Course guide
804389 - HMA - Audiovisual History and Models

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

Coordinating lecturer: Torelló Oliver, Josep
Bellmunt Soler, Marc

Others:

TEACHING METHODOLOGY

- Expository method
- Participatory class
- Study of cases
- Autonomous work

LEARNING OBJECTIVES OF THE SUBJECT

- Identify the different historical, aesthetic and technological stages in the production of films, advertising spots, animation or digital art and the contributions of women throughout history in various roles to artistic creation

STUDY LOAD

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

Total learning time: 150 h

CONTENTS

History of animation

Description:
Origins and proto-animation
First-time animation
disney
Fleischer
Warner/MGM and comedy animation
Mitjans of the 20th century and the world wars
Animation and propaganda
Neixement de l'anime
Post WWII animation to the Soviet bloc
Post-WWII animation to the Western bloc
Appeared on TV and impacted animation
New contexts in the late SXX
The appearance of the videojoc and its impact on animation
The Disney Renaissance
CGI Animation
Evolution of anime

Full-or-part-time: 37h 30m
Theory classes: 15h
Self study : 22h 30m

Video game history

Description:
Protovideogame
Birth of the video game
Atari, the first generation of consoles and the arcade
Home computers and hobby programmers
Second generation of consoles
American video game crisis
Transition to the Japanese console model, 3rd generation of consoles
Portable consoles
Impact of CD-ROM technology, Sony's entry into the video game market
eSports, the impact of Korea
Internet, new distribution models and indie games
Sixth, seventh and eighth generations of consoles

Full-or-part-time: 37h 30m
Theory classes: 15h
Self study : 22h 30m

History of advertising

Description:
Pamphlets and magazines – from Gutenberg's press to the modern magazine
Radio advertising - SXX
TV advertising – media SXX
The 90s of SXX – emergence of the Internet
Blogs and video blogs
Social Networks
Digital advertising and SEO
Streaming and influencers

Full-or-part-time: 37h 30m
Theory classes: 15h
Self study : 22h 30m

History of cinema

Description:
First cinema First decade of the 20th century.
Towards narrativity (1910-1920)
The splendor of silent cinema and sound (1920-1930)
The standardization of classicism (1930-1940)
The Decade of War (1940-1950)
The last classicism and the birth of modernity (1950-1960)
Cinematic modernity (1960-1970). The essay as a form
From modernity to Blockbuster (1970-1980)
Postmodernity. TV and digitization (1980-1990)
Globalization and digitalization (1990-2000)
21st century New screens (2000-2010). The present of cinema (2010-2024)

Full-or-part-time: 37h 30m
Theory classes: 15h
Self study : 22h 30m

GRADING SYSTEM

10% Joint partial
20% Final Exam
15% Exercise 1
15% Exercise 2
30% Final Work
10% Attitude and learning

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EXAMINATION RULES.

- The practices will be carried out during autonomous work hours.
- The late delivery of the practice will entail suspending it.
- Due to the nature of the subject and the university nature of the degree, the content of the exercises will be valued as well as their correct writing and layout.

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:
- Casetti, Francesco; Di Chio, Federico. Cómo analizar un film . Barcelona [etc.] : Paidós, DL 1991. ISBN 8475096689.