Course guide
804322 - IAD-A - Digital Art Industry

Last modified: 18/05/2026

Unit in charge: Image Processing and Multimedia Technology Centre
Teaching unit: 804 - CITM - Image Processing and Multimedia Technology Centre.

Degree: **Academic year:** 2026 **ECTS Credits:** 6.0
Languages: Catalan

LECTURER

Coordinating lecturer: Laguillo Abbad, Clara

Others: Garcia Campos, Núria

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:
CEAAD 10. Identify the process involved in directing and producing different artistic projects in the digital field, the existing methodologies, the roles involved and their functions.
CEAAD 11. Identify the professional sector and business models of the audiovisual industry, as well as the financing channels and distribution and marketing strategies.

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 INFORMATI0N 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.

TEACHING METHODOLOGY

- Expository method / master class
- Participatory class
- Study of cases
- Learning based on problems and exhibitions and defenses of practices and works
- Autonomous work

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.

- 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

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

Type	Hours	Percentage
Hours large group	30,0	20.00

Total learning time: 150 h

CONTENTS

BLOCK I: Introduction to digital art. Evolution and situation of the digital art industry

Description:
1- Introduction to digital culture
2 - Concepts: What is the cultural industry? what is digital art?
3 - Digital media (or new media): terminology and typology (formats)
4 - History of digital art and relevant figures
5 - Current state of digital art in Catalonia
6 - Phases in digital creation according to typology, organization, methodologies, budgets
7 - Knowledge of the recent evolution of the industry and its acceleration from the public institution

Related activities:
Practice 1

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

BLOCK II: Cultural factors in the digital art industry and creation phases in digital art

Description:
8 - Emerging technologies and their impact on digital artistic creation, on the creation of new formats and sophistication of "traditional" digital art
9 - Analysis of the perspectives in technology, culture and digital arts in relation to: Democratization, Globalization, Interdisciplinarity
10 - Forms of experimentation: preservation and access to digital art
11 - Technology as a tool and as a means
12 - Cyberculture and digital capital
13 - Study of the creation process in digital art: events and studies
14 - Production channels, distribution channels, curated channels
15 - Distribution and FESTIVALS
16 - Phases in digital creation: case study

Related activities:
Practice 2

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

BLOCK III: The industry, actors involved and technologies involved

Description:
17 - Social interaction and virtual communities, the public domain and the culture of property
18 - Basic concepts in the treatment of digital files and good practice in the sector
19- Digital art distribution platforms, strategies according to platform and type of art
20 - Experience in creating digital art. Core computer programs in digital artistic creation
21 - The market: study and analysis of the competition; definition of target audience and creation of a user map; marketing tools: from Facebook ads to the guerrilla; business models and business model canvas
22 - Ways of public and private financing. Feasibility studies and ability to pivot

Related activities:
Practice 3

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

ACTIVITIES

Practice 01: mapping of the production, distribution and exhibition centers of Catalonia

Description:
Preparation of a mapping of the most relevant production, distribution and exhibition centers in Catalonia in the field of digital arts

Delivery:
Forma de entrega: on-line

Full-or-part-time: 6h
Self study: 6h

Practice 02: design of a digital art project or festival

Description:
Design of a digital art project or festival prototype, elaborating the critical path of production, management and exhibition.

Delivery:
Delivery method: on-line

Full-or-part-time: 6h
Self study: 6h

Practice 03: elaboration of a project free of curatorship and analysis of digital art

Description:
Elaboration of a project free of curatorship and analysis of digital art.
Possibility of doing it in a group of maximum 4 members.

Delivery:
Form of delivery: through a face-to-face presentation in the classroom.

Full-or-part-time: 12h
Self study: 12h

GRADING SYSTEM

Any academic fraud, plagiarism or use or possession of unauthorised means in an assessment activity leads to a mark of zero (0) for the affected test or assignment. Furthermore, in accordance with the University's regulations, if disciplinary proceedings are initiated the subject is recorded as "Pending Assessment" until a decision is reached. These incidents are managed in accordance with the **Action Framework for Academic Integrity in Assessment at the UPC**.

EXAMINATION RULES.

The qualification system consists of 6 different blocks:

A mandatory delivery exercise at the end of BLOCK I, 10% of the final grade

A mandatory delivery exercise at the end of BLOCK II, 10% of the final grade

An exercise of obligatory delivery at the end of the Subject, 20% of the final grade

A mandatory midterm exam, 30% of the final grade

A mandatory final exam, 30% of the final grade

The assessment for active participation in the classroom, optional, 10% of the final grade.

Reevaluation exam.
Reevaluation exam that will replace only the final exam grade. You can only attend this exam having failed the entire course. Passing the recovery exam, the final mark of the subject will be a maximum of 5 out of 10.

BIBLIOGRAPHY

Basic:
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