 años de arte moderno en un abrir y cerrar de ojos . Tres Cantos (Madrid) : Taurus, 2013 + 1 full pleg. ISBN 9788430601257.
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- Bornay, Erika. Las hijas de Lilith. Madrid: Ediciones Cátedra, 2020.
- Parker, Rozsika ; Pollock, Griseld. Maestras antiguas: mujeres, arte e ideología. Madrid: Ediciones Akal, 2021.
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- "¿Qué es la cultura visual?". Mirzoeff, Nicholas. Una Introducción a la cultura visual.
- Stokstad, Marilyn; Cothren, Michael W.. Art History. New Jersey: Pearson Education, 2005.
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- Freeland, Cynthia. Pero ¿esto es arte?. Madrid: Cátedra, 2001.
- "Introducción. Cómo ver el mundo. Una nueva introducción a la cultura visual". Mirzoeff, Nicholas. Cómo ver el mundo. Una nueva introducción a la cultura visual. Barcelona: Paidós, 2016.
- Nochlin, Linda. Situar en la Historia. Mujeres, Arte y sociedad. Madrid: Akal, 2020.