

804330 - PBL1-A - Project 1

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

Teaching staff

Coordinator:	Torelló Oliver, Josep
Others:	Fàbregas Ruesgas, Juan José Bigas Tañà, Miquel

Degree competences to which the subject contributes

Specific:

CEAAD 8. (ENG) Relacionar i aplicar els principis de la narrativa audiovisual i emprar les diverses tècniques associades.

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 4. (ENG) Dominar les bases de la il·luminació, la fotografia i el tractament digital per dissenyar i desenvolupar productes artístics, audiovisuals i d'animació.

CEAAD 12. (ENG) Implementar i gestionar projectes de disseny i animació incloent la planificació, direcció, execució i la seva avaluació.

CEAAD 7. (ENG) Aplicar técnicas de modelado y animación avanzada, postproducción y efectos especiales para la elaboración de contenidos digitales y/o su inclusión en ámbitos profesionales del arte digital como en la industria cinematográfica y la del videojuego.

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

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.

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.

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.

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.

01 EIN. ENTREPRENEURSHIP AND INNOVATION: Knowing about and understanding how businesses are run and the sciences that govern their activity. Having the ability to understand labor laws and how planning, industrial and marketing strategies, quality and profits relate to each other.

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.

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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Learning objectives of the subject

Study load

Total learning time: 150h	Hours large group:	14h	9.33%
	Hours medium group:	18h	12.00%
	Hours small group:	0h	0.00%
	Guided activities:	28h	18.67%
	Self study:	90h	60.00%

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Content

Fase 0. Inici	Learning time: 4h Theory classes: 4h
Description: content english	
Fase 1. Preproducció: Localitzacions i pla de rodatge	Learning time: 36h Theory classes: 11h Self study : 25h
Description: content english	
Fase 2. Producció: Producció d'imatges	Learning time: 70h Theory classes: 30h Self study : 40h
Description: content english	
Fase 3. Postproducció	Learning time: 40h Theory classes: 15h Self study : 25h
Description: content english	

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Planning of activities

name english	Hours: 5h Guided activities: 2h 30m Self study: 2h 30m
name english	Hours: 10h Guided activities: 2h 30m Self study: 7h 30m
name english	Hours: 5h Guided activities: 2h 30m Self study: 2h 30m
name english	Hours: 5h Guided activities: 2h 30m Self study: 2h 30m
name english	Hours: 5h Guided activities: 2h 30m Self study: 2h 30m
name english	Hours: 15h Guided activities: 5h Self study: 10h
name english	Hours: 5h Guided activities: 2h 30m Self study: 2h 30m
name english	Hours: 10h Guided activities: 2h 30m Self study: 7h 30m

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Bibliography

Basic:

- Salter, James. L'art de la ficció: sobre llegir i escriure. Barcelona: L'altra, 2016. ISBN 9788494655609.
- Chion, Michel. Como se escribe un guión. Madrid: Cátedra, 1998. ISBN 8437607647.
- McKee, Robert. El guión story: sustancia, estructura, estilo y principios de la escritura de guiones. 7^a ed. Barcelona: Alba, 2012. ISBN 9788484284468.
- Kniberg, H. [et al.]. Kanban y Scrum: obteniendo lo mejor de ambos. C4Media Inc, 2010.
- Schwaber, K.; Sutherland, J. La guía de Scrum: La guía definitiva de Scrum: las reglas del juego [on line]. 2016 [Consultation: 18/04/2018]. Available on: <<http://www.scrumguides.org/docs/scrumguide/v2016/2016-Scrum-Guide-Spanish.pdf#zoom=100>>.
- Purves, Barry. Stop motion. Barcelona: Blume, 2011. ISBN 9788480769617.
- Ternan, Melvyn. Animación stop motion: como hacer y compartir videos creativos. Barcelona: Promopress, 2014. ISBN 9788415967033.
- Shaw, Susannah. Stop motion: craft skills for model animation. Boca Raton, 2017. ISBN 9781138779310.

Complementary:

- Duran, Jaume. El cine de animación estadounidense. Barcelona: UOC, 2016. ISBN 9788491161318.