

Academic Year/course: 2021/22

## 25114 - Project Methods. Image

### Syllabus Information

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**Academic Year:** 2021/22

**Subject:** 25114 - Project Methods. Image

**Faculty / School:** 301 - Facultad de Ciencias Sociales y Humanas

**Degree:** 278 - Degree in Fine Arts

**ECTS:** 8.0

**Year:** 3

**Semester:** Annual

**Subject Type:** Compulsory

**Module:**

## 1. General information

### 1.1. Aims of the course

**The subject and its expected results respond to the following approaches and objectives:**

The course "Project Methods. Image" is of a theoretical and practical nature. The theoretical contents developed in the different didactic units will articulate a workshop work in which the student will put into practice the artistic proposals he has previously elaborated at a theoretical level. Some of these proposals will be publicly presented with the aim of creating an internal debate on the different problems and creative solutions that students contribute with their works, as well as the possibility of defending and contributing with suggestions to the previously conceived proposals. It is considered fundamental the coordination, overlapping and coherence of the project proposals with their materialization.

#### **Objectives:**

- To acquire the ability to identify and understand the problems of art through practical experimentation.
- To reflect on one's own artistic practice and to conceptualize those aspects that define it.
- Acquire the ability to develop strategies for artistic creation by carrying out projects of an artistic nature, both individually and collectively.
- To provide the student with the knowledge of the language necessary to be able to describe the different projectual facets of their artistic work.

In short, the main objective of this course is to provide the student with knowledge, both conceptual and technical, linked to a critical reflection on their own work, within the contemporary cultural context.

### 1.2. Context and importance of this course in the degree

**Project Methods. Image** is a compulsory subject of an annual nature of the third year of the Graduate Degree in Fine Arts belonging to the module "Artistic Creation Processes" that has an allocation of 8 ECTS credits. This subject is directly related to the subject, of the same academic year, "Project Methodology. Space". Both are based on the same concern to hybridize theoretical and practical in which the student is able to reflect on their creative process and the methodology used to execute it and shape the proposed proposals. MdPI focuses the development of the student in a process of visual creation with a clear plastic connotation, as well as research in art directed to the construction of two-dimensional artistic work in the same way that it explores the methodology of narrative projects for progressive and modular development independently of the final format of static images (graphic novel, illustration, storytelling ...) or dynamic images (animation, audiovisual, virtual ...).

**Project Methods. Image** aims to address the student's personal work from a multidisciplinary perspective, taking into account that students already have the skills acquired in the two years of previous studies. On the other hand, it lays the

foundations for the subject "Construction of artistic discourse" and the "Final Degree Project" proposed in the fourth year of the Title.

### 1.3. Recommendations to take this course

It is an open workshop in which all kinds of languages can exist based on a student's personal project with two-dimensional characteristics.

The classes are face-to-face, in the event that the characteristics of the project itself require the assistance of other means, tools or spaces, the teacher should be consulted.

Works done outside the classroom-workshop of the Faculty not previously agreed with the teacher will not be taken into account, and works done outside the context and dynamics of the workshop that have not been supervised by the same teacher will not be accepted.

The student will make creative and justified proposals that will be assisted in a tutorial.

## 2. Learning goals

### 2.1. Competences

By passing the subject, the student will be more competent to ...

#### General competences:

- CG01. Ability to produce and relate ideas within the creative process.
- CG02. Communication skills. Learn to translate artistic ideas in order to transmit them.
- CG03. Ability to clearly present complex artistic problems and projects in writing and orally.
- CG04. Capacity for (self) analytical and (self) critical reflection in artistic work.
- CG06. Ability to work autonomously. Develop the ability to propose, develop and conclude personal artistic work.
- CG07. Ability to work in a team. Ability to organize, develop and solve work through the application of interaction strategies.
- CG08. Capacity for self-initiative and self-motivation.
- CG09. Perseverance capacity. Develop the perseverance necessary to solve the difficulties inherent to creation.
- CG10. Capacity for self-employment and job creation.
- CG11. Ability to communicate and disseminate artistic projects.
- CG12. Ability to carry out artistic projects with social and media repercussions. Use the dissemination resources of artistic projects in order to enhance their social impact.
- CG13. Ability to carry out and integrate artistic projects in broader contexts. Develop projection strategies for artistic creation beyond its field of action.
- CG14. Interpersonal skills, awareness of one's abilities, and resources for the development of artistic work.
- CG15. Capacity for an ethical commitment and the promotion of equality between the sexes, the protection of the environment, the principles of universal accessibility, and democratic values.

#### Specific skills:

- CE03. Critical understanding of the responsibility of developing one's own artistic field. The social commitment of the artist.
- CE04. Critical understanding of the performative dimension and social impact of art. Analyze the reciprocal repercussion between art and society.
- CE08. Knowledge of the different functions that art has acquired through historical development. Study the evolution of the role of art over time.
- CE11. Knowledge of the rules of action derived from copyright and property rights.
- CE12. Knowledge of materials and their processes derived from the creation and/or production. Know the materials, procedures, and techniques that are associated with each artistic language.
- CE13. Basic knowledge of the research methodology of the sources, the analysis, the interpretation and synthesis. Analyze, interpret and synthesize the sources.
- CE14. Knowledge of the instruments and methods of experimentation in art. Learning the creative methodologies associated with each artistic language.
- CE15. Knowledge of the artistic methods that can be applied to socio-cultural projects. Study the methodologies that facilitate artistic performance in the social environment.
- CE16. Knowledge of the characteristics of the spaces and means of exhibition, storage and transport of works of art.
- CE19. Ability to identify and understand the problems of art. Establish the aspects of art that generate creation processes.
- CE20. Ability to creatively and imaginatively interpret artistic problems. Develop the creative processes associated with solving artistic problems.
- CE21. Ability to understand and value artistic discourses in relation to one's own work. Establish means to compare and relate personal artwork to creative context.
- CE22. Ability to generate and manage artistic production. Know how to establish the necessary planning in artistic creation processes.
- CE23. Ability to professionally apply specific technologies. Use the appropriate tools for your own artistic languages.
- CE24. Ability to collaborate with other disciplines. Development of ways of relationship and exchange with other fields of knowledge.
- CE25. Ability to collaborate with other professions and especially with professionals from other fields. Identify the appropriate professionals to adequately develop artistic work.
- CE26. Ability to activate a cultural context and/or to modify a public or private context. Knowing how to understand the cultural context to generate initiative and energize the environment.
- CE27. Ability to document artistic production Use the necessary tools and resources to contextualize and explain one's own artistic work.
- CE29. Heuristic and speculation capacity for the realization of new projects and artistic action strategies. Develop the understanding and speculation of artistic problems in their entirety.
- CE30. Ability to determine the appropriate presentation system for the specific artistic qualities of a work of art. Acquire criteria for the proper appreciation of the work of art in relation to it.

- CE31. Ability to carry out artistic research projects.  
 CE32. Skills for artistic creation and the ability to build works of art. Acquire the skills of artistic practice.  
 CE33. Ability to establish production systems. Develop strategies applied to the systematic exercise of artistic practice.  
 CE34. Ability to carry out, organize and manage innovative artistic projects.  
 CE35. Ability to adequately present artistic projects. Know how to communicate artistic projects in diversified contexts.

## 2.2. Learning goals

The student, to pass this subject, must demonstrate the following results ...

Know and apply the basic techniques that allow you to materialize personal artistic projects in any of its manifestations.

Know and use the appropriate documentary sources where to find the references prior to the materialization of a creative proposal.

He is able to generate and relate ideas within the creative process.

He develops a critical spirit about the role of art and the artist in today's society, and about his own work.

He knows how to present his creative proposals in public in a clear and orderly way, arguing the criteria on which he bases them, and uses the most appropriate communication resources for their presentation.

He can join a work team, developing the functions entrusted to him, and contributing with his contributions to the achievement of the objectives set in a collective project.

He adequately integrates artistic discourses of a different nature into his personal proposals, relating them to other disciplines and fields of knowledge.

## 2.3. Importance of learning goals

This subject provides the necessary knowledge for the student to successfully approach the last course of the degree since it provides the necessary instruments to organize and enhance knowledge in processes of autonomous creation and interdisciplinary experimentation.

Likewise, it prepares the student for professional artistic practice by introducing them to artistic projection and methodologies aimed at plastic projects (individual) and narrative projects (teamwork), an essential requirement when facing the professional world in any of the fields in which the graduate in Fine Arts tends to specialize.

The subject combines the planning that must be taken in a project and the steps that must be taken into account for its execution

## 3. Assessment (1st and 2nd call)

### 3.1. Assessment tasks (description of tasks, marking system and assessment criteria)

In accordance with the **Regulations for the Learning Assessment Standards** of the University of Zaragoza, the assessment system presented below is established. The student must demonstrate that she has achieved the expected learning outcomes through the following assessment activities to pass the subject through one assessment system or another.

#### CONTINUOUS ASSESSMENT. DESCRIPTION AND RATINGS.

The continuous evaluation will be carried out from the following evaluation activities:

*AF01. Academic works:* presentation of analysis works on the contents proposed in the subject.

*AF02. Projects:* elaboration of personal artistic projects of a theoretical-practical nature.

*AF03. Exhibition and defense* of projects proposed in the subject.

*AF04. Monitoring of individual work* in the classroom-workshop.

*AF05. Portfolio:* dossier that documents the work done during the course.

*AF06. Student participation* in class and co-evaluation.

*Assessment based* on the systematic collection of data in the learning context itself.

Project work is mandatory and punctuality will be taken into account in their presentations, text comments, reports, etc. Prior to the evaluation of the project and their presentations, the evaluation rubrics of each exercise will be reviewed in class.

#### CONTINUOUS ASSESSMENT. EVALUATION CRITERIA

- Achievement of the learning objectives of the subject.
- Degree of complexity in solving the exercises.
- Personal contribution, conceptual maturity, originality, innovation and creativity.
- Coherence in the processes and phases of development of the works, knowledge of the materials, technical mastery and formal aspects of the presentation and the corresponding documentary confrontation.
- Continuous monitoring and evaluation of the activities carried out by the student, aptitude and interest.
- Assessment of the plastic perception of ideas through acquired skills and abilities.
- Evolution of the learning process.
- Assessment based on the systematic collection of data in the learning context itself.
- Volume of work, level of improvement and personal effort.
- Assessment of each of the exercises delivered by the student throughout the course.

- Assessment of personal creativity and experimentation through the work carried out.
- Involvement in the subject, participation in the workshop dynamics, group criticism and debate sessions.
- Assistance and punctual delivery of works: Draft and Project.
- The annotations of the formative and cumulative evaluation taken in the classroom-workshop, interviews and tutorials.
- Assessment of the development, participation and quality of activities for the development of competencies.
- The grades obtained in the written tests.
- Portfolio evaluation. Photographic dossier made by each student of all the works carried out during the course.
- Assessment of final exercise and / or proposed exam. The final exercise of the global test-
- Works done outside the classroom-workshop not previously agreed with the teacher will not be taken into account, and works done outside the context and dynamics of the workshop will not be accepted. have not been supervised by the same teacher.

**The Average Grade for Continuous Evaluation** will be extracted proportionally from the value of each of the activities evaluation:

<b>Academic Works</b> .....	<b>10%</b> (1p)
<i>Analysis of the contents of the subject.</i>	
<b>Artistic Projects</b> .....	<b>40%</b> (4p)
<i>Project 1: Expository (20%) + Project 2: Research or Narrative (20%)</i>	
<b>Exhibition and defense</b> .....	<b>20%</b> (2p)
<i>Exhibition and defense of each project (10% + 10%)</i>	
<b>Monitoring and participation</b> .....	<b>20%</b> (2p)
<i>Class participation, tutorials, delivery of summary and constructive comments.</i>	
<b>Portfolio</b> .....	<b>10%</b> (1p)
<i>Dossier of the work carried out during the academic year at Project Methods. Image</i>	
<b>TOTAL 100%</b> (10p)	

### LOSS OF CONTINUOUS EVALUATION

Project Methodology. Image is a subject based on artistic practice with a development face-to-face. For this reason, a class attendance control is carried out. Those students who accumulate 4 absences \* in a quarter or 7 absences \* during the academic year, they will lose the right to continuous evaluation, having to pass the subject by the global evaluation system.

\* Absences for medical or family reasons that can be justified by a signed document and sealed will not be taken into account in this computation. In these cases, the pertinent documentation will be presented through tutoring for the treatment of confidential personal data.

### OVERALL EVALUATION. DESCRIPTION AND RATINGS.

Access to the Global Assessment of the subject is a right of all students.

This assessment consists of a multiple choice test of theoretical and practical content, which evaluates the theoretical and applied knowledge that students must acquire through the contents of the subject through 50 multiple-choice questions and the only correct answer.

The date of said test will be fixed in the official academic calendar published on the website of the Faculty of Social and Human Sciences for the June (1st) and September (2nd) calls.

The evaluation criteria are: each correct answer adds one point to the final grade, each incorrect answer subtracts a quarter point from the final grade; The final theoretical test will be passed by correctly answering 25 of the 50 questions expressed (sufficient).

If the grade obtained in the exam is less than 25 points, the grade obtained will be insufficient.

If the grade obtained in the exam is between 26 and 30 points, the grade obtained is Good.

If the grade obtained in the exam is between 31 and 44 points, the grade obtained is Notable.

If the grade obtained in the exam is between 45 and 50 points, the grade obtained is Excellent.

The average mark of the exam is calculated:  $(\text{No. hits} - [\text{No. failures} * 0.25]) * 0.2 = \text{Average grade}$

Those students who obtain an average of more than 5 points through continuous assessment will have passed the subject and are not obliged to take the Global Test, although they may take it to improve their grade and as stated in the Rules of Assessment of the Learning. In these cases, the Continuous Assessment grade will be respected in the event that a lower grade is obtained in the Global Test.

On the other hand, the students who do not pass the Continuous Assessment must take the Global Test, on the contents developed in the subject.

### PLAGIARISM AND EVALUATION RULES

The student whose work presents plagiarism in the theoretical development of a project, will suspend the corresponding memory with 0 points.

The student whose project shows plagiarism in the artistic practice of a project, will suspend the corresponding project with 0 points.

The student must know the plagiarism regulations of the University of Zaragoza and its consequences published in: <https://biblioteca.unizar.es/propiedad-intelectual/propiedad-intelectual-plagio>

In the same way, you must know the Regulation of Learning Assessment Standards approved in an agreement of December 22, 2010, of the University Governing Council: <http://cud.unizar.es/docs/ReglacionesdeNormasdeEvaluaciondelAprendizaje.pdf>

## 4. Methodology, learning tasks, syllabus and resources

### 4.1. Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives, both general (*CG01, CG02, CG03, CG04, CG06, CG07, CG08, CG09, CG10, CG11, CG12, CG13, CG14, CG15*) and specific (*CE03, CE04, CE08, CE11, CE12, CE13, CE14, CE15, CE16, CE19, CE20, CE21, CE22, CE23, CE24, CE25, CE26, CE27, CE29, CE30, CE31, CE32, CE33, CE34, CE35*).

A wide range of teaching and learning tasks are implemented, such as AF01, AF02, AF03, AF04, AF05, and AF06.

Students are expected to participate actively in the class throughout the semester.

Classroom materials will be available via Moodle. These include a repository of the lecture notes used in class, the course syllabus, as well as other course-specific learning materials, including a discussion forum.

The theoretical development of the subject will be carried out through the presentation of the fundamental aspects of the contents as well as through the reading of texts related to them and the visualization of collected audiovisual materials. These theoretical aspects will be completed with the presentation and sharing of works, research, exercises, and comments made by the student both individually and collectively on specific issues of the program.

The practical experience in the classroom workshop will consist of the execution of the projects proposed throughout the course. The individualized monitoring of each of the programmed activities will have a special impact on procedural and procedural aspects. There will not be a split between the theoretical and practical contents that will be developed in parallel throughout the course.

### 4.2. Learning tasks

This is a 8 ECTS course organized as follows:

**AF01 (0,5 ECTS: 12,5 hours)** Academic works: presentation of analysis works on the contents proposed in the s u b j e c t .

**AF02 ( 4 ECTS: 100 hours)** Projects: elaboration of personal artistic projects of a theoretical-practical nature.

**AF03 ( 2 ECTS: 50 hours)** Exhibition and defense of projects proposed in the subject.

**AF04 (0,5 ECTS: 12,5 hours)** Monitoring of individual work in the classroom-workshop.

**AF05 (0,5 ECTS: 12,5 hours)** Portfolio: dossier that documents the work done during the course.

**AF06 (0,5 ECTS: 12,5 hours)** Student participation in class and co-evaluation.

#### PRESENIAL ACTIVITY

- Theoretical classes: presentation of the contents of the subject.
- Seminars: oral or written contributions from students.
- Workshop-group work: supervised session where students work on individual tasks, receive assistance and guidance when necessary.
- Projects: situations in which the student analyzes and works on a practical problem applying interdisciplinary knowledge.
- Presentation of works: presentation of exercises proposed in the subject.

#### NON-PRESENIAL ACTIVITY

- Works: preparation of seminars, readings, investigations, reports, projects, etc.
- Preparation of the theoretical-practical work carried out in face-to-face activities or to present and deliver in classes.
- Complementary activities: readings, seminars, attendance at exhibitions, screenings

### 4.3. Syllabus

The course will address the following topics:

#### Section 1. Introduction to artistic project practice and project methodologies.

- Topic 1. Artistic project practice.
- Topic 2. Project methodologies.
- Topic 3. The artist's diary as a process and as an end.
- Topic 4. The artistic practice and the conceptualization of the result.

#### Section 2. Design of image exhibition projects (P1).

- Topic 1. Theme and plastic story.
- Topic 2. Exhibition space design.
- Topic 3. Planning, requirements, and feasibility.
- Topic 4. Exhibition budget.
- Topic 5. Artistic practice and exhibition.

#### Section 3. Phases and stages of research in art (P2).

- Topic 1. Conception, working hypothesis and objectives.
- Topic 2. Methodology design in art.
- Topic 3. Planning, requirements, and feasibility.
- Topic 4. Research project budget.
- Topic 5. Execution and artistic practice.

#### Section 4. Phases and stages of a narrative project (P2).

- Topic 1. Conception, logline and storyline.
- Topic 2. Argument vs synopsis. Narrative lines.
- Topic 3. Script, technical script and storyboard.
- Topic 4. Concept art for narrative projects. Characters and environments.
- Topic 5. Economic valuation. Final art.

#### Section 5. Presentation and defense of artistic projects.

### 4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the "Facultad de Ciencias Sociales y Humanas".

The 2021/22 academic year has established the first semester from September 15 to January 11 and the second semester from February 7 to May 27. Thus, the calendar is as follows.

#### FIRST SEMESTER

Week	Syllabus (4.3)	Classroom	Autonomous work
<b>01</b> 15 - 18 sept.	Presentation of the subject, presentation of the Teaching Guide, Activities and Assessment System	Taller de Pintura 3	-
<b>02</b> 21 - 25 sept.	Section 1.	Taller de Pintura 3	
<b>03</b> 28 sept - 2 oct.	Topic 1 (S1) Task: project ideas (Gr)	Taller de Pintura 3	
<b>S04</b> 5 - 9 oct.	Topic 2 (S1) Task: project feedback (Gr)	Taller de Pintura 3	

<b>05</b> 13 - 16 oct.*	Topic 3 (S1) Task: Brainstorm on proposed topic (Ind / Gr)	Taller de Pintura 3	Conceptualization of the idea for P1
<b>06</b> 19 - 23 oct.	Topic 4 (S1) Task: Put in common on plastic development of each idea (I / Gr)	Taller de Pintura 3	Search for artistic references for P1.
<b>07</b> 26 - 30 oct.	Section 2, Topic 1 (P1) Rubric Review P1. <i>Workshop work. Individualized monitoring. Session 1.</i>	Taller de Pintura 3	Complementary P1 development.
<b>08</b> 3 - 6 nov.*	Section 2, Topic 2 (P1) Delivery of Statement of P1. <i>Workshop work. Individualized monitoring. Session 2.</i>	Taller de Pintura 3	Complementary P1 development.
<b>09</b> 9 - 13 nov.	Section 2, Topic 3 (P1) Delivery of Technical Definition of P1. Exhibition space. <i>Workshop work. Individualized monitoring. Session 3.</i>	Taller de Pintura 3	Complementary P1 development.
<b>10</b> 16 - 20 nov.	Section 2, Topic 4 (P1) Review of artistic references and theoretical contextualization. <i>Workshop work. Individualized monitoring. Session 4.</i>	Taller de Pintura 3	Complementary P1 development.
<b>11</b> 23 - 27 nov.	Section 2, Topic 5 (P1) Planning review and economic valuation of P1 <i>Workshop work. Individualized monitoring. Session 5.</i>	Taller de Pintura 3	Complementary P1 development.
<b>12</b> 30 nov. - 4 dec.	<i>Workshop work. Individualized monitoring. Session 6.</i>	Taller de Pintura 3	Complementary P1 development.
<b>13</b> 14 - 18 de dec.	Presentation of P1 projects (1st shift)	<i>Exhibitions</i>	Complementary P1 development.
<b>14</b> 21 - 22 de dec.	Presentation of P1 projects (2nd shift). Report delivery P1.	<i>Exhibitions</i>	Complementary P1 development.
<b>S15</b> 11 - Jan.	P1 results sharing session. Dialogues about results and potential.	Taller de Pintura 3	-

\* Holiday in Teruel coinciding with class.

## SECOND SEMESTER

Week	Syllabus (4.3)	Classroom	Autonomous work
16	Section 3 (P2).		Reflection on the type of

8 - 12 feb.	Section 4 (P2).	Taller de Pintura 3	project to choose. Brainstorm about P2.
<b>17</b> 15 - 19 feb.	Section 3, Topic 1 (P2). Section 4, Topic 1 (P2).	Taller de Pintura 3	Development of P2 complementary to the classroom.
<b>18</b> 22 - 26 feb.	Section 3, Topic 2 (P2). Section 4, Topic 2 (P2).	Taller de Pintura 3	Development of P2 complementary to the classroom.
<b>19</b> 1 - 5 mar.	Section 3, Topic 3 (P2). Section 4, Topic 3 (P2).	Taller de Pintura 3	Development of P2 complementary to the classroom.
<b>20</b> 8 - 12 mar.	Section 3, Topic 4 (P2). Section 4, Topic 4 (P2).	Taller de Pintura 3	Development of P2 complementary to the classroom.
<b>21</b> 15 - 19 mar.	Section 3, Topic 5 (P2). Section 4, Topic 5 (P2).	Taller de Pintura 3	Development of P2 complementary to the classroom.
<b>22</b> 22 - 25 mar.	(P2) Workshop work. Individualized monitoring of practical work. Session 1.	Taller de Pintura 3	Development of P2 complementary to the classroom.
<b>23</b> 12 - 16 apr.	(P2) Workshop work. Individualized monitoring of practical work. Session 2.	Taller de Pintura 3	Development of P2 complementary to the classroom.
<b>24</b> 19 - 22 apr.	(P2) Workshop work. Individualized monitoring of practical work. Session 3.	Taller de Pintura 3	Development of P2 complementary to the classroom.
<b>25</b> 26 - 30 apr.	(P2) Workshop work. Individualized monitoring of practical work. Session 4. Delivery of the theoretical memory / narrative memory.	Taller de Pintura 3	Development of P2 complementary to the classroom.
<b>26</b> 3 - 7 may.	(P2) Workshop work. Individualized monitoring of practical work. Session 5.	Taller de Pintura 3	Development of P2 complementary to the classroom.
<b>27</b> 10 - 14 may.	Presentation of projects P2. Delivery of complete reports P2. Delivering constructive comments.	Taller de Pintura 3	Preparation of the Portfolio. Virtual delivery on May 31 (not in person)

\* Holiday in Teruel coinciding with class.

The establishment of the examination dates for the June (1st) and September (2nd) calls is reflected in the official exam calendar for the Degree in Fine Arts published on the website of the Faculty of Social and Human Sciences.

#### 4.5. Bibliography and recommended resources

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=25114>