

## Course guides

### 804321 - HDA-A - History of Art

**Last modified:** 07/04/2021

**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 2017). (Compulsory subject).

**Academic year:** 2021    **ECTS Credits:** 6.0    **Languages:** Catalan

#### LECTURER

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**Coordinating lecturer:** Torelló Oliver, Josep

**Others:** Gracia Valladares, Marta

#### DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

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**Specific:**

CEAAD 1. (ENG) Analizar la historia y evolución del arte digital e identificar los diferentes estilos y periodos de los valores estéticos y culturales de la sociedad.

**Transversal:**

02 SCS. SUSTAINABILITY AND SOCIAL COMMITMENT. Being aware of and understanding the complexity of social and economic phenomena that characterize the welfare society. Having the ability to relate welfare to globalization and sustainability. Being able to make a balanced use of techniques, technology, the economy and sustainability.

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.

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.

03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

#### TEACHING METHODOLOGY

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The two-hour class sessions are divided, in general, into four strands of activity:

1. Resolution of doubts of the exercises proposed in the previous session.
2. Explanation and defense of the exercises solved.
3. Explanation of new knowledge.
4. Explanation of the next exercise and complementary materials.
5. Completion of the exercise.

These ranges of activity are adapted according to the complexity of the exercises and the corresponding contents.

## LEARNING OBJECTIVES OF THE SUBJECT

1. To identify the main aesthetic concepts and their social applications throughout the history of culture and art.
2. To show knowledge and to temporize the evolution of different aesthetics, realistic, expressionist and abstraction, and show ability to analyze and apply this knowledge in research and teaching digital art.
3. To be able to establish the relation of art, with technology and science, from photography and cinematography to electronic and digital art.
4. To show ability to analyze aesthetic changes based on the evolution of the tools and the work processes associated with them.
5. To show ability to identify the main artistic movements, their interrelation and ability to understand and apply multiculturalism in the digital field.
6. To show ability to analyze the evolution of museography as conservation of artistic heritage and ability to innovate in the dissemination of the history of art and cultural heritage with digital tools and mobile platforms.
7. To show sufficient reading comprehension in reading documents written in English, linked to the subject, such as notes, scientific articles, articles of popularization, web pages, etc.

## 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

### Block 1. History of Ancient Art to Modern Art

#### Description:

- 1.1 How to cite documentary sources in the history of art
- 1.2. Art, science and religion. What is art? Pre-Greek antecedents.
- 1.3. The Greek world
- 1.4. The Roman world
- 1.5. Late Antiquity, East and High Middle Ages
- 1.6. The Romanesque and the Gothic
- 1.7 The Renaissance and the Baroque

#### Related activities:

Exercises proposed in Exercise 1

#### Related competencies :

- CEAAD 1. (ENG) Analizar la historia y evolución del arte digital e identificar los diferentes estilos y periodos de los valores estéticos y culturales de la sociedad.
- 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.
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- 02 SCS. SUSTAINABILITY AND SOCIAL COMMITMENT. Being aware of and understanding the complexity of social and economic phenomena that characterize the welfare society. Having the ability to relate welfare to globalization and sustainability. Being able to make a balanced use of techniques, technology, the economy and sustainability.
- 03 TLG. THIRD LANGUAGE. Learning a third language, preferably English, to a degree of oral and written fluency that fits in with the future needs of the graduates of each course.

#### Full-or-part-time: 35h

Theory classes: 14h

Self study : 21h



## Block 2. History of Modern Art to Contemporary Art

### Description:

- 2.1 Illustration and historical modernity: from neoclassicism to romanticism
- 2.2 Academicism, realism and symbolism
- 2.3 From Impressionism to the avant-garde
- 2.4 Avantguardes
- 2.5 The art after the Frankfurt School (after the Second World War)
- 2.6 The digital era and postmodernity

### Related activities:

Exercises proposed in Exercise 1

### Related competencies :

CEAAD 1. (ENG) Analizar la historia y evolución del arte digital e identificar los diferentes estilos y periodos de los valores estéticos y culturales de la sociedad.

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### Full-or-part-time: 35h

Theory classes: 14h

Self study : 21h



### Block 3. Art and science: Construction of images

#### Description:

- 3.1 The view and to interpret: from prehistory to the consolidation of perspective
- 3.2 Types of perspective
- 3.3 Light and shadow, levels of iconicity
- 3.4 From natural light to artificial lighting (real and virtual)
- 3.5 Framing and composition
- 3.6 Distribution of the elements: rules of the composition
- 3.7 Dynamic of contrast in the reading of the image

#### Specific objectives:

Exercises proposed in Exercise 2

#### Related competencies :

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#### Full-or-part-time: 35h

Theory classes: 14h

Self study : 21h



#### Block 4. Estética, concepto y contexto: Análisis y creación de las ideas

##### Description:

- 4.1 The iconic sign: denotative and connotative levels
- 4.2 Artistic genres and style of images
- 4.3 Dimensions space and time
- 4.4 From the analog image to the digital image
- 4.5 Pictorial realism, photography and CGI
- 4.6 Expressionism and abstraction
- 4.7 Concept of museum

##### Related activities:

Exercises proposed in Exercise 2

##### Related competencies :

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##### Full-or-part-time: 35h

Theory classes: 14h

Self study : 21h

## ACTIVITIES

### Exercise P01: Critical and historiographic analysis of an author

**Description:**

The practice consists of a set of exercises done in class that are complemented by a project that is based on the search of an iconographic work, its documentation and its in-depth analysis based on the indications given by the teachers in class.

**Specific objectives:**

1. Searching about iconographic documentation
2. Description of the basic elements of the construction of an image
3. Critical analysis of the image
4. Analysis of the historical-aesthetic context of the work
5. Historical analysis of an author
6. Description of the references consulted according to UPC regulations

**Material:**

Guide of practices P01 (available in the apartat Materiales de la asignatura in the CITM Campus)

**Delivery:**

Delivery through the CITM Campus

**Related competencies :**

CEAAD 1. (ENG) Analizar la historia y evolución del arte digital e identificar los diferentes estilos y periodos de los valores estéticos y culturales de la sociedad.

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.

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**Full-or-part-time:** 37h 30m

Theory classes: 37h 30m

## Exercise P02: Concept and aesthetics in the creation of images

### Description:

The practice consists of a set of exercises done in class that are complemented by a project based on the search of images, documentation of these and analysis based on the indications given by the teachers in class.

### Specific objectives:

1. Search for iconographic and historiographic documentation
2. Description of the basic elements of the construction of an image
3. Description of the aesthetics of the images
4. Description of the references consulted according to UPC regulations
5. Creation of a project in audiovisual format

### Material:

Guide of practices P02 (available in the apartat Materiales de la asignatura in the CITM Campus)

### Delivery:

Delivery through the CITM Campus

### Related competencies :

CEAAD 1. (ENG) Analizar la historia y evolución del arte digital e identificar los diferentes estilos y periodos de los valores estéticos y culturales de la sociedad.

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**Full-or-part-time:** 37h 30m

Theory classes: 37h 30m

## GRADING SYSTEM

Projects and Exercises (50%):

- 2 projects linked with the lecture. And weekly exercises of practices related to the project.

Examinations (50%):

-2 first exams (10%) and 1 final exam (30%)

Participation and learning attitude (10%):

- The evaluation of the student's participation in the training 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 participate in the continuous evaluation and do not exceed this subject, may submit to the reevaluation test in which only the percentage of the theoretical will be reevaluated.

## EXAMINATION RULES.

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The practice exercises begin during the class time destined to this and are completed outside the class time, following the instructions given in the document Guia de Pràctiques and the indications that would have been given in class.

The evaluation of the practices does not only involve the resolution of the proposed exercises and projects, but also the defense of the results when the student is required to do so at the beginning of classes.

Any incident that does not allow to solve the practices in the indicated period will be communicated to the corresponding teacher by the Campus Virtual. After this communication, the relevance or not of the causes that motivate the non-presentation of the exercise will be solved 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 Head of Studies will also be considered justified.

### Exams

The exams are done by electronic document that the student must complete.

The questions and problems proposed in the exams refer to both the theoretical content of the subject and the exercises solved in the different practices.

Reviews and / or claims regarding the exams will be done exclusively at the dates and times established in the Calendari Acadèmic.

## BIBLIOGRAPHY

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### Basic:

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### Complementary:

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