Universitat de Lleida

DEGREE CURRICULUM
DIGITAL CONTENTS

Coordination: BARQUE DURAN, ALBERT

Academic year 2020-21

Subject's general information

Subject name	DIGITAL CONTENTS
Code	102178
Semester	1st 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	PRAULA	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 this link 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: 4, 7, 10, 13 and 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:

- Introduction to digital content, origin and evolution.

- Classification of digital content: audio, image, video.

- Design and creation of digital content.

- Digital content processing: analysis of use and consumption in electronic commerce.

- The distribution of digital content.

- To know how to identify the different digital contents and their scope of use.

- To know the social and cultural aspects associated with digital consumption.

- To relate digital content and its use with platforms and social networks.

- To create, while defining, the behavior and purpose appropriate to digital content based on its final application and the presentation platform.

- To be able to analyze the impact of digital content.

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
CT1. To acquire adequate comprehension and oral and written expression in Catalan and Spanish

CT3. To acquire training in the use of new technologies and information and communication technologies

General competences
CG1. The ability to create and develop answers to communication problems for different digital contents
CG3. The ability to respond to contexts of digital environments recognizing physical, cognitive, cultural and social factors that frame design decisions
CG6. To understand and know how to interact and meet the needs of new customers in digital contexts
CG7. The capacity for analysis and development of digital technologies for the visualization of information
CG9. To know the main keys and trends in digital environments

Specific competences
CE8. The capacity for the creation and exploitation of virtual worlds, and for the creation, management and distribution of multimedia content
CE9. To know the methodologies, programs, techniques, norms and standards, as well as being able to use the acquired knowledge base with specific elements of web development.

Subject contents

BLOCK 1

Mass Media

Basic elements of Photography: shooting, edition and production.

(Photo Shooting Week session)

BLOCK 2

The Cultural Industry

Basic elements of Audio: recording, edition and production.

(Audio Recording Week session)

BLOCK 3

Big Data

Information and its expression: Data Visualization

(Data Treatment Week session)

BLOCK 4

Digital Humanities

Basic elements of Video: shooting, edition and production.

(Video Shooting Week session)

BLOCK 5

Cybercultures.

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.

Week 4
BLOCK 1

Mass Media

Basic elements of Photography: shooting, edition and production.

(Photo Shooting Week session)

Week 7
BLOCK 2

The Cultural Industry

Basic elements of Audio: recording, edition and production.

(Audio Recording Week session)

Week 10
BLOCK 3

Big Data

Information and its expression: Data Visualization

(Data Treatment Week session)

Week 13
BLOCK 4

Digital Humanities

Basic elements of Video: shooting, edition and production.

(Video Shooting Week session)

Week 15
BLOCK 5

Cybercultures.

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> = 5, taking into account that none of the exams can have less than a 4.

Bibliography

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- David Bodenhamer. "The potential of spatial humanities".
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