

Course guide

804452 - CV - Visual Culture

Last modified: 15/07/2024

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

LECTURER

Coordinating lecturer: Laguillo Abbad, Clara

Others:

TEACHING METHODOLOGY

Commentary on the proposed activities or exercises. 2.
2. Acquisition of new knowledge.
3. Explanation of proposed activities or exercises.
These activity slots are modulated according to the corresponding contents.

LEARNING OBJECTIVES OF THE SUBJECT

Knowledge

Recognise the fundamental concepts involved in graphic and visual communication, such as knowledge related to the analysis and composition of images in the context of the design of multimedia contents and products.

Skills

Analyse both the history and the critical and aesthetic theory of the image in the context of audiovisual culture.

Knowledge

1. Do exercises or practices related to visual identity.
2. Understand the concepts involved and do the exercises or practices related to graphic and visual communication.
3. Analyze both the history and the critical and aesthetic image theory, in the context of audiovisual culture.
4. Analyze and build images.
5. Carry out tasks requested in the scheduled time, working with the indicated sources of information, in accordance with the guidelines set by the teaching staff.
6. Use strategies to prepare and deliver oral presentations and write texts and documents with coherent content, an appropriate structure and style, and a good spelling and grammar level.
7. Identify their own information needs and use the collections, spaces and services available to design and carry out simple searches appropriate to the geographical area.
8. After identifying the different parts of an academic document and organizing the bibliographic references, design and execute a good advanced search strategy with specialized information resources, selecting the pertinent information taking into account relevance and quality criteria.
9. Plan oral communication, respond appropriately to the questions asked and write basic level texts with correct spelling and grammar.
10. Use strategies to prepare and give oral presentations and write texts and documents with a coherent content, an appropriate structure and style, and a good spelling and grammar level.

STUDY LOAD

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

Total learning time: 150 h

CONTENTS

Theme 1: Introduction to visual culture: building and reading the visual

Description:

- 1.-What is visual culture? What means the image? On what we understand by visual culture
- 2.-Analysis of the image. Introduction to semiotics.
- 3.-Read an image; "ways of seeing"
- 4.-The empire and status of images

Related activities:

Exercise proposed in practice 1

Full-or-part-time: 25h

Theory classes: 10h

Self study : 15h

Topic 2: Theory and aesthetics of the image

Description:

- 1.- Technical reproducibility: from Benjamin on social networks. Visual culture today I
- 2.- Mass culture: the cultural industry (Adorno), the entertainment society (Debord) and big data.
- 3.- Is this art? Visual culture today II

Full-or-part-time: 25h

Theory classes: 10h

Self study : 15h

Theme 3: History of artistic movements

Description:

- 1.- Breakin with academy: Impressionism. From the Salon to the Flâneur. The impact of light, photography, urban reforms. Science comes to canvas
- 2.- Vanguards I and II. Futurism. Manifestos, destruction as an art form. Surrealism. Start again. Conceptual art. Promotional imaginaries. The discipline of the form. Bauhaus and the Soviet vanguards. The clear line, the diagonal and the zenithal point of view. Against the ornament
- 3.- Policies of l'Art, towards a cultural industry: American abstract expressionism / Informalism. Politics in gesture. Realisms in the Cold War. Pop Art. Against transcendence and existentialism. Fascination, consumerism and integration of art in everyday life. The emancipation of the spectator
- 4.-Appropriationism and performative turn.

Related activities:

Exercise proposed in practice 2

Full-or-part-time: 25h

Theory classes: 10h

Self study : 15h

Topic 4: Notes on photography, cinema and audiovisual experiments

Description:

- 1.- The impact of photography. Chronophotographers and pioneers. Pre-cinematic apparatus
- 2.- Cinema as a language
- 3.- Iconic images
- 4.- Post-photography and experimental visualities I and II. Document, show. A window to new languages

Related activities:

Proposed exercise in practice 2

Full-or-part-time: 25h

Theory classes: 10h

Self study : 15h

Theme 5: Ubiquitous visual culture

Description:

- 1.- The electromagnetic spectrum: visual telepresence. TV and advertising
- 2.- Expressions of popular culture: legacies of comics and graffiti
- 3.- Visual culture in design and fashion
- 4.- Visual Globalization: network phenomena
- 5.- Visual research in multi-media practice

Related activities:

Exercise linked to the debate - practice III

Full-or-part-time: 25h

Theory classes: 10h

Self study : 15h

GRADING SYSTEM

- 3 exercises (1 every 2 blocks): 10%/exercise - 30%.
- Partial exam- 20%.
- Final exam- 40%
- Class attendance and participation - 10%.

The evaluation of the student's participation in the formative activities of the subject, and the learning attitude, will be evaluated by monitoring their interventions in class and the proportion of exercises or practices presented.

Students who do not pass the course through continuous evaluation will have the option to take the re-evaluation. This exam will allow re-evaluating the partial exam and the final exam (40% of the final grade of the course).

Irregular actions that may lead to a significant variation in the grade of one or more students constitute a fraudulent performance of an evaluation act. This action will lead to a descriptive grade of fail and a numerical grade of 0 for the ordinary global assessment of the subject, without the right to re-evaluation.

If the teachers have evidence of the use of AI tools that are not permitted in the assessment tests, they may summon the students involved to an oral test or a meeting to verify the authorship.

EXAMINATION RULES.

The exercises will be delivered through the virtual campus.

Any incident that does not allow the practices to be resolved within the indicated period will be communicated to the teacher via Virtual Campus; After this communication, the relevance or otherwise of the causes that motivate the non-presentation of the exercise will be resolved 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 Department of Studies will also be considered justified.

Classes are held face-to-face. The exams will be face-to-face. The questions and problems proposed in the exams refer to the theoretical and practical content of the subject.

Reviews and/or claims regarding the exams will be carried out exclusively on the dates and times established by the teaching staff within the provisions of the Academic Calendar.

BIBLIOGRAPHY

Basic:

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