Course guide
804409 - DF - Photography Direction

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, Spanish

LECTURER

Coordinating lecturer: González Otero, María
Plans Farrero, Mireia
Ros I Morejón, Pau

Others:

TEACHING METHODOLOGY

- Master demo classes.
- Class participation.
- Case studies.
- Autonomous Work.

LEARNING OBJECTIVES OF THE SUBJECT

- Apply artistic and technical knowledge of lighting, photography, audiovisual narrative and animation for a specific audiovisual production.

STUDY LOAD

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

Total learning time: 150 h

CONTENTS

BLOCK 1. Photography

Description:
Topic 1: Ideation

Constructions of stories: Drifts and permanences.
Creative strategies for the development of photographic projects.
Artistic identities: documentation of the work and statement.
Ideation: improvisation and freeplay. Knowledge maps.

Topic 2: Creation

Subjectivity as a referent: autobiography, intimate story, documentary fiction, biographical expansion.
From the intimate gaze to the public gaze. Sensibility as a battlefield.
Participatory methodologies for the creation of artistic projects.
Phases of planning, financial management and technical realization of a photographic project.
Photographic writing: image and text, synthesis image and abstract.

Topic 3: Circulation

Strategies and contexts for viewing the work.
Final adaptation of the project and preparation of the report.
Resources for the viability and visibility of the artistic project.
Collective presentation of the results.

Full-or-part-time: 50h
Theory classes: 20h
Self study : 30h

BLOCK 2. Cinematography

Description:
Creation of a cinematographic project.
Group development of pre-production of an audiovisual piece.
Production of a short film.

Full-or-part-time: 50h
Theory classes: 20h
Self study : 30h

BLOC 3. Animation

Description:
Animation topic 1: The photographic direction in the 2D animation process

- Parts of a 2D production
- Identification of the needs and advantages of 2D
- Identification of photography management tasks
- Application of photography direction tasks to the 2D production process

Animation topic 2: The tools of photographic direction

- Storyboard
- Layout
- Expressive techniques in the context of layout
- Post-production
- Calibration

Animation theme 3: The limits of the camera and light

- The 2D workspace
- Subjective lighting
- The camera without a target
- Experimental animation
- Rhythm and composition
- Non-figurative design
- Plastic elements as subjects

Full-or-part-time: 50h
Theory classes: 20h
Self study : 30h

GRADING SYSTEM

Photograph:
Photography practices 1-3: 15%
Photography practice 4: 15%

Cinematography:
Filming and pre-production process. 20%
Group note, result. 10%

Animation:
Animation practices 1-4: 20%
Animation practice 5: 10%

Participation and learning attitude 10%

EXAMINATION RULES.

- The exercises will be done in autonomous work time.
- Its late delivery will behave to suspend the practice.
- The content of the exercises and their correct writing will be assessed.

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.