DEGREE CURRICULUM
DIGITAL ART AND DESIGN

Coordination: LANDA MARITORENA, KEPA

Academic year 2022-23

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 Digital Design and Creative Tehcnologies	1	COMMON/CORE	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	LANDA MARITORENA, KEPA
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 this link for more information.
Language	English, Catalan and Spanish.

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
LANDA MARITORENA, KEPA	kepa.landa@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 demonstre 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

•History of art

• Analog art vs. digital art

• Artistic foundations

• Fundamentals of digital art

• Relationship between art and design

• Design history

•Design fundamentals

• Fundamentals of digital design

Methodology

1. Master classes

3. Practices

4. Group work

9. Written work

12. Oral presentation

Development plan

Week	Ttheory	Activities
1	Introduction. Anant-garde	
2	Posmodern art. Audio visual. Installations	
3	**Delivery and presentation work 1**	Presentations
4	Digital art	
5	Interactive art	
6	Net.art	
7	**Delivery and presentation work 2**	Presentations
8	**Exam**	
9	History of design	
10	History of design	
11	**Delivery and presentation work 3**	Presentations
12	Fundamentals of digital design.	
13	Theory Interaction Design	
14	Design and Science. Design and Storytelling	
15	**Delivery and presentation work 4**	Presentations
16-18	**Exam**	
19	**Tutorials**	
20	**Recovery Exam**	

* This calendar may undergo changes depending on the needs of the course, especially if

carry out activities outside the classroom.

The course ends on June 30.

Evaluation

Acronim	Evaluation activities	Weighting	Minimum Score	In group	Compulsory	Recoverable
T1	Work 1	10%		YES	NO	NO
T2	Work 2	10%		NO	NO	NO
Pru1	Exam 1	30%	5	NO	YES	YES
T3	Work 3	10%		NO	NO	NO
T4	Work 4	10%		NO	NO	NO

Pru2	Exam 2	30%	5	NO	YES	YES

FINAL_GRADE= (0,10* T1 + 0,10*T2 + 0,30*Pru1) +(0,10* T3 + 0,10*T4 + 0,30*Pru2)

To pass the subject, it is necessary that FINAL_GRADE be greater than or equal to 5, having passed both exams.

In order to be eligible for the sum of the notes of the works, it will be a necessary condition to obtain 5 or more in Tests 1 and 2. In case of not passing tests 1 or 2, the final mark will be the sum of these, without adding those of the works.

If this is not the case, it may be submitted to the recovery test that has not been approved in the ordinary test.

Plagiarism will result in a 0 throughout the section if it occurs.

Disrespect towards a teacher or another student may be penalized with -1 point in the final grade, apart from what is defined in the University regulations.

Spelling mistakes in the exam or papers are considered work defects and will penalize the grade (1 tenth for every 2 mistakes). The first 3 will be exempted as possible errata.

Bibliography

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Jaschko, J. ; Evers, L (2010) El proceso como paradigma *Fundación La Laboral, Asturias.*

Lucie-Smith, Edward: Art Today, Phaidon, London 2000

Meggs, P. B. (2010). *Historia del diseño gráfico.*Ed McGraw-Hill

Schwarz, H. P., Schwarz, H. P., & Schwarz, H. P. *(1997). Media--art--history: Media Museum,* ZKM, Center for Art and Media Karlsruhe. Munique Nova Iorque: Prestel.

Wilson, S. (2002). Information arts. *Intersection of Art, Science*.

Popper, F., (1993). *Art of the electronic age* . Londres: Thames and Hudson.

Ars Electrónica Archive https://ars.electronica.art/festival/en/archive/

ZKM | Center for Art and Media Karlsruhe https://zkm.de/en