Universidad Zaragoza

Academic Year: 2025/26

25106 - Image and Shape Analysis.

Teaching Plan Information

Academic year: 2025/26
Subject: 25106 - Image and Shape Analysis.
Faculty / School: 301 - Facultad de Ciencias Sociales y Humanas
Degree: 278 - Degree in Fine Arts
667 - Degree in Fine Arts
Ambit: History of Art and Artistic Expression, Fine Arts
ECTS: 6.0
Year: 1
Semester: 667 - Second semester
278 - Second term
Subject type: Basic Education
Module: Materia básica de grado
Ámbito de conocimiento de asignatura: History of Art and Artistic Expression, Fine Arts

1. General information

Analysis and Application of Methodologies and Techniques in the Production of Image and Form.

Objectives: To introduce basic concepts from the History of the Image. To understand the fundamentals of visual communication through the conscious appreciation of images and forms. To provide conceptual and practical tools that enable the interpretation of both explicit and implicit messages in images. To supply the necessary instruments for the practical application of different modes of analysis: pre-iconographic, iconographic, and iconological. To develop critical reflection skills for identifying and understanding the problems of art and its practical experimentation.

2. Learning results

HAB-1. Develop original artistic proposals within their field of study, integrating personal judgment and reflection on relevant academic, technical, social, scientific, or aesthetic topics.
• Create original artistic proposals based on the analysis of image and form, integrating personal judgment and reflection on relevant academic, technical, social, scientific, or aesthetic topics.

HAB-2. Demonstrate technical skill in artistic practice. Define theoretical and methodological foundations through a personal language and appropriate technical proficiency.
• Demonstrate technical skill in artistic practice aligned with artistic creation in multidisciplinary or service-learning projects.
• Identify and apply theoretical and methodological foundations relevant to the subject of study, implementing these elements in artistic practice with a personal language and appropriate technical proficiency.

HAB-3. Create and represent ideas, discourses, and reflections through graphic creation, drawing, and printmaking. Propose technical solutions that address problem-solving within the discipline.
• Create and represent ideas, discourses, and reflections through graphic creation and drawing. Propose technical solutions that address problem-solving within the discipline.
• Create and represent ideas, discourses, and reflections as a result of the synthesis and interpretation of images and forms through graphic creation and drawing. Propose technical solutions that address problem-solving within the discipline.

CTR-3. Critical Thinking. Reflectively reason on a topic, demonstrating the ability to deliberate on its validity by subjecting both personal and external convictions to debate.
• Reflectively reason on a topic, demonstrating the ability to deliberate on its validity by subjecting both personal and external convictions to debate.

3. Syllabus

1. Image Syntax

1.1. Basic Concepts in the History of the Image
1.2. Study and Analysis of Image and Form
1.3. Forms of Visual Communication
1.4. Development of a Formal Syntax
1.5. Methodologies and Techniques for Image Production

2. Fundamentals of Visual Communication
2.1. Levels of Visual Representation
2.2. Gestalt Theory and the Analysis of Image and Form
2.3. Visual Experience

3. Basic Principles of Composition
3.1. Perception and Visual Communication. Gestalt Theory

4. Basic Elements of Visual Communication
4.1. Modes of Analysis: Pre-iconographic, Iconographic, and Iconological

5. Visual Communication Techniques: Communication Strategies
5.1. Dipoles: Contrast and Harmony

4. Academic activities

THEORETICAL CLASSES
Lectures delivered by the professor with the support of audiovisual materials. Discussion of proposed topics and resolution of students' questions.

- **On-site:** Note-taking, formulation of questions (15 hours)
- **Off-site:** Study of the course material and completion of assigned exercises (15 hours)

PRACTICAL CLASSES
Execution of practical assignments proposed by the professor. Individual practice-based work.

- **On-site (individual):** Active class participation, formulation of questions, preparation of a work plan, and development of specific practical exercises (40 hours)
- **Off-site:** Individual work development, fieldwork and independent study, research and documentation gathering, bibliographic review, and execution of specific practical assignments (70 hours)

PRESENTATION OF WORKS
Presentation by students of selected practical assignments.

- **On-site:** Oral expression and use of communication tools (5 hours)
- **Off-site:** Script development, use of technical vocabulary, creative process, and reference documentation (5 hours)

ACTIVITIES TO BE DEVELOPED:
PRACTICE 1. Visual analysis (cognitive and emotional) of a work of art.
PRACTICE 2. Levels of visual representation: realistic, abstract, and symbolic.
PRACTICE 3. Basic elements of composition.
PRACTICE 4. Analysis of a work of art: pre-iconographic, iconographic, and iconological.
PRACTICE 5. Communication techniques and strategies.

5. Assessment system

This course is practical in nature, and given its technical specifics, learning must be monitored through the timely submission of specific practical exercises on the content to assess the acquired knowledge.

The training method used is continuous assessment, which enhances learning. Assessment tests are developed through specific practical exercises proposed with each teaching unit. These exercises serve to assess the students' knowledge, skills, abilities, and competencies. This allows for continuous formative assessment, which leads to more comprehensive monitoring and helps students achieve the objectives set.

The practical classes will serve to develop theoretical and practical knowledge. Corrective activities such as viewing class work, monitoring practical exercises, and providing feedback and constructive criticism are encouraged. Furthermore, there is the possibility of retaking practical exercises to achieve better results and achieve the objectives set. Ultimately, the goal of this course is for students to successfully achieve their learning objectives with the greatest possible motivation.

There are approximately six practical assignments throughout the course, each graded on a scale of 0 to 10. Late submission of a practical assignment is penalized by subtracting 20% from the final grade. This aims to enhance commitment and professionalism.

1. **WHAT IS ASSESSED AND HOW:**

- Formative and diagnostic purpose or function: through direct observation (skills, abilities, competencies, evidence, attitudes).
- Continuous or procedural assessment: through different assessment rubrics that reflect the quality indicators of attitudes, skills, and knowledge.
- Hetero-assessment: through practical exercises and specific tasks related to the course content.
- Overall extension: oral exchanges such as viewings and presentations of completed work, sharing, dialogues, and debates.

2. **EVALUATION CRITERIA**

- Experience completion:
  - Correct argumentation of theoretical foundations and elements.
  - Cleanliness, clarity, precision, and appropriate use of technical means.
- Class participation:
  - Initiative, creativity, and collaborative skills.
- Presentation of work:
  - Clarity and order in oral and written expression.

3. EVALUATION RUBRIC

1. Participation in Theory Classes (20%)

- Excellent (90-100): Active and relevant participation in discussions, formulation of pertinent questions, critical reflection on the topics.
- Good (70-89): Moderate participation, occasional questions, and general understanding of the topics covered.
- Satisfactory (50-69): Limited participation, little interaction, or difficulty understanding key concepts.
- Insufficient (0-49): Lack of participation, lack of interest in the topics, and poor understanding of the content.

2. Practical Exercises Completed During In-Person Classes (40%)

- Excellent (90-100): Practical exercises completed exceptionally, demonstrating creativity, in-depth understanding, and advanced technical skill.
- Good (70-89): Practical exercises completed competently, although with areas for improvement in creativity or execution.
- Satisfactory (50-69): Practical exercises incomplete or with significant deficiencies in technique or creativity.
- Poor (0-49): Exercises incomplete, with serious technical errors, or a lack of commitment to the work.

3. Presentation of Work (20%)

- Excellent (90-100): Clear, well-structured presentation, appropriate use of communication tools, and in-depth analysis of the work.
- Good (70-89): Adequate presentation, although with some areas for improvement in structure or clarity.
- Satisfactory (50-69): Unclear or disorganized presentation, with a lack of critical analysis of the work completed.
- Insufficient (0-49): Poor or incomplete presentation, without adequate justification for the work performed.

4. Independent Study and Development (20%)

- Excellent (90-100): Outstanding independent study, thorough research, appropriate use of bibliographies and references.
- Good (70-89): Adequate study, although with little or limited additional research.
- Satisfactory (50-69): Superficial study, without additional exploration or adequate references.
- Insufficient (0-49): Significant independent study or work was not conducted, lacking research.

4. 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.

NOTES:

Plagiarism will result in failure to pass the course.

The use of generative AI in projects must always be explicit and coordinated with the instructor. If the use of AI is not reported and is detected, the assessment of the corresponding assignment will be penalized in proportion to its use.

GLOBAL TEST

All students have the right to take the global test to pass the course or improve their grade. Students who take the exam must be punctual on the day and time indicated in the call; otherwise, they will be considered “Not Presented.”

SECOND CALL

The evaluation in the second call, to which all students who have not passed the course are entitled, will be carried out through a global test that will take place during the period established in the academic calendar for this purpose by the Governing Council.

6. Sustainable Development Goals

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