ACADEMIC PROGRAM

VISUAL PERCEPTION AND EXPRESSION

B.F.A. IN **INTERACTIVE PRODUCT DESIGN**

MODALITY: ON CAMPUS

ACADEMIC YEAR: 2023-2024

Name of the course:	Visual perception and expression
Degree :	Interactive Product Design
Location:	Centro Universitario de Tecnología y Arte Digital
Modulo:	Ideation and Concept Design
Area:	Audiovisual Production and Development
Year:	1º
Teaching period:	2º
Type:	B
ECTS credits:	6
Teaching modality:	On campus
Language:	English
Lecturer / Email	Ángela Sánchez de Vera/angela.torres@u-tad.com
Web page:	http://www.u-tad.com/

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.

COMPETENCIES AND LEARNING OUTCOMES

Competencies

BASIC AND GENERAL

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

GC1 - Lifelong learning through self-study and continuous training.

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 in order to subsequently turn them into actions.

GC5 - Demonstrate initiative and entrepreneurial spirit.

GC6 - Demonstrate motivation for quality.

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

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.

SC8 - Evaluate the ethical, technical and creative implications of technology in the design of interactive products.

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.

SC11 - Apply creativity in the digital content environment.

SC14 - Apply the fundamentals of narrative to the development of interactive products.

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

SC17 - Apply the fundamentals of animation on computer-generated models.

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

Learning outcomes

Transforming a concept or message into a graphic representation

Experiment with different drawing techniques

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

Identify the most appropriate geometry representation method for each type of shape or space

Differentiate and categorize the different processes that take place in the generation of graphs within the graphical pipeline model.

Develop insight into bi-dimensional and three-dimensional geometry.

CONTENTS

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

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

TRAINING ACTIVITIES AND TEACHING METHODOLOGIES

TRAINING ACTIVITIES

LEARNING ACTIVITIES	Total hours	Hours of presence
Theoretical classes	30,00	30,00
Seminars and workshops	3,33	3,33
Practical classes	20,67	20,67
Tutorials	4,00	4,00
Evaluation Activities	6,00	6,00
Group work and study	17,67	0,88
Autonomous and individual study and work	68,33	0,00
TOTAL	150	65

Teaching methodologies

Expository method/Master lecture

Case studies

Exercise and problem solving

Problem-based learning

Cooperative learning

TEMPORAL DEVELOPMENT

Theme 1 Image theory and the psychology of perception: 3 weeks

Theme 2 Sense and meaning of the image: 6 weeks

Theme 3 The Imaginary of Art in the Video Game: 6 weeks

EVALUATION SYSTEM

ASSESSMENT SYSTEM	MINIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)	MAXIMUM SCORE RESPECT TO THE FINAL ASSESSMENT (%)
Assessment of participation in class, exercises or projects of the course	10	30
Assessment of assignments, projects, reports, memos	35	70
Objective test	30	60

GRADING CRITERIA

ASSESSMENT SYSTEM	ORDINARY EVALUATION	EXTRAORDINARY EVALUATION
Assessment of participation in class, exercises or projects of the course	10	10
Assessment of assignments, projects, reports, memos	60	60
Objective test	30	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 call, all pending work must be presented and the evaluation will be similar to the ordinary call. The subjects are eliminatory, which means that the student who passes an evaluation activity in the ordinary call is exempt from presenting that activity in the extraordinary call.

- 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, 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 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.

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. Sacred Geometry. Londres: Thames and Hudson. 1982.

REQUIRED MATERIALS, SOFTWARE AND TOOLS

Type of classroom

Projection equipment and whiteboard

Materials:

Personal computer

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

Software:

Adobe Photoshop CC

Canva