

Visual Studies

Code: 103053
ECTS Credits: 6

Degree	Type	Year	Semester
2501928 Audiovisual Communication	OT	3	0

Contact

Name: Lidiane Nunes de Castro
Email: Lidiane.Castro@uab.cat

Use of Languages

Principal working language: spanish (spa)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Prerequisites

To have passed the subjects of "Audiovisual Narrative" of the first year and "History of cinema" of the second year. Knowledge of English for viewings and readings.

Objectives and Contextualisation

The subject consists of a broad introduction to visual culture in all its facets in conjunction with the corresponding visual studies around which are concatenated the possibilities of understanding and analyzing one of the most important factors of contemporary society: the growing predominance of the visual.

The aim is to convey the idea that images are complex nuclei of knowledge exchange, emotions, information, symptoms, etc., that are essential to understanding both contemporary societies and the media through which they are articulated along with social and cultural history in general. Likewise, the subject also aims to provide the necessary visual tools to express, communicate, inform and create in the field of constantly renewed communication technologies.

Competences

- Contextualise audiovisual media and its aesthetics from a historic perspective.
- Demonstrate a critical and self-critical capacity.
- Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
- Demonstrate ethical awareness as well as empathy with the entourage.
- Develop autonomous learning strategies.
- Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
- Differentiate the disciplines main theories, fields, conceptual developments, as well as their value for professional practice.
- Disseminate the areas knowledge and innovations.
- Manage time effectively.
- Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
- Rigorously apply scientific thinking.

Learning Outcomes

1. Apply theoretical principles to the analysis of audiovisual processes.
2. Demonstrate a critical and self-critical capacity.
3. Demonstrate a self-learning and self-demanding capacity to ensure an efficient job.
4. Demonstrate ethical awareness as well as empathy with the entourage.
5. Develop autonomous learning strategies.
6. Develop critical thinking and reasoning and be able to relay ideas effectively in Catalan, Spanish and a third language.
7. Disseminate the areas knowledge and innovations.
8. Identify interactions between history, aesthetics and audiovisual communication.
9. Identify phenomena and consider theoretical problems regarding audiovisual communication.
10. Manage time effectively.
11. Research, select and arrange in hierarchical order any kind of source and useful document to develop communication products.
12. Rigorously apply scientific thinking.

Content

1. Images and Complexity

- Visual Elements
- Perception
- Context and Visual Ecology
- Myths and Symbols

2. History

- Prehistorical Images
- Medieval Images
- Renaissance Images
- Baroque Images
- Artistic Avant-gardes

3. Art and Expression

- Fine Arts
- Photography
- Film
- Video
- Comics and Memes

4. Image and Technology

- 360° Images
- Virtual Reality
- Augmented Reality
- Holograms
- Video Games

5. Media and Visual Culture

- Spectacle and Simulacrum
- Ways of Seeing
- Visual Literacy
- Power and Ideology

6. Politics of Representation

- Gender
- Race and Ethnicity
- Class
- Sexuality

7. Methodologies of Visual Studies

- Hermeneutics
- Semiotics
- Iconologies
- Sociologies

Methodology

The sessions of the subject will be developed through different types of activities grouped within lectures and seminars.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures	37.5	1.5	12, 1, 11, 2, 6, 9, 8
Seminars	15	0.6	12, 1, 11, 4, 5, 2, 6, 10, 9, 8
Type: Supervised			
Tutorship	7.5	0.3	12, 11, 3, 5, 2, 6, 10
Type: Autonomous			
Reading, viewing, attendance at events	82.5	3.3	1, 11, 3, 5, 6, 10, 9

Assessment

The final grade of the subject is a sum of the marks obtained by the students in four different sections. The score will be from 0 to 10 in all cases, but the assessment sections do not have the same percentage value:

a) Essay: 40% of the final mark of the students will correspond to the presentation of an individual essay assignment.

b) Escape Room: 30% of the final mark will be the result of the grade obtained in the preparation, execution and presentation of an Escape Room based on the contents of the subject and developed within a group.

c) Creative Dialogue: 20% of the final mark will correspond to the presentation of a creative dialogue assignment that can be done in pairs or trios.

d) Attendance and Participation: 10% of the final mark of the students will correspond to the attendance and active participation in the classroom.

Reassessment

Those who have participated in the continuous assessment and fail the Essay, the Escape Room or the Creative Dialogue will be able to reassess it whenever they have obtained a minimum score of three points and have done the ordinary review. There will be no reassessment of the Attendance and Participation.

The grade obtained in the reassessment of a certain section will be added to the previous grade of this section and will be divided by two. This new grade will be weighted with the others that make up the final grade of the subject.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance and Participation	10%	0.75	0.03	4, 2, 10, 8
Creative Dialogue	20%	1.5	0.06	12, 1, 11, 3, 4, 5, 2, 6, 10, 9, 8
Escape Room	30%	2.25	0.09	12, 1, 11, 3, 4, 5, 2, 6, 7, 10, 9, 8
Essay	40%	3	0.12	12, 1, 11, 3, 4, 5, 2, 6, 7, 10, 9, 8

Bibliography

BASIC

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GRAU, Oliver and Veigl, Thomas (Eds.): *Imagery in the 21st. Century*, Cambridge, MIT, 2012.

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SUPPLEMENTARY

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