

## 804322 - IAD-A - Digital Art Industry

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 Compulsory)	
ECTS credits:	6	Teaching languages: Catalan, Spanish, English

### Teaching staff

Coordinator: Díaz Acedo, Iñaki

### Degree competences to which the subject contributes

#### Specific:

CEAAD 10. (ENG) Identificar el procés de direcció i producció dels diferents projectes artístics de l'àmbit digital, les metodologies existents, els rols implicats i les seves funcions.

CEAAD 11. (ENG) Identificar el sector profesional y los modelos de negocio de la industria audiovisual, así como las vías de financiación y las estrategias de distribución y marketing.

#### Transversal:

04 COE N1. EFFICIENT ORAL AND WRITTEN COMMUNICATION - Level 1. Planning oral communication, answering questions properly and writing straightforward texts that are spelt correctly and are grammatically coherent.

06 URI N1. EFFECTIVE USE OF INFORMATION RESOURCES - Level 1. Identifying information needs. Using collections, premises and services that are available for designing and executing simple searches that are suited to the topic.

07 AAT N1. SELF-DIRECTED LEARNING - Level 1. Completing set tasks within established deadlines. Working with recommended information sources according to the guidelines set by lecturers.

### Learning objectives of the subject

- Show knowledge about the history of digital art, the different formats and the terms and expressions that are used in the industry, and ability to classify a piece of digital art based on its characteristics and use this knowledge in the design and creation of pieces of digital art.
- Show knowledge and application capacity in the digital creation of the following: the creation phases, the different professional profiles involved, the tasks carried out by each professional profile, as well as the technologies and software used in digital creation.
- Show understanding of the concept "digital art industry" and knowledge of the different agents involved and the chain of value and knowledge of the evolution and the current state of the industry, both nationally and internationally and their relationship with the evolution of technology.
- Take into account the social, economic and environmental dimensions when implementing solutions and carrying out projects consistent with human development and sustainability.
- Take initiatives that generate opportunities, new objects or new solutions, with a vision of process and market implementation, and involving and involving others in projects that must be developed.

## 804322 - IAD-A - Digital Art Industry

- Systematically and critically analyze the global situation, addressing sustainability in an interdisciplinary way as well as sustainable human development, and recognize the social and environmental implications of professional activity in the same field.
- Apply sustainability criteria and professional codes of ethics in the design and evaluation of technological solutions. Use strategies for preparing and conducting oral presentations and writing texts and documents with consistent content, structure and style, and good spelling and grammar.
- Communicate clearly and efficiently in oral and written presentations adapted to the type of audience and the objectives of the communication, using the appropriate strategies and means.
- Contribute to consolidate the team planning objectives, working effectively and favoring communication, distribution of tasks and cohesion.
- Direct and stimulate work groups, resolving possible conflicts, assessing the work done with other people and evaluating the effectiveness of the team as well as the presentation of the results generated.
- After identifying the different parts of an academic document and organizing the bibliographic references, designing and executing a good advanced search strategy with specialized information resources, selecting relevant information taking into account criteria of relevance and quality.
- Plan and use the information necessary for an academic work (for example, for the work of end of degree) from a critical reflection on the resources of information used.
- Carry out the tasks entrusted to them based on the basic orientations given by the teachers, deciding the time needed to be used for each task, including personal contributions and expanding the indicated sources of information.
- Apply the knowledge gained in the performance of a task in terms of relevance and importance, deciding how to carry it out and the time needed to dedicate it and selecting the most appropriate sources of information.
- 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

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%

## 804322 - IAD-A - Digital Art Industry

### Content

<p>Introduction to digital art: concept, history, genres and platforms.</p>	<p>Learning time: 23h Theory classes: 8h Self study : 15h</p>
<p>Description:</p> <ul style="list-style-type: none"> <li>- What is digital art</li> <li>- The New Media</li> <li>- Artistic influences and technological evolution of digital art</li> <li>- History of digital art and relevant figures</li> <li>- Typologies of digital art</li> <li>- Distribution platforms</li> </ul> <p>Related activities: "Playing beyond art"</p> <p>Specific objectives: Understand the historical context where digital art emerges, valuing its evolution linked to technological development, analyzing in depth its nature, as well as focusing on the work of relevant artists in multiple disciplines.</p>	
<p>Process of creation in digital art: phases, tasks and professional profiles involved.</p>	<p>Learning time: 23h Theory classes: 8h Self study : 15h</p>
<p>Description:</p> <p>Study of the creation process, from the first sketch to the final art, passing through all the people involved in each of the tasks, understanding the internal processes of validation, iterations and optimization of the productive force.</p> <ul style="list-style-type: none"> <li>- Phases in digital creation according to typology</li> <li>- Departmental distribution and organization chart in a digital art agency</li> <li>- Roles and professional competences</li> <li>- Agile production methodologies</li> </ul> <p>Specific objectives: Get to know daily the productive level of the digital art, acquiring the necessary preparation to automatically enter the production flow of the industry, knowing the expected tasks for each role and the internal operation of the most common methodologies.</p>	

## 804322 - IAD-A - Digital Art Industry

Technologies and software used in digital creation.	Learning time: 25h Theory classes: 10h Self study : 15h
<p>Description: Digital creation involves a broad knowledge of many different computer tools, as well as a constant updating capacity:</p> <ul style="list-style-type: none"> <li>- Technology as a tool and as a means</li> <li>- Basic concepts in the treatment of digital files</li> <li>- Core software in digital artistic creation</li> <li>- Adaptability: autonomous learning and constant adoption of new technologies and software</li> </ul>	
The digital art industry: concept, agents involved and value chain.	Learning time: 19h Theory classes: 4h Self study : 15h
<p>Description: Analysis of the digital art industry from a business perspective and business viability:</p> <ul style="list-style-type: none"> <li>- Business models and business model canvas</li> <li>- Public and private financing routes</li> <li>- Feasibility studies and pivot capability</li> <li>- Strategies of distribution according to platform and typology of art</li> <li>- The market: study and analysis of competition</li> <li>- Target definition and user's journey</li> <li>- Marketing tools: from Facebook ads to guerrilla</li> </ul> <p>Related activities: SWOT analysis and market research</p> <p>Specific objectives: Identify and learn the fundamental concepts of the digital art business from a business perspective, studying the economic feasibility and potential market penetration of a hypothetical study of digital art from its creation.</p>	

## 804322 - IAD-A - Digital Art Industry

<p>Evolution and situation of the digital art industry: main milestones; relationship between technological evolution and the evolution of industry.</p>	<p>Learning time: 23h Theory classes: 8h Self study : 15h</p>
<p>Description: Knowledge of the recent evolution of the industry and its acceleration. Study of emerging new technologies and their impact on digital artistic creation, in the creation of new formats and sophistication of "traditional" digital art.</p> <p>Analysis of the perspectives in technology, culture and the digital arts in relation to:</p> <ul style="list-style-type: none"> <li>- Democratization</li> <li>- Globalization</li> <li>- Interdisciplinarity</li> </ul>	
<p>Cultural factors in the digital art industry.</p>	<p>Learning time: 19h Theory classes: 4h Self study : 15h</p>
<p>Description:</p> <ul style="list-style-type: none"> <li>- Preservation and access to digital art</li> <li>- Social interaction and virtual communities</li> <li>- The public domain and the culture of property</li> <li>- Cyberculture and digital capital</li> <li>- Change through art and technology</li> </ul>	
<p>Guest speakers</p>	<p>Learning time: 20h Theory classes: 20h</p>
<p>Description: The course will also have 10 guest speakers, from diverse artistic fields and with diverse profiles, whom will offer master classes. The final list of speakers and calendar of their respective sessions will be confirmed on the first day of class.</p> <p>Related activities: The attendance is obligatory. A part of the final exam will refer to the content of the presentations of the entire course.</p> <p>Specific objectives: Obtain a global and transversal vision of the digital art industry, acquiring information on production and realities of the market, through the direct testimony of professionals with many years of experience.</p>	

## 804322 - IAD-A - Digital Art Industry

### Planning of activities

<p>Playing beyond art</p>	<p>Hours: 6h Guided activities: 2h Self study: 4h</p>
<p>Description:</p> <p>From the video of the inaugural class, he performs a research, critical analysis, writing and visual experimentation following these sections:</p> <ul style="list-style-type: none"> <li>- It summarizes the main ideas of the video "Beyond Play" and justifies its relevance in the context of the digital art industry (between 200 and 400 words).</li> <li>- Select three works by Joshua Davis, describe them analytically (including captures) and, by doing a creative reverse engineering process, imagine what possible real-world influences might have inspired the creation of these pieces. (maximum: 100 words / work)</li> <li>- Imagine that you are a generative artist, and it simulates a play from playing with the manual repetition of shapes and patterns. (dimensions: 800x600 px). *</li> </ul> <p>* The visual piece will be projected and commented on in class by the teacher.</p> <p>Support materials: Displayed video on the first day of class.</p> <p>Descriptions of the assignments due and their relation to the assessment: Deadline: 23:59h on Friday, September 22nd.</p>	
<p>SWOT analysis and market research</p>	<p>Hours: 8h Self study: 8h</p>
<p>Description:</p> <p>Market research to study the economic viability of a chosen product or service, detecting the target audience and analyzing weaknesses, threats, strengths and opportunities.</p> <p>The work will be done in groups of 2-3 people and an exposition of the results of the research will be made to the rest of the class.</p>	

### Qualification system

The evaluation of the subject will have the following tests (and their respective weighting on the final note of the student):

- Partial test type test - 25%
- 3 individual works (research, writing and analysis) - 30%
- Final theoretical exam (one part will be questions related to the guest lectures, the other about the contents of the subject) - 35%
- Participation in class and learning attitude - 10%

In case of not exceeding the subject in continuous evaluation, it will be possible to make the recovery of the final exam.

## 804322 - IAD-A - Digital Art Industry

### Bibliography

#### Basic:

- Paul, Christiane. Digital art (world of art). 3rd ed. London: Thames & Hudson Ltd, 2015. ISBN 9780500204238.
- Hope, C.; Ryan, J. Digital arts: an introduction to new media. New York, EUA: Blomsbury Publishing Plc, 2014. ISBN 9781780933207.
- Wands, Bruce. Art of the digital age. 1a. London: Thames & Hudson, 2006. ISBN 9780500286296.
- Prato, G. de; Sanz, E.; Simon, P. Digital media worlds: the new economy of media. Palgrave Macmillan, 2014. ISBN 9781137344243.
- Hartley, Scott. The fuzzy and the techie: why the liberal arts will rule the digital world. Boston, EUA: Houghton Mifflin Harcourt, 2017. ISBN 9780544944770.
- Gersho, Richard A. Digital media and innovation: management and design strategies in communication. Thousand Oaks, EUA: SAGE Publications, 2016. ISBN 9781452241418.
- Jenkins, Henry. Convergence culture: where old and new media collide. Nova York, EUA: NYU Press, 2008. ISBN 9780814742952.
- Leung, Linda. Digital experience design: ideas, industries, interaction. Bristol, Regne Unit: Intellect Ltd, 2010. ISBN 9781841502649.
- McQuivey, James. Digital disruption: unleashing the next wave of innovation. Amazon Publishing, 2013. ISBN 9781477800126.
- Shah, Pathik. Digital footprints. North Charleston, EUA: CreateSpace, 2017. ISBN 9781541077041.
- Bentkowska-Kafel, A.; Cashen, T.; Gardinger, H. Digital visual culture. Bristol, Regne Unit: Intellect Ltd, 2009. ISBN 9781841502489.
- Dunlop, Renee. Production pipeline fundamentals for film and games. Waltham, EUA: Focal Press, 2014. ISBN 9780415812290.
- Hamel, Gary. What matters now: how to win in a world of relentless change, ferocious competition, and unstoppable innovation. Jossey-Bass, 2012. ISBN 9781118120828.
- Rubin, Kenneth S. Essential scrum: a practical guide to the most popular agile process. Boston, EUA: Addison-Wesley Professional, 2012. ISBN 9780137043293.
- Olson, Taylor. Digital project management: the complete step-by-step guide to a successful launch. 1a. J. Ross Publishing, 2015. ISBN 9781604271256.