

## Course guide

### 804382 - IAD - Digital Art Industry

**Last modified:** 04/09/2024

**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:** Catalan

#### LECTURER

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**Coordinating lecturer:** Laguillo Abbad, Clara

**Others:** Garcia Campos, Núria

#### TEACHING METHODOLOGY

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- Expository method / master class
- Participatory class
- Study of cases
- Learning based on problems and exhibitions and defenses of practices and works
- Autonomous work

#### LEARNING OBJECTIVES OF THE SUBJECT

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- 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.
- Plan the creation phases and learn about the different professional profiles that are involved and the tasks that each professional profile develops in the industry and digital creation, as well as the technologies and computer programs that are currently used in the industry.

#### STUDY LOAD

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

**Total learning time:** 150 h

## CONTENTS

### BLOCK I: Introduction to digital art. Evolution and situation of the digital art industry

#### Description:

- 1- Introduction to digital culture
- 2 - Concepts: What is the cultural industry? what is digital art?
- 3 - Digital media (or new media): terminology and typology (formats)
- 4 - History of digital art and relevant figures
- 5 - Current state of digital art in Catalonia
- 6 - Phases in digital creation according to typology, organization, methodologies, budgets
- 7 - Knowledge of the recent evolution of the industry and its acceleration from the public institution

#### Related activities:

Practice 1

**Full-or-part-time:** 50h

Theory classes: 20h

Self study : 30h

### BLOCK II: Cultural factors in the digital art industry and creation phases in digital art

#### Description:

- 8 - Emerging technologies and their impact on digital artistic creation, on the creation of new formats and sophistication of "traditional" digital art
- 9 - Analysis of the perspectives in technology, culture and digital arts in relation to: Democratization, Globalization, Interdisciplinarity
- 10 - Forms of experimentation: preservation and access to digital art
- 11 - Technology as a tool and as a means
- 12 - Cyberculture and digital capital
- 13 - Study of the creation process in digital art: events and studies
- 14 - Production channels, distribution channels, curated channels
- 15 - Distribution and FESTIVALS
- 16 - Phases in digital creation: case study

#### Related activities:

Practice 2

**Full-or-part-time:** 50h

Theory classes: 20h

Self study : 30h

### BLOCK III: The industry, actors involved and technologies involved

**Description:**

- 17 - Social interaction and virtual communities, the public domain and the culture of property
- 18 - Basic concepts in the treatment of digital files and good practice in the sector
- 19- Digital art distribution platforms, strategies according to platform and type of art
- 20 - Experience in creating digital art. Core computer programs in digital artistic creation
- 21 - The market: study and analysis of the competition; definition of target audience and creation of a user map; marketing tools: from Facebook ads to the guerrilla; business models and business model canvas
- 22 - Ways of public and private financing. Feasibility studies and ability to pivot

**Related activities:**

Practice 3

**Full-or-part-time:** 50h

Theory classes: 20h

Self study : 30h

## GRADING SYSTEM

The qualification system consists of 6 different blocks:

A mandatory delivery exercise at the end of BLOCK I, 10% of the final grade

A mandatory delivery exercise at the end of BLOCK II, 10% of the final grade

A mandatory delivery exercise at the end of the course, 20% of the final grade

A partial exam of mandatory presentation, 30% of the final grade

A final exam of mandatory presentation, 30% of the final grade

The assessment for active participation in the classroom, optional, 10% of the final grade.

Recovery exam.

Recovery exam that will only replace the final exam grade. You will only be able to attend this exam having failed the entire course.

Passing the recovery exam, the final grade for the subject will be a maximum of 5 out of 10.

## EXAMINATION RULES.

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The qualification system consists of 6 different blocks:

A mandatory delivery exercise at the end of BLOCK I, 10% of the final grade

A mandatory delivery exercise at the end of BLOCK II, 10% of the final grade

An exercise of obligatory delivery at the end of the Subject, 20% of the final grade

A mandatory midterm exam, 30% of the final grade

A mandatory final exam, 30% of the final grade

The assessment for active participation in the classroom, optional, 10% of the final grade.

Reevaluation exam.

Reevaluation exam that will replace only the final exam grade. You can only attend this exam having failed the entire course. Passing the recovery exam, the final mark of the subject will be a maximum of 5 out of 10.

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

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### Basic:

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- Wands, Bruce. Art of the digital age . London : Thames & Hudson, 2006. ISBN 9780500286296.
- Jenkins, Henry. Convergence culture : where old and new media collide . New York and London : New York University Press, [2006]. ISBN 9780814742952.
- Horkheimer, Max; Adorno, Theodor. Dialectica del Iluminismo. Buenos Aires: Editorial Sudamericana, 1978.
- Lieser, wolf. Arte Digital. Nuevos caminos en el arte. Köln: H. F. Ullmann, 2010. ISBN 9783833153464.
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- Hansen, Mark B. N.. New Philosophy for new media. Cambridge: The MIT Press, 2004. ISBN 9780262083218.

### Complementary:

- Cuesta, Mery. La rue de percebe de la cultura y la niebla de la cultura digital. Bilbao: Consonni, 2015. ISBN 9788416205110.
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- Olson, Taylor. Digital project management: the complete step-by-step guide to a successful launch. J. Ross Publishing, 2015. ISBN 9781604271256.
- Guardiola, Ingrid. L'Ull i la navalla : un assaig sobre el món com a interfície . Primera edició. Barcelona : Arcàdia, setembre del 2018. ISBN 9788494717475.
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