



Universitat de Lleida

# DEGREE CURRICULUM

# **DIGITAL ART AND DESIGN**

Coordination: BARQUE DURAN, ALBERT

Academic year 2020-21

## Subject's general information

Subject name	DIGITAL ART AND DESIGN			
Code	102171			
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Design and Creative Tecnologies	1	COMMON	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRALAB	TEORIA	
	Number of credits	3	3	
	Number of groups	2	1	
Coordination	BARQUE DURAN, ALBERT			
Department	COMPUTER SCIENCE AND INDUSTRIAL ENGINEERING			
Teaching load distribution between lectures and independent student work	40% Presential 60% Autonomous student work.			
Important information on data processing	Consult <a href="#">this link</a> for more information.			
Language	English, Catalan and Spanish.			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
BARQUE DURAN, ALBERT	albert.barque@udl.cat	9	

## Subject's extra information

The course is organized in 5 intensive weeks.

Weeks: 2, 4, 7, 11 y 15 according to the "Calendari Acadèmic de l'Escola Politècnica Superior pel curs 2020-2021: Graus i Màsters (Campus Lleida)".

Students can contact the teacher to tutor or monitor the subject outside the classroom in 3 different ways: direct messages (mail type) with the teacher through the Virtual Campus, video conferences with the teacher through the Virtual Campus, meetings by appointment during the specific weeks established according to the academic calendar.

## Learning objectives

In a schematic way, the objectives of the subject are:

- To know the different styles and tendencies of digital art as well as the different techniques to elaborate or finish graphic representations through the application of digital techniques.
- To know the most important characteristics of the different manifestations, techniques and artistic languages developed by different civilizations from Antiquity to the present.
- To know the main trends of digital technologies in the artistic field.
- To know the artistic language and use the terminology of the discipline.
- To know how to analyze and have critical ability to examine a work of art.
- To know the artist's world and its relations with society.
- To acquire aesthetic ability and to know how to express their own feelings and ideas in front of artistic creations, respecting the diversity of perceptions of the work of art and overcoming stereotypes and prejudices.
- To know how to recognize and assess the possibilities of virtual spaces and digital art.
- To understand the difference between Art and Design.
- To know the most important characteristics of the different manifestations, techniques and artistic languages applied to the design throughout the history.
- To know the main trends of digital technologies in the field of design
- To recognize and analyze works and authors from different areas of design, particularly those that are already part of history or our current environment, and relate them to the facts and characteristics of their context.

- To know the language and use the terminology proper to design.
- To know how to analyze and have critical capacity to examine the design of visual communications as well as the designs themselves.
- To value the functional, communicative, contextual and feasibility aspects of all design production.
- To know the different applications of digital design (modularity, typography, corporate image, advertising, signage, layout, packaging, multimedia) from a project methodology.
- To know the world of the designer and his relations with society.

## Competences

### Basic competences

CB1. To demonstrate knowledge in their area of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge coming from the forefront of his field of study

### Transversal competences

CT5. To acquire essential notions of scientific thought

### General competences

CG2. The ability to solve communication problems, knowing and identifying the different phases of digital design

CG3. The ability to respond to contexts of digital environments recognizing physical, cognitive, cultural and social factors that frame design decisions

### Specific competences

CE11. To know how to visualize and communicate information by mastering the techniques of graphic expression in 2D and 3D, knowing how to present the results based on aesthetic canons

CE13. To acquire aesthetic and artistic sensitivity to make decisions during the creative process, demonstrating skill in handling the techniques and procedures specific to digital art

## Subject contents

### BLOCK 1

The Old and the New

Workshop: Photogrammetry with "Fantasia"

Practice: "Who am I?"

### BLOCK 2

Designing Experiences

Workshop: Album Release

Practice: Experience Maps

### BLOCK 3

## New Realities

Workshop: AR (Augmented Reality)

Practice: Designing a Face Filter for Instagram

## BLOCK 4

### Breaking Formats

Workshop: TouchDesigner

Practice: Dynamic Poetry

## BLOCK 5

Visits and "Guest Lectures".

## Methodology

- The course is organized in 5 blocks of different themes. Each intensive week corresponds to 1 different block.
- In the theoretical sessions, the compulsory readings of theoretical nature corresponding to the 5 blocks will be presented, discussed and defended. These readings have the following objectives: (1) comprehension and learning, (2) reflection, (3) generation of opinions and critical discourses.
- In the practical sessions the projects of applied character corresponding to the 5 blocks will be covered. These projects have the following objectives: (1) understanding and learning, (2) planning and management, (4) execution, (5) presentation / delivery.
- The autonomous work of the student consists in the preparation of the readings of the theoretical sessions (with their corresponding exercises) and in the execution of the applied projects.

## Development plan

\* The materials of the different weeks / blocks will be correspondingly organized and posted on the Virtual Campus to be able to download.

## BLOCK 1

### The Old and the New

Workshop: Photogrammetry with "Fantasia"

Practice: "Who am I?"

## BLOCK 2

### Designing Experiences

Workshop: Album Release

Practice: Experience Maps

### BLOCK 3

New Realities

Workshop: AR (Augmented Reality)

Practice: Designing a Face Filter for Instagram

### BLOCK 4

Breaking Formats

Workshop: TouchDesigner

Practice: Dynamic Poetry

### BLOCK 5

Visits and "Guest Lectures".

## Evaluation

Partial Exam 1: 20%

Partial Exam 2: 20%

Practice Block 1: 10%

Practice Block 2: 10%

Practice Block 3: 10%

Practice Block 4: 10%

Participation: 20%

\* To pass the subject the median of the exams must be  $\geq 5$ , taking into account that none of the exams can have less than a 4.

## Bibliography

- Lidwell, W., Holden, K., Butler, J., & Elam, K. (2010). Universal principles of design: 125 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design.
- Dondis, D. A. (1973). A primer of visual literacy. Cambridge, Mass: MIT Press.
- Hunstman, P (2015). Thinking About Art: A Thematic Guide to Art History
- Berger, J., Dobb, M., & BBC Enterprises. (1972). Ways of seeing. London: BBC Enterprises.
- Hustwit, G (2007) Helvetica.
- Netflix (2017) Abstract: The Art of Design.