



Universitat de Lleida

DEGREE CURRICULUM **DIGITAL CONTENTS**

Coordination: LANDA MARITORENA, KEPA

Academic year 2023-24

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 Digital Design and Creative Tehcnologies	1	COMMON/CORE	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	LANDA MARITORENA, KEPA			
Department	COMPUTER ENGINEERING AND DIGITAL DESIGN			
Teaching load distribution between lectures and independent student work	<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>			
Important information on data processing	Consult this link for more information.			
Language	Spanish with documentation in english			
Distribution of credits	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
5	Delivery and presentation	Project delivery	Presentation of a digital graphic image project Pr1
5	T2. Photographic Image	Introduction to photography	Digital edition
6		Photographic projects	Digital edition
7		Project advice	Digital edition

8		Conferences and visits	
9	Delivery and presentation	Delivery and presentation of the project	Delivery and presentation Pr 2 photographic image
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
		Project advice	Video editing
16/17	Delivery and partial presentation 2	Delivery of the report and presentation of the project	Delivery and partial presentation 2
18	Tutorials		
19	Delivery and presentation recovery 1 and 2		

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.

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Alternative evaluation for those who have requested and been granted to waive continuous evaluation.

The projects will be the same.

The assessment percentages will be the same, but in each section a technical exam will be required to demonstrate

knowledge on the day of the test. It will not be enough to bring finished work, but an objective test or exam will be taken for each section.

The presentation and evaluation will be unique on the day assigned in the exam calendar (date of midterm 2 valuation of 100% of the grade, as well as the date of recovery). On this date, all the final works and as many intermediate works or iterations as requested during the continuous evaluation must be provided, and the process, which would normally be explained in class, must be explained. Since these deliveries will be longer, they will be made at the end of the session. The student will be able to establish his or her own calendar and deliver partial iterations on the Virtual Campus and must request a tutorial to comment on them. Intermediate work deliveries will have at least 7 calendar days of time between them. If this is not the case, it will not be considered that the appropriate processes have been followed. Therefore, the last interim delivery to receive any feedback on the work in progress will be at least 7 days before the final delivery. The student will notify this delivery outside the established deadlines by email to the teacher (kepa.landa@udl.cat) NOT by message from the Virtual Campus.

Since this delivery is outside the usual class monitoring, it will be the student's responsibility to report the delivery and request intermediate correction tutoring outside the usual deadlines.

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

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

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

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

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

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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.

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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*.