

Degree	Type	Year
2503873 Interactive Communication	FB	1

Contact

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

No hay.

Objectives and Contextualisation

El desarrollo de la asignatura se orienta hacia la adquisición de habilidades para la conceptualización, realización y valoración crítica de proyectos fotográficos en diversidad de géneros.

Competences

- Act with ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Display ethical concerns and empathy towards others.
- Integrate knowledge of design, language and photographic and audiovisual techniques to bring meaning to different types of content.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Manage time efficiently and plan for short-, medium- and long-term tasks.
- Search for, select and rank any type of source and document that is useful for creating messages, academic papers, presentations, etc.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.

Learning Outcomes

1. Communicate using language that is not sexist or discriminatory.

2. Create stories through fragmentation into shots and subsequent montage.
3. Cross-check information to establish its veracity, using evaluation criteria.
4. Define the theoretical concepts of light, composition and aesthetics in photography.
5. Differentiate between the main techniques of photographic production and post-production.
6. Discuss data from social behaviours in the interconnected society.
7. Distinguish the salient features in all types of documents within the subject.
8. Identify situations in which a change or improvement is needed.
9. Identify the social, economic and environmental implications of academic and professional activities within one's own area of knowledge.
10. Pay attention to the ethical aspects of developing photographic and audiovisual products, respecting the rights of all groups and organisations.
11. Plan and conduct academic studies in the field of theory, history and structure of communication and photography.
12. Propose new methods or well-founded alternative solutions.
13. Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and obligations, diversity and democratic values.
14. Propose projects and actions that incorporate the gender perspective.
15. Propose viable projects and actions to boost social, economic and environmental benefits.
16. Submit course assignments on time, showing the individual and/or group planning involved.

Content

Teoría /Práctica:

1. Fundamentos proceso fotográfico
2. Equipamientos captura: cámaras, objetivos, accesorios / Equipamientos iluminación: luz continua, luz discontinua (flash), accesorios. Análisis usos /prestaciones
3. Análisis de imagen / "Lenguaje" fotográfico / Recursos tecnológicos y expresividad de la imagen /
4. Composición / Edición
5. Procesamiento / tratamiento de imágenes
6. Nuevos usos / Nuevas tendencias

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Examen	3	0.12	3, 7, 11
Prácticas	22.5	0.9	2, 3, 4, 5, 7, 10, 11, 16
Seminarios	15	0.6	2, 3, 4, 5, 7, 10, 11, 16
Teoría	15	0.6	2, 3, 4, 5, 7, 10, 11, 16
Type: Supervised			
Tutorías	7.5	0.3	2, 3, 4, 5, 7, 10, 11, 16

Type: Autonomous

Trabajo autónomo	87	3.48	2, 3, 4, 5, 7, 10, 11, 16
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Docencia semipresencial (las prácticas/seminarios en las aulas + teoría online).

La metodología docente y la evaluación propuestas pueden experimentar alguna modificación en función de las restricciones a la presencialidad que impongan las autoridades sanitarias

El calendario detallado con el contenido de las diferentes sesiones se expondrá el día de presentación de la asignatura. Se colgará también en el Campus Virtual donde el alumnado podrá encontrar la descripción detallada de los ejercicios y prácticas, los diversos materiales docentes y cualquier información necesaria para el adecuado seguimiento de la asignatura. En caso de cambio de modalidad docente por razones sanitarias, el profesorado informará de los cambios que se producirán en la programación de la asignatura y en las metodologías docentes.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Assessment

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Examen	40%	0	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16
Postproduction activities	30%	0	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16
Production Practices	30%	0	0	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16

En el examen se evalúan los contenidos impartidos en teoría y en prácticas. El dossier y las lecturas que se indiquen son obligatorias pueden también ser objeto de evaluación. Para obtener una evaluación favorable en la asignatura se tiene que aprobar el examen teórico. El alumno tendrá derecho a la recuperación de la asignatura -examen 2ª convocatoria-si ha estado evaluado del conjunto de actividades cuyo peso equivalga a un mínimo de 2/3 partes de la calificación total de la asignatura con una nota media mínima de 3,5.

No presentarse a examen determina no ser evaluado.

La revisión de calificaciones se efectúa en horas de despacho. Se tiene que concertar cita previa a través de correo electrónico.

In the event that the student performs any irregularity that may lead to a significant variation of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that could be instructed. In the event, that several irregularities occur in the evaluation acts of the same subject, the final grade for this subject will be 0.

This subject doesn't provide for the single assessment system.

Bibliography

Se facilitarà a inicio de curso.

Software

Affinity Photo

Language list

Name	Group	Language	Semester	Turn
(PLAB) Practical laboratories	61	Spanish	first semester	afternoon
(PLAB) Practical laboratories	62	Catalan	first semester	afternoon
(TE) Theory	6	Spanish	first semester	afternoon