

# Course guide

## 804381 - CVNM - Visual Culture and New Media

**Last modified:** 17/09/2023

**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:** 2023    **ECTS Credits:** 6.0    **Languages:** Catalan

### LECTURER

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**Coordinating lecturer:** González, Paloma  
Gines Bataller, Laura

**Others:**

### TEACHING METHODOLOGY

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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

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- 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

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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

### Topic I. From Ancient Art to Modern Art

**Description:**

- 1.1 Magic and fetish: primitive art
- 1.2. Culture and civilization: Sumeria and Egypt
- 1.3. Canon of Beauty: Greece
- 1.4. Politics and power: Rome
- 1.5. Religion: The Middle Ages
- 1.6. The artist: the Renaissance
- 1.7 Science and rationalism: the Baroque and the Neoclassical

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

Theory classes: 15h

Self study : 22h 30m

### Topic II. From Modern Art to Contemporary Art.

**Description:**

- 2.1 Nature: Realism, Romanticism and Symbolism
- 2.2 The Woman: Impressionism
- 2.3 Breaking with everything: Vanguards
- 2.4 Notes on photography, film and animation. Origins of cinema, language and technique of animated cinema.

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

Theory classes: 15h

Self study : 22h 30m

### T. III Introduction to Visual Culture: is everything digital?

**Description:**

1. What is culture? From electronic culture to the age of algorithms
2. Revising the analysis of the image in digital culture.
3. Image, technology and viewer. Hybridizations and new views since creation.
4. From the consumer society to the hyperconnection society.

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

Theory classes: 15h

Self study : 22h 30m

### T.IV Digital Culture

**Description:**

- 1.- Introduction to digital culture: from the network to the platforms.
- 2.- Creation, technology and imagination: From photography to AI.
- 3.- History of digital art. References and interactions. Innovation and experimentation:
- 4.- Evolution of the aesthetics of digital art. From appropriationism to self-referentiality.
- 5.- Control, privacy and identity.
- 6.- New media, new languages. Innovation, experimentation and new proposals for reflection on traditional creation.

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

Theory classes: 15h

Self study : 22h 30m

## GRADING SYSTEM

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ACTIVITIES, PROJECTS AND EXAMS SUBJECTS 1 AND 2 (50%)

- Internships: 22%

Group practice of critical analysis of an author: 22%

Individual practice of critical analysis of a museum space: 5%

- Exams: 18%

Partial exam: 8%

Final exam: 10%

- Non-evaluable practices, participation and learning attitude: 5%

- The evaluation of the student's participation in the training activities of the subject, and the learning attitude, are evaluated by monitoring their interventions in class and the proportion of non-evaluable exercises or practices presented

- Students who do not pass the subject through the continuous assessment, will have the option to present themselves for the re-assessment, where they will be able to take the mid-term and the final exam again.

ACTIVITIES, PROJECTS AND EXAMS SUBJECTS 3 AND 4 (50%)

- Internships: 25%

Individual practice of critical analysis of digital authors and their references 15% Group practice of critical analysis of an exhibition 10%

- Exam: 20%

Critical comment on images and texts required to be read during the course - Non-evaluable practices, participation and learning attitude: 5%

- The evaluation of the student's participation in the training activities of the subject, and the learning attitude, are evaluated by monitoring their interventions in class, the exercises, and the non-evaluable practices presented.

- Students who do not pass the subject through the continuous assessment, will have the option to present themselves for the re-assessment, where they can take the final exam again.

## EXAMINATION RULES.

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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.



## BIBLIOGRAPHY

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### Basic:

- Vasari, Giorgio. Las Vidas: de los más excelentes arquitectos, pintores y escultores italianos desde Cimabue a nuestros tiempos. Madrid: Ediciones Cátedra, 2019.
- Gompertz, Will. ¿Qué estás mirando?: 150 años de arte moderno en un abrir y cerrar de ojos.. Madrid: Taurus, 2020.
- "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.
- Higgs, John. Historia alternativa del siglo XX: más extraño de lo que cabe imaginar.. Madrid: Taurus, 2015.
- Nochlin, Linda. Situar en la Historia. Mujeres, Arte y sociedad. Madrid: Akal, 2020.
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- Parker, Rozsika ; Pollock, Griseld. Maestras antiguas: mujeres, arte e ideología. Madrid: Ediciones Akal, 2021.
- Stokstad, Marilyn; Cothren, Michael W.. Art History. New Jersey: Pearson Education, 2005.
- Shiner, Larry. La invención del Arte: una historia cultural.. Madrid: Paidós Ibérica, 2014.
- "¿Qué es la cultura visual?". Mirzoeff, Nicholas. Una Introducción a la cultura visual.
- Freeland, Cynthia. Pero ¿esto es arte?. Madrid: Cátedra, 2001.
- 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.
- Bornay, Erika. Las hijas de Lilith. Madrid: Ediciones Cátedra, 2020.
- Rose, G.. Metodologías visuales. Una introducción a la investigación con materiales visuales. Murcia: Cendeac, 2019.
- Gombrich, E. H; Santos Torroella, Rafael. La Historia del arte . London ; New York : Phaidon, 1997. ISBN 9780714898704.