

25106 - Image and Shape Analysis.

Syllabus Information

Academic year: 2024/25

Subject: 25106 - Image and Shape Analysis.

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

Degree: 278 - Degree in Fine Arts

ECTS: 6.0

Year: 1

Semester: Second Four-month period

Subject type: Basic Education

Module:

1. General information

Analysis and application of methodologies and techniques in the production of image and form. Objectives: Introduce basic concepts of the History of the Image. Understand the fundamentals of visual communication through the conscious appreciation of images and forms. Provide conceptual and practical tools that allow the reading of explicit and implicit messages in images. Provide the necessary instruments for the practical application of analysis modalities: pre-iconographic, iconographic, and iconological. Develop the critical reflection capacity to identify and understand art problems and their practical experimentation.

These approaches and objectives are aligned with the following SDGs of the 2030 Agenda:

Goal 5. Gender Equality.

Goal 12. Responsible Consumption and Production.

Goal 17. Partnerships for the Goals.

2. Learning results

BASIC SKILLS

CB1. Students have shown to have knowledge and understanding in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2. Students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the development and defence of arguments and problem solving within their area of study.

CB3. Students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

CB4. Students can transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.

CB5. Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

GENERAL SKILLS

CG01. Ability to produce and relate ideas within the creative process

CG04. Capacity for analytical (self) reflection and (self) criticism in artistic work

CG06. Ability to work autonomously. Ability to plan, 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

CG14. Interpersonal skills, awareness of one's own abilities and resources for the development of artistic work.

CG15. Capacity for ethical commitment and the promotion of gender equality, environmental protection, principles of universal accessibility and democratic values.

SPECIFIC SKILLS

CE02. Critical understanding of the evolution of aesthetic, historical, material, economic and conceptual values. To analyse the evolution of art values from a socio-economic and cultural perspective.

CE05. Knowledge of current art theory and discourse, as well as the current thinking of artists through their works and texts. To constantly update the direct knowledge of art through its creators

CE07. Knowledge of the vocabulary and concepts inherent to each particular artistic technique. To know the specific creative language.

CE08. Knowledge of the different functions that art has acquired through historical development. Study the evolution of the role of art through time

CE09. Knowledge of production methods and artistic techniques. To analyse the processes of artistic creation.

CE12. Knowledge of materials and their derivative processes of creation and/or production. To know the materials, procedures

and techniques associated with each artistic language

CE13. Basic knowledge of source research methodology, analysis, interpretation and synthesis. To analyse, interpret and synthesize sources

CE14. Knowledge of the instruments and methods of experimentation in art. Learning the creative methodologies associated with each artistic language.

CE19. Ability to identify and understand the problems of art. To establish the aspects of art that generate creative processes.

CE22. Ability to generate and manage artistic production. To know how to establish the necessary planning in the artistic creation process

CE27. Ability to document artistic production. Use the tools and resources necessary to contextualize and explain one's own artistic work.

CE32. Artistic creation skills and the ability to construct works of art. Acquire the skills required for artistic practice.

LEARNING RESULTS

In order to pass the course, the student must demonstrate the following results:

Ability to develop their productions in two-dimensional and three-dimensional space.

Knowledge of the vocabulary and codes of the concepts inherent to each particular artistic technique.

Knowledge of the instruments and methods of experimentation in art.

Learning of creative methodologies of initiation associated with each artistic language.

Ability to identify and understand the problems of art and thus begin to establish the aspects that generate creative processes.

Ability to work individually and collectively at different scales.

IMPORTANCE OF LEARNING RESULTS

The subject addresses principles and develops basic processes on the perception, functionality, organization and structure of form in two and three dimensions, useful in any discipline within the Fine Arts and applicable to the expression and representation of perceptions, ideas or feelings. It is also intended that each student learns and knows how to apply the basic concepts and techniques of visual language and the theory of the image, seeking the development of critical and analytical argumentation in the context of the personal creative process.

3. Syllabus

1. Syntax of the Image

- 1.1. Basic concepts of the history of the image.
- 1.2. The study and analysis of the image and form.
- 1.3. Forms of visual communication.
- 1.4. Development of a formal syntax.

2. Methodologies and Techniques for Image Production.

3. Fundamentals of Visual Communication.

- 3.1. Levels of visual representation.
- 3.2. Gestalt and the analysis of image and form.
- 3.3. Visual experience.

4. Basic Elements of Visual Communication.

- 4.1. Modes of analysis: pre-iconographic, iconographic, and iconological.

5. Basic Fundamentals of Composition.

- 5.1. Perception and visual communication. Gestalt theory.

6. Techniques of Visual Communication: Communication Strategies.

- 6.1. Contrast and harmony.

4. Academic activities

THEORETICAL CLASS: Lectures given by the professor with support from audio-visual material. Discussion of proposed topics and resolution of student questions.

In-person: Notetaking. Raising questions (20 hours).

Out-of-class: Studying the material and completing the proposed exercises (20 hours).

PRACTICAL CLASSES: Completion of practical assignments proposed by the professor. Individual practice.

In-person: (individual) Class participation, raising questions, preparation of a work plan, and development of specific practical exercises (40 hours).

Out-of-class: Individual work development. Fieldwork and independent work, searching for documentation and references,

bibliography. Development of specific practices (70 hours).

Activities to be developed:

PRACTICE 1. Analysis of a work from visual and emotional experience.

PRACTICE 2. From written message to visual message. Levels of visual representation.

PRACTICE 3. Basic elements of composition.

PRACTICE 4. Analysis of the basic elements of communication.

PRACTICE 5. Analysis of a work: pre-iconographic, iconographic, and iconological.

PRACTICE 6. Communication techniques and strategies.

5. Assessment system

This course has a practical nature, and given the technical specifics, it requires monitoring of learning through the timely submission of specific assignments on the content to assess the acquired knowledge.

The teaching method used is continuous assessment, which enhances learning. Evaluation tests are conducted through punctual assignments proposed with each teaching unit. These assignments serve to evaluate the students' knowledge, skills, abilities, and competencies. Thus, a continuous formative assessment can be carried out, leading to more thorough monitoring and helping students achieve the set objectives.

Practical classes will work on both theoretical and practical knowledge. Corrective activities such as viewing work in class, monitoring assignments, and providing comments and constructive criticism are encouraged. Additionally, there is the possibility of retaking assignments to achieve better results and meet the objectives. Ultimately, the aim of this course is for students to successfully achieve the educational objectives with the highest possible motivation.

Approximately six assignments are proposed throughout the course and are graded on a scale of 0 to 10. Late submission of an assignment results in a 20% deduction from the final grade to promote commitment and professionalism.

What is evaluated and how (out of a total of 100%/10):

- Formative and diagnostic purpose: through direct observation (skills, abilities, competencies, evidence, attitudes): 10%/1 of the practice grade.
- Continuous or process evaluation: through various evaluation rubrics on the quality indicators of attitudes, skills, and knowledge: 40%/4 of the practice grade.
- Hetero-evaluation: through practical exercises, specific tasks related to the course content: 40%/4 of the practice grade.
- Overall extension: oral exchanges such as viewing and presenting completed work, discussions, and debates: 10%/1 of the practice grade.

GLOBAL TEST FIRST AND SECOND CALLS

FIRST CALL

The global test for students who have participated in continuous assessment by submitting more than 80% of assignments and have not passed the course or wish to improve their grade consists of:

- Students wishing to improve their grade or pass the course:
 - Practical knowledge (100%): the test consists of performing a series of assignments encompassing specific content developed throughout the course.

The global test for students who do not participate in continuous assessment. This test is only for those students who have submitted less than 50% of the assignments during the course and, therefore, have not adhered to the continuous assessment process:

- Practical knowledge (100%): the test consists of performing a series of assignments encompassing specific content developed throughout the course.

The test is graded from 0 to 10.

SECOND CALL

The global test for students in the second call:

- Practical knowledge (100%): the test consists of performing a series of assignments encompassing specific content developed throughout the course.

The test is graded from 0 to 10.

ASSESSMENT CRITERIA

- Cleanliness, clarity, precision and appropriate use of technical means
- Correct argumentation of fundamentals and theoretical elements
- Initiative, creativity and ability to collaborate
- Clarity and order in oral and written expression

GLOBAL TEST

All students are entitled to a global test to pass the subject or to improve the grade obtained. Students attending the exam must be punctual on the day and at the time indicated in the exam notice, otherwise they will be considered as "No Show".

SECOND CALL

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

6. Sustainable Development Goals

5 - Gender Equality
12 - Responsible Production and Consumption
17 - Partnerships for the Goals