



# DEGREE CURRICULUM

# **DIGITAL CONTENTS**

Coordination: LANDA MARITORENA, KEPA

Academic year 2022-23

## Subject's general information

<b>Subject name</b>	DIGITAL CONTENTS			
<b>Code</b>	102178			
<b>Semester</b>	1st Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Bachelor's Degree in Digital Design and Creative Tehcnologies	1	COMMON/CORE	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA		TEORIA
	<b>Number of credits</b>	3		3
	<b>Number of groups</b>	2		1
<b>Coordination</b>	LANDA MARITORENA, KEPA			
<b>Department</b>	COMPUTER SCIENCE AND INDUSTRIAL ENGINEERING			
<b>Teaching load distribution between lectures and independent student work</b>	<p>During the course, lectures will be combined with practical classes. (40% of dedication)            In the first, students will learn the theoretical competences that they will apply later to the practical classes.</p> <p>The student will carry out the autonomous work in non-contact hours. (60% of dedication)</p>			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Spanish with documentation in english			
<b>Distribution of credits</b>	1 credit is equivalent to 25 hours of student work, 6 credits means 150 hours.			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
LANDA MARITORENA, KEPA	kepa.landa@udl.cat	9	Write an email to have a meeting

## Subject's extra information

### Adaptations to the methodology due to COVID-19

Due to the current situation of COVID-19, the use of:

- Opening of forums to answer questions and generate content threads
- Videoconferences.
- Delivery of material in electronic format of the contents that would be explained orally in class.

### Adaptations to the assessment due to COVID-19

The same number and percentage of evaluable activities is maintained, with the characteristic that these will be carried out virtually.

## Learning objectives

The learning objectives of this subject are based on:

- Know how to identify the different digital content and its scope of use.
- Know the social and cultural aspects associated with digital consumption.
- Relate digital content and its use with platforms and social networks
- Create, while defining, the appropriate behavior and purpose for digital content based on its final application and presentation platform.
- Be able to analyze the impact of digital content.

## 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

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

## 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

### 1. Introduction to digital content, origin and evolution.

1.1. Media history.

### 2. Classification of digital content: audio, image, video.

2.1. Photography and digital graphics

2.2. Audio

2.3. Video

### 3. Video and image coding standards.

3.1. Image Formats

3.2. Audio Formats

3.3. Video formats

### 4. Design and creation of digital content.

### 5. Processing of digital content: analysis of use and consumption in electronic commerce.

### 6. The distribution of digital content.

6.1. Publication formats.

## Methodology

1. Master classes

2. Troubleshooting

3. Practices

## Development plan

Week	Description	Theory	Practice
1	T1. Introduction. Graphic Image	Introduction	Vector Graphics
2		References	Vector Graphics
3		References	Creation of a digital graphic image project Pr1
4	<b>Delivery and presentation</b>	<b>Project delivery</b>	<b>Presentation of a digital graphic image project Pr1</b>
5	T2. Photographic Image	Introduction to photography	Digital edition
6		Photographic projects	Digital edition
7		Project advice	Digital edition

8		Conferences and visits	
9	<b>Delivery and presentation</b>	<b>Delivery and presentation of the project</b>	<b>Delivery and presentation Pr 2 photographic image</b>
10	T3. Audio/Video	Introduction and References	Audio recording and editing
11	Narrative strategies	Referents	Audio visual editing
12		Referentes	Editing
13		"	Editing
14		Initial proposals	Delivery and presentation Pr 3 Sound project
15		Project advice	Video editing
16		Project advice	Video editing
17	<b>Delivery and partial presentation 2</b>	<b>Delivery of the report and presentation of the project</b>	<b>Delivery and partial presentation 2</b>
18	Tutorials		
19	<b>Delivery and presentation recovery 1 and 2</b>		

## Evaluation

Acronym	Evaluation activities	Weighing	Minimum Note	Group activity	Mandatory	Recoverable
Pro1	Project 1	30 %	4	NO	YES	YES
Pro2	Project 2	30 %	5	NO	YES	YES
Pro3	Project 3	40 %	5	NO	YES	YES

$$\text{Nota\_Grade} = \text{Pro1} * 0,30 + \text{Pro2} * 0,30 + \text{Pro3} * 0,40$$

To have passed the subject it is necessary that NOTA\_FINAL is greater than or equal to 5

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 projects 2 and 3, in addition to a minimum of 4 in project 1.

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

Otherwise, said section must be submitted to recovery.

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

- Tutorials Adobe

<https://helpx.adobe.com/es/creative-cloud/tutorials-explore.html>

Tutorials Creative Cow

<https://creativecow.net/category/tutorials/>

Fotógrafo Digital

[https://fotografodigital.com/tutoriales-photoshop/100-video-tutoriales-en-espanol/#google\\_vignette](https://fotografodigital.com/tutoriales-photoshop/100-video-tutoriales-en-espanol/#google_vignette)

Meggs, Philip B., Historia del diseño gráfico. 1a ed. en español. México. McGraw Hill, 2000

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

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

Berger.E., Olenshlager, K. *Banquete, nodos y redes*. Catálogo de la exposición Fundación La Laboral, Asturias.

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De Olivera, N. D., Oxley, N., & Petry, M. (1994). *Installation Art. Washington: Smithsonian Institution*.

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

- McLuhan, Marshall. "The Medium is The Message." In *Understanding Media: The Extensions of Man*. MIT Press, 1994. ISBN: 9780262631594.
- Paul, C. (2007). *Feedback: del objeto al proceso y sistema. Catálogo de la exposición Feedback, Fundación La Laboral, Asturias*.

<http://laboralcentrodearte.org:7080/laboral/es/files/2007/exposiciones/feedback/catalogo-feedback/view>

[2009/exposiciones/banquete-doc/banquete\\_08%20CAST.pdf/view?searchterm=banquete%20nodos%20y%20redes](http://laboralcentrodearte.org:7080/laboral/es/files/2009/exposiciones/banquete-doc/banquete_08%20CAST.pdf/view?searchterm=banquete%20nodos%20y%20redes)

Prada J.M. *Art*, (2021) *Imagens and Network Culture*. Colección Aula Magna. Ed. McGraw Hill

[https://www.juanmartinprada.net/textos/Juan\\_Martin\\_Prada\\_BOOK\\_ART\\_IMAGES\\_AND\\_NETWORK\\_CULTURE.pdf](https://www.juanmartinprada.net/textos/Juan_Martin_Prada_BOOK_ART_IMAGES_AND_NETWORK_CULTURE.pdf)

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