



ACADEMIC PROGRAM

FOUNDATIONS OF LITERATURE

B.F.A. IN INTERACTIVE PRODUCT DESIGN

MODALITY: ON CAMPUS

ACADEMIC YEAR: 2023-2024

Name of the course:	Foundations of Literature
Degree :	Interactive Product Design
Location:	Centro Universitario de Tecnología y Arte Digital
Modulo:	Art, Science and Technology
Area:	History and Thought
Year:	1º
Teaching period:	2º
Type:	B
ECTS credits:	6
Teaching modality:	On campus
Language:	English
Lecturer / Email	Silvia Pérez de Pablos / silvia.perez@ext.live.u-tad.com
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SUBJECT DESCRIPTION

Area description

This subject belongs to the module of art, science and technology and, within this, to the area of history and thought.

This area refers to the study and practice of the artistic capacity and its linking of design and its interactivity with the branch of Art, from the knowledge of the basic aspects in the artistic and literary tradition and evolution and how they can be incorporated into design or digital creation.

Subject description

This subject presents an interdisciplinary link with subjects in the field of thought, art and communication.

This subject is a fundamental tool for the development of reading comprehension skills, analysis and criticism of universal literary texts, as inspiration in the design of interactive products, providing the development of classical and contemporary formulations of narrative structure.

The aspects that will be explored in depth:

- Literature as an interactive universe (linked themes, interwoven contexts, interdisciplinary range, hypertext, reader-author).
- Reading as a tool for knowledge and consultation
- Reading comprehension and its audiovisual projection
- Research into literary structures, content, characters and plots.
- Analysis and criticism of literary texts as instruments of creativity.

COMPETENCIES AND LEARNING OUTCOMES

Competencies

Basic and general competences

GC8 - Demonstrate the ability to work in a team.

GC9 - Be able to manage time effectively.

GC10 - Have the ability to work in an international context, as well as in diverse and multicultural environments.

GC11 - Manage basic skills for interpersonal relations.

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

GC16 - Express oneself correctly in oral and written form.

GC17 - Demonstrate the ability to analyse, synthesise and gather information from different sources.

GC18 - Manage information appropriately.

GC1 - Lifelong learning through self-study and lifelong learning.

CB1 - That students have demonstrated possession and understanding of knowledge 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 are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated through the development and defence of arguments and problem solving within their field of study.

CB3 - Students have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

CB4 - Students are able to communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5 - That students have developed those learning skills necessary to undertake further study with a high degree of autonomy.

Specific competences

SC1 - Know the language necessary to communicate and structure a coherent discourse in the field of sociology, philosophy and psychology in relation to the design of interactive products.

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.

SC9 - Understand the principles of audiovisual narrative to develop discourses and stories applicable to interactive products.

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

SC15 - Analysing the characteristics and needs of users in the humanistic environment as a fundamental element in the design of interactive products.

SC16 - Understand the processes of the elements involved in interactive artistic production.

CE26 - Understand and know how to thematise the relationships between Technology - Society - Culture, in relation to the design of interactive products.

SC27 - Recognising the philosophical, social and political implications of technological designs and innovations.

SC28 - Detect the implications of the ethical and legal limits of technological innovations.

Learning outcomes

Identify the historical context of art and its social background.

Contextualize the design process within the cultural and artistic references.

Value and integrate the work of artists in the process of creating the video game.

Describe the relevant facts of the video game industry.

Analyze games that have had a relevant social impact

Valuing literature and different literary genres as necessary elements for game design

Recognize the basic literary elements that make it possible to write a script

Practice writing scripts and simple documents of design

CONTENTS

- Contemporary literary theories and movements.
- Common strategies in literary genres.
- Development of the most usual techniques in literary genres.
- Theoretical development of myths (Oriental and Occidental), epics and the birth of modern mythology.

SUBJECT SYLLABUS

1. Myths and archetypes.
2. The Hero's Journey
3. Mimetic narrative genres and currents.
4. Non-mimetic narrative genres and currents.

TRAINING ACTIVITIES AND TEACHING METHODOLOGIES

TRAINING ACTIVITIES

LEARNING ACTIVITIES	Total hours	Hours of presence
<i>Theoretical classes</i>	30,00	30,00
<i>Seminars and workshops</i>	3,33	3,33
<i>Practical classes</i>	20,67	20,67
<i>Tutorials</i>	4,00	4,00
<i>Evaluation Activities</i>	6,00	6,00
<i>Group work and study</i>	16,00	0,80
<i>Autonomous and individual study and work</i>	70,00	0,00
TOTAL	150	65

Teaching methodologies

Expository method/Master lecture

Case studies

Exercise and problem solving

TEMPORAL DEVELOPMENT

1 Myths and archetypes: -3 weeks

2 The hero's journey: -2 weeks

3 Mimetic narrative genres and currents.: -5 weeks

4 Non-mimetic narrative genres and currents: -5 weeks

EVALUATION SYSTEM

ASSESSMENT SYSTEM	MINIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)	MAXIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)
<i>Assessment of participation in class, exercises or projects of the course</i>	10	30
<i>Assessment of assignments, projects, reports, memos</i>	30	60
<i>Objective test</i>	30	70

GRADING CRITERIA

ASSESSMENT SYSTEM	ORDINARY EVALUATION	EXTRAORDINARY EVALUATION
<i>Assessment of participation in class, exercises or projects of the course</i>	10	10
<i>Assessment of assignments, projects, reports, memos</i>	50	50
<i>Objective test</i>	40	40

General comments on the evaluations/assessments

- Final numerical grading will be from 0 to 10, with a 5 being the minimum mark for a pass.
- Continuous assessment through the monitoring of classroom work.
- Global assessment of the learning process and acquisition of skills and knowledge.
- It is necessary to have presented all the work and to have passed in order to have access to continuous assessment. Failure to submit an assignment within the stipulated time will result in the loss of continuous assessment.
- It is necessary to have passed the exam and all the assignments in order to obtain an average.
- The University establishes a minimum of 80% attendance in order to pass the course satisfactorily. If this minimum is not passed, the student will be entitled to an extraordinary call.

- “Any detection of plagiarism, copying or use of malpractice (such as the use of AIs) in a paper or exam will result in the failure of that paper with a zero, a report to the faculty and academic coordinator and the application of the current regulations, which can lead to very serious penalties for the student.”
- The use of smartwatches or mobile phones is not permitted during the exams. These devices must be put away and out of sight during the exam.
- The use of mobile phones is not permitted during lessons.

LIST OF REFERENCES (BOOKS, PUBLICATIONS, WEBSITES):

Key references

BALLÓ, Jordi, PÉREZ, Xavier (1995). *La semillainmortal*. Barcelona: Anagrama.

VALVERDE, José María y DE RIQUER, Martín (2010). *Historia de la literatura universal*. Madrid: Gredos.

Recommended references

BARTHES, Roland (1970). *Mitologías*. México: Siglo XXI.

BAL, Mieke. (2001). *Teoría de la narrativa*. Madrid: Cátedra

CALINESCU, Matei (2003). *Cinco caras de la modernidad: modernismo, vanguardia, decadencia, kitsch y postmodernismo*. Madrid: Tecnos.

FERRERAS, Daniel F. (1995) *Lo fantástico en la literatura y el cine*. Madrid: Ediciones Vosa.

HAINING, Peter. (2000) *The Classic Era of American Pulp Magazines*. Chicago: Chicago Review Press

HERNÁNDEZ DE LA FUENTE, David. (2005) *Lovecraft. Una mitología*. Madrid: ELR Ediciones.

KING, Stephen. (2006) *Danza macabra*. Madrid: Valdemar.

LÁZARO CARRETER, F. (2006). *Cómo se comenta un texto literario*. Madrid: Cátedra.

LÉVI-STRAUSS, C. (1994). *Mito y significado*, Madrid, Alianza.

MARX, Christy. (2006) *Writing for Animation, Comics, and Games*. Focal Press

McCLOUD, Scott. (2004) *Understanding Comics: The Invisible Art*. HarperCollins

MORENO, Fernando Ángel. (2011) *Teoría de la literatura de ciencia ficción: poética y retórica de lo Prospectivo*. PortalEditions, Vitoria.

ROAS, David (Ed.) (2001) *Teorías de lo fantástico*. Madrid: Arco Libros.

-----*Tras los límites de lo real. Una definición de lo fantástico*. Madrid: Páginas de Espuma, 2011.

TODOROV, Tzvetan. (2003). *Introducción a la literatura fantástica*. México: Ediciones Coyoacán.

REQUIRED MATERIALS, SOFTWARE AND TOOLS

Type of classroom

Classroom with computer connected to projector and Microsoft Office

CD and DVD player

Digital whiteboard and whiteboard

Internet access

Photocopier or printer

Library

Materials:

Laptop computer

Internet connection

Software:

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