

804345 - CDIG-A - Digital Creativity

Coordinating unit: 804 - CITM - Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre
Academic year: 2019
Degree: BACHELOR'S DEGREE IN DESIGN, ANIMATION AND DIGITAL ART (Syllabus 2017). (Teaching unit Optional)
ECTS credits: 6 Teaching languages: Catalan, Spanish

Teaching staff

Coordinator: Pinel Cabello, Fran
Others: Bigas Tañà, Miquel

Degree competences to which the subject contributes

Specific:

CEAAD 2. (ENG) Representar de forma esquemàtica i visual conceptes, idees i / o dades complexes a partir d'habilitats personals i referències externes, amb l'objectiu de transmetre atractiu, originalitat i creativitat.

CEAAD 3. (ENG) Dominar el gran abanico de herramientas profesionales del sector para la elaboración de contenidos digitales de todo tipo.

Transversal:

04 COE. EFFICIENT ORAL AND WRITTEN COMMUNICATION. Communicating verbally and in writing about learning outcomes, thought-building and decision-making. Taking part in debates about issues related to the own field of specialization.

05 TEQ. TEAMWORK. Being able to work as a team player, either as a member or as a leader. Contributing to projects pragmatically and responsibly, by reaching commitments in accordance to the resources that are available.

06 URI. EFFECTIVE USE OF INFORMATION RESOURCES. Managing the acquisition, structure, analysis and display of information from the own field of specialization. Taking a critical stance with regard to the results obtained.

07 AAT. SELF-DIRECTED LEARNING. Detecting gaps in one's knowledge and overcoming them through critical self-appraisal. Choosing the best path for broadening one's knowledge.

Learning objectives of the subject

(ENG)

804345 - CDIG-A - Digital Creativity

Study load

Total learning time: 150h	Hours large group:	30h	20.00%
	Hours medium group:	18h	12.00%
	Hours small group:	0h	0.00%
	Guided activities:	12h	8.00%
	Self study:	90h	60.00%

804345 - CDIG-A - Digital Creativity

Content

title english	Learning time: 10h Theory classes: 4h Self study : 6h
Description: content english	
title english	Learning time: 25h Theory classes: 10h Self study : 15h
Description: content english	
title english	Learning time: 75h Theory classes: 30h Self study : 45h
Description: content english	
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804345 - CDIG-A - Digital Creativity

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Planning of activities

name english	Hours: 13h 30m Theory classes: 6h Self study: 7h 30m
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name english	Hours: 25h Theory classes: 10h Self study: 15h
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name english	Hours: 111h 30m Theory classes: 45h Self study: 66h 30m
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Bibliography

Basic:

MANIELLO, Donato. Augmented reality in public spaces. Basic techniques for video mapping. Nàpols: Le Penseur, 2015.

MITCHELL, William J.. Beyond Productivity: Information technology, innovation and creativity. Washington: National Academy Press, 2003.

BOURRIAUD, Nicolas . Postproducción. Buenos Aires: Adriana Hidalgo, 2014.

MANOVICH, Lev. The Language of New Media. Cambridge: The mIT Press, 2002.

MANOVICH, Lev. AI Aesthetics. Moscú: Srelka Press, 2018.