

CENTRO UNIVERSITARIO DE TECNOLOGÍA Y ARTE DIGITAL



ACADEMIC PROGRAM

VISUAL PERCEPTION AND EXPRESSION

1. BASIC INFORMATION/GENERAL INFORMATION

Degree:	Bachelor in Interactive Product Design
Faculty or Centre:	Centro Universitario de Tecnología y Arte Digital (U-TAD)
Area:	Audiovisual Production and Development
Course:	Visual perception and expression
Year:	First
Teaching period:	Second
Type:	Basic Subject
ECTS credits:	6
Teaching modality:	classroom-based course
Language:	English
Lecturer/Teacher:	Ángela Sánchez de Vera Mercedes García
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2. SUBJECT DESCRIPTION

Area description

This subject belongs to the module of Conceptual Design and Ideation and, within this, to the area of Audiovisual Production and Development.

This area refers to the study and practice of the set of fundamental artistic techniques of creation and their application to the digital environment, such as video games. In it, the student obtains diverse skills related to art, and acquires the necessary knowledge of digital tools that will allow them to use them.

Subject description

This subject develops the necessary bases in terms of perception and visual expression for the rest of the subjects related to audiovisual creation. The contents of the subject are directly related to the following subjects of the degree:

-Art Direction

- Graphic design, interface and user experience.
- 3D Content Creation
- Creative Thinking

In this subject, students will learn to analyse and handle the basic tools of visual language with which they will create the visual worlds of the interactive products they design. This knowledge will enable them to control all the meanings and connotations of the visual elements of their creations from the very beginning.

3. SKILLS AND LEARNING OUTCOMES

3.1 Skills

GC1 Learning throughout life through self-study and lifelong learning.

GC2 Knowing how to adapt to change and new situations with flexibility and versatility.

GC3 Develop creativity and innovation and have the ability to present new resources, ideas and methods and then turn them into action.

GC5 Demonstrate initiative and an entrepreneurial spirit.

GC6 Demonstrate motivation for quality.

GC12 Expressing a critical and self-critical sense and the ability to analyse in order to evaluate different alternatives.

SC5 Understand the influence of sociology, philosophy and psychology in their correlation with the history of art, literature and games as a reference in the creative process.

CE8. Evaluate the ethical, technical and creative implications of technology in the design of interactive products CE9.

SC10. Know the techniques of artistic representation and design of 2D and 3D content.

SC11 Apply creativity in the digital content environment.

SC18 Applying theoretical and practical knowledge of product design for content development.

3.2 Learning outcomes

Use visual language knowledge to build basic designs

Transferring knowledge of the psychological and perceptual effects of light, colour, music and sound to game design

Use symbolism and iconography to convey information

Create coherent visual worlds

4. CONTENTS

- Principles of Art and Theory of Artistic Composition
- Artistic movements and their influence on video game art

5. SUBJECT SYLLABUS:

THEME 1. IMAGE THEORY AND THE PSYCHOLOGY OF PERCEPTION

- 1.1. Perception and meaning
- 1.2. The nature of the image
- 1.3. Composition and the visual structure of the image
- 1.4. The theory of Gestalt
- 1.5. The perception of colour
- 1.6. Typography

THEME 2. SENSE AND MEANING OF THE IMAGE

- 2.1. Expression
- 2.2. Style
- 2.3. Subjective space
- 2.4. Totem - animation of the inanimate
- 2.5. The archetype
- 2.6. The icon
- 2.7. The symbol

THEME 3. THE IMAGINARY OF ART IN THE VIDEO GAME

- 3.1. The popular imaginary
- 3.2. The material imaginary
- 3.3. The video game and the avant-gardes
- 3.4. The video game and contemporary art
- 3.5. The imaginary of Cover Art
- 3.6. The change of target

6. TRAINING ACTIVITIES AND TEACHING METHODS

Teaching methods

The subject will be developed through the following general methods and techniques, which will be applied differently depending on the characteristics of the subject:

- **Expository method/Master lecture:** the lecturer will develop the contents of the syllabus through master classes and dynamic lectures.

- **Case studies:** analysis of real cases related to the subject.
- **Exercise and problem solving:** students will develop the appropriate solutions by applying transformation procedures to the information available and interpreting the results.
- **Problem-based learning:** using problems as a starting point for the acquisition of new knowledge.
- **Cooperative learning:** students work in groups to carry out tasks collectively.

Training activities

LEARNING ACTIVITIES	Total hours	Hours of attendance	% attendance
Theory classes	30	30	100
Seminars and workshops	3	3	100
Practical classes	21	21	100
Tutoring	4	4	100
Evaluation activities	6	6	100
Study and group work	18	1	5
Self-study and individual work	68	0	0

7. TEMPORAL DEVELOPMENT

Subject	Week
Theme 1 Image theory and the psychology of perception	1,2,3
Theme 2 Sense and meaning of the image	4,5,6,7,8,9
Theme 3 The Imaginary of Art in the Video Game	10,11,12,13,14,15

8. EVALUATION SYSTEM

ASSESSED ACTIVITY	MINIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)	MAXIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)
SE1 Assessment of participation in class, practicals or projects of the subject.	10%	30%
SE2 Evaluation of assignments, projects, reports, reports, reports	35%	70%

SE3 Objective assessment	30%	60%
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Grading criteria:

EVALUATION ACTIVITY	EVALUATION CRITERIA	EVALUATION CRITERIA ASSESSMENT IN RELATION TO THE FINAL GRADE (%)
SE1 Assessment of participation in class, practicals or projects of the subject.	Students will be assessed on their active participation and the correct delivery of the practicals in due time and form.	10%
SE2 Evaluation of assignments, projects, reports, reports, reports	Demonstrate the assimilation of the concepts, quality of the work (design, concepts, written expression), quality of the presentations (design, concepts, oral expression).	60%
SE3 Objective assessment	Demonstrate the assimilation of the concepts of the subject.	30%

General comments on the evaluations/assessments:

- The course is assessed by means of theoretical-practical work; the theoretical work will be prepared and presented in a dossier and a final exam, and the practical work will be carried out by means of deliverables executed in the course's graphic software. Each of them must be passed with a mark equal to or higher than 5. The average of the practices and activities delivered during the course will compute 60% of the mark, 30% will be the final written exam, the remaining 10% will depend on the behaviour and work attitude in class. In the extraordinary exam, all pending work must be presented and the evaluation will be similar to the ordinary exam. The subjects are eliminatory, which means that the student who passes an evaluation activity in the ordinary exam is exempt from presenting that activity in the extraordinary exam.
- It is crucial to hand in the assignments on time. There will be a 10-minute courtesy period in which the submission is considered to be on time. After this time, work may be handed in within a maximum of 24 hours after the deadline, but with a penalty on the mark that will be determined by the teacher. No work will be accepted after 24 hours.
- At least 80% of the classes must be attended, and at least 80% of the course work must be handed in and passed. Excused absences are processed by the academic secretary through Zendesk. To justify an absence, you can access the following link: <https://u-tadhelp.zendesk.com/hc/es/articles/4407779679890-Justificaci%C3%B3n-de-faltas-de-asistencia>
- Any detection of plagiarism in a paper or exam will result in a zero for that paper, a report to the faculty and the academic coordinator, and the application of the current regulations, which can lead to very serious penalties for the student.

- The use of mobile phones is not permitted in the classroom during the period of continuous assessment, unless expressly indicated otherwise by the teacher. Laptops may only be used for activities related to the subject. The teacher may withdraw the right to use the computer from students who use it for activities that are not related to the subject (checking emails, news or social networks, consulting or preparing activities from other subjects, etc.).
- Drinks and food may not be consumed in the classroom. Nor is it permitted to have any type of drink on the tables, even in closed containers.

9. LIST OF REFERENCES (BOOKS, PUBLICATIONS, WEBSITES):

Key references

ARNHEIM, R. Arte y percepción visual. Madrid: Alianza. 2011.
 GOMBRICH, E. Arte e ilusión. Nueva York: Phaidon Press. 2002.
 BERGER, J. Modos de ver. Barcelona: Gustavo Gili. 2008.

Recommended references

ECO, U. Historia de la belleza. Barcelona: Debolsillo. 2010.
 LAWLOR, R. SacredGeometry. Londres: Thames and Hudson. 1982.

10. Required materials, software and tools

Type of classroom:

Projection equipment and whiteboard

Materials:

Laptop computer
 Computer mouse, other than the one integrated in the notebook.

Software:

Adobe Photoshop CC

Canva