



Course guides

804322 - IAD-A - Digital Art Industry

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, Spanish, English

LECTURER

Coordinating lecturer: Díaz Acedo, Iñaki

Others: Salazar Garcia, Jose Antonio

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.

TEACHING METHODOLOGY

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 large group	30,0	20.00
Hours medium group	18,0	12.00
Guided activities	12,0	8.00



Type	Hours	Percentage
Self study	90,0	60.00

Total learning time: 150 h

CONTENTS

Introduction to digital art: concept, history, genres and platforms.

Description:

- What is digital art
- The New Media
- Artistic influences and technological evolution of digital art
- History of digital art and relevant figures
- Typologies of digital art
- Distribution platforms

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.

Related activities:

Start individual project. Digital art gallery idea.

Full-or-part-time: 27h

Theory classes: 12h

Self study : 15h

Evolution and situation of the digital art industry: main milestones; relationship between technological evolution and the evolution of industry.

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.

Analysis of the perspectives in technology, culture and the digital arts in relation to:

- Democratization
- Globalization
- Interdisciplinarity

Full-or-part-time: 25h

Theory classes: 10h

Self study : 15h



Cultural factors in the digital art industry.

Description:

- Preservation and access to digital art
- Social interaction and virtual communities
- The public domain and the culture of property
- Cyberculture and digital capital
- Change through art and technology

Full-or-part-time: 23h

Theory classes: 8h

Self study : 15h

Process of creation in digital art: phases, tasks and professional profiles involved.

Description:

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.

- Phases in digital creation according to typology
- Departmental distribution and organization chart in a digital art agency
- Roles and professional competences
- Organization of work internally and collectively
- Tools and methods to optimize our time and results
- Agile production methodologies

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.

Related activities:

Coordination of a group project following agile methodologies over 4 weeks. The goal is to complete the pre-production of a digital art project and present the results.

Related competencies :

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.

Full-or-part-time: 34h

Theory classes: 14h

Self study : 20h

Technologies and software used in digital creation.

Description:

Digital creation involves a broad knowledge of many different computer tools, as well as a constant updating capacity:

- Technology as a tool and as a means
- Basic concepts in the treatment of digital files
- Core software in digital artistic creation
- Adaptability: autonomous learning and constant adoption of new technologies and software

Full-or-part-time: 18h

Theory classes: 8h

Self study : 10h



The digital art industry: concept, agents involved and value chain.

Description:

Analysis of the digital art industry from a business and business viability perspective. User / consumer study for the optimal definition of the market strategy:

- Digital art distribution platforms
- Strategies according to platform and type of art
- The market: study and analysis of competition
- Definition of target audience and creation of a user map
- Marketing tools: from Facebook ads to guerrilla
- Business models and business model canvas
- Public and private financing channels
- Feasibility studies and ability to pivot

Specific objectives:

Identify and achieve the fundamental concepts of the digital art business from a business perspective, studying the economic viability and potential market penetration. Knowledge of current marketing tools in order to validate the market response and adjust the message or product.

Related competencies :

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.

Full-or-part-time: 23h

Theory classes: 8h

Self study : 15h

ACTIVITIES

Curatorial project and digital art analysis

Description:

Individually, students must structure a digital art gallery project, or digital art exhibition, or even a digital art museum. Based on the references explained in class and individual research work, students will have to structure a viable, creative, solid project with a content criterion. A project that the team could potentially develop in the future, on different digital platforms or physically.

The evaluation of the activity will be dual: on the one hand, the initial proposals and first ideas will be monitored, as well as the process of elaborating the project. On the other hand, the quality of the final deliverable (document, app, keynote, etc.) will be evaluated. Finally, students will be required to present the results to the rest of the class in a 5-minute presentation.

Delivery:

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Full-or-part-time: 26h

Guided activities: 2h

Self study: 24h



Pre-production project with agile methodologies

Description:

In work teams of 3-4 people, definition and development of a 4-week project following agile production methodologies explained in class. The goal is to close the pre-production of a project that the team could potentially develop in the future, once the required technical skills have been learned. Examples: synopsis and character design for animated short film, design / bible document for video game development, storyboard for commercial, etc.

The team will need to assess their workforce among members, detail tasks and make appropriate follow-up during project weeks. The evaluation of the activity will be dual: on the one hand there will be a follow-up of the task boards and the management of the team during the process; on the other hand, the quality of the final installment (document, bible, storyboard, etc.) will be evaluated. Finally, the teams will have to present the results to the rest of the class in a 7-10 minute presentation.

Full-or-part-time: 28h

Guided activities: 4h

Self study: 24h

GRADING SYSTEM

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

- Partial exam type test - 25%
- 1 individual work (research, writing and analysis) - 15%
- 1 group work - 15%
- Final theoretical exam - 35%
- Participation in class and learning attitude - 10%

In case of not passing the subject in continuous evaluation, it will be possible to choose to re-evaluate the partial and final exams. In this case, the final grade of the subject will not exceed 5.

BIBLIOGRAPHY

Basic:

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- Bentkowska-Kafel, A.; Cashen, T.; Gardinger, H. Digital visual culture. Bristol, Regne Unit: Intellect Ltd, 2009. ISBN 9781841502489.
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- Paul, Christiane. Digital art (world of art). 3rd ed. London: Thames & Hudson Ltd, 2015. ISBN 9780500204238.
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