

## 25114 - Project Methods. Image

### Syllabus Information

**Academic year:** 2023/24

**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

*Project Methodology. Image (MdPI)* is a subject related to the processes of artistic creation that hybridises teaching and learning through theoretical-practical projects in which each student must reflect on their creative process and the methodology used to execute it and give shape to the proposals put forward.

*MdPI* focuses the development of students on a process of visual creation with a clear plastic connotation, as well as research in art aimed at the construction of two-dimensional artistic work in the same way that explores the methodology of narrative projects for the progressive and modular development regardless of the final format of static images (graphic novel, illustration, story...) or dynamic images (animation, audiovisual, virtual...) from a multidisciplinary perspective.

*MdPI* is aligned with SDGs 4 Quality Education and 17 Partnerships to Achieve the Goals.

### 2. Learning results

The student must demonstrate the following results in order to pass this subject:

- Know and apply the basic techniques that allow them to materialise personal artistic projects in any of their manifestations.
- Know and use the appropriate documentary sources where to find the references prior to the materialisation of a creative proposal.
- Generate and relate ideas within the creative process.
- Develop a critical spirit regarding the role of art and the artist in today's society, and with respect to their own work.
- Know how to present their creative proposals in public in a clear and orderly manner, arguing the criteria on which they are based, and use the most appropriate communicative resources for their presentation.
- Integrate in a work team, developing the functions entrusted to him/her, and contributing with his/her contributions to the achievement of the objectives set in a collective project.
- Integrate appropriately in their personal proposals artistic discourses of a different nature, relating them to other disciplines and fields of knowledge.

### 3. Syllabus

1. Introduction to artistic design practice and design methodologies. Artistic practice and the conceptualisation of the result.
2. Production of image projects (PA01). Theme and multidisciplinary plastic story. Exhibition and dissemination.
3. Phases and stages of research methodology in art applied to image projects (PA02). Conception, working hypothesis and objectives. From methodology and planning to artistic practice.
4. Phases and stages of narrative methodology applied to image projects (PA02). Creativity, script and concept art.
5. Presentation and defence of artistic projects.

### 4. Academic activities

Teaching methodology		
Activity	Student Work	Hours
<b>AF01. Face-to-face lecture.</b>	<u>Presential:</u> Notes, resolution of doubts.	<b>16</b>
	<u>No presential:</u> Study of contents.	<b>20</b>
<b>AF02. Practical classes</b>	<u>P:</u> Individualised project monitoring.	<b>55</b>

	<u>NP</u> : Autonomous work.	<b>112</b>
<b>AF07. Group work</b>	<u>P</u> : Guided procedural work on project phases.	<b>10</b>
	<u>NP</u> : Coordinated work.	<b>30</b>
<b>AF04. Presentation of work</b>	<u>P</u> : Project defence.	<b>3</b>
	<u>NP</u> : Preparation.	<b>10</b>
<b>AF05. Evaluation activities</b>	<u>P</u> : Annotations on project presentations.	<b>6</b>
	<u>NP</u> : <u>Constructive criticism of projects.</u>	<b>4</b>
<b>AF14. Assignments and reports</b>	<u>P</u> : -	-
	<u>NP</u> : Self-assessment portfolio on the course of the subject.	<b>4</b>
	<u>TOTAL</u>	<b>200 h</b>

## 5. Assessment system

**Continuous Assessment.** The CA is articulated through three projects (TA, PA01 and PA02) that mark the learning curve of content, creativity and independence of each student, through the following structure:

Continuous Assessment (CA)			
Type	Techniques	Instruments / tests	Score / Percentage
<b>Initial</b>	Practical exercises	Case analysis	<b>1</b> 10%
<b>Formative</b>	Competency-based assessment rubrics	Art projects	<b>4</b> 40%
<b>Processual</b>	Oral exchanges	Exhibition	<b>2</b> 20%
<b>Diagnostic</b>	Direct Observation	Anecdotal record Attitude Scale Constructive criticism	<b>2</b> 20%
<b>Overall</b>	Self-assessment	Portfolio	<b>1</b> 10%
		<b>TOTAL</b>	<b>10</b> 100%

*MdPI* integrates the promotion of critical thinking in PBL through Assessment Reports (formative assessment) and text comments with constructive criticism (hetero-assessment).

Failure to attend more than 20% of the classes in a single term will result in the loss of the AC.

**Global Assessment.** This type of evaluation consists of a written test of theoretical-practical contents of type test with fifty questions, which evaluates the theoretical and practical knowledge as well as the competencies that the students must acquire through the contents of the subject. Information on the characteristics of the test will be provided both in the *Moodle* virtual classroom and in class.

---

## GLOBAL TEST

All students will have the right, even if they do not carry out the continuous evaluation. Students who do not opt for continuous evaluation, who do not pass the course by this procedure or who would like to improve their grade, will have the right to take the global test. Students who attend the exam must be punctually at the presentation, otherwise they will be considered as not presented.

## SECOND CALL

The evaluation in second call, to which all students who have not passed the course will be entitled, will be carried out by means of a global test to be taken in the period established for this purpose by the Governing Council in the academic calendar.