PHOTOGRAPHY AND AUDIOVISUAL CREATION
1st and 2nd semesters

DESIGN BASICS

With the Basic Design subject, we offer students a vision of graphic communication understood as the interrelation of all the elements of visual communication that allow them to know and learn to use visual language.

Basic Design will give us the bases on which visual communication is based, communication that, unlike the visual arts, is subject to the purposes defined by the client, and understanding this shaping as the need for a language always adapted to the needs, and the culture of the moment.

SYSTEMS OF REPRESENTATION

The Representation Systems subject seeks to acquire knowledge and learning of the different communication and information languages.

In its didactic units, the basic procedures used in drawing, computer design and generation of virtual spaces are studied in depth, in such a way that these technologies are used as application techniques in the creative, productive process, and as a communication and management tool. .

The use of the different professional programs is essential for the realization and interpretation of the projects and the treatment and presentation of the same in an appropriate way to the current times, thus completing the training of the future professional.

SCIENTIFIC PRINCIPLES OF DESIGN

As its name indicates, the subject aims to establish the scientific-technical bases necessary for the subsequent development of undergraduate studies in Graphic Design, Photography itinerary and audiovisual creation, as well as for the professional future, contributing to the acquisition of technical and laying the foundations of sustainable design.

It provides the scientific and technological knowledge, terminology and nomenclature, necessary for the study of other specific technological subjects of the specialty of later courses.

Due to its capacity for innovation, it has a great impact on the progress and development of technologies in all fields of matter.

To this end, the course addresses in a theoretical-practical way aspects such as the formation and capture of images, optical systems, color and its reproduction, the different problems that it entails and its possible solutions.

PHOTOGRAPHY AND AUDIOVISUAL MEDIA

Photography and audiovisual media as elements of iconic representation are essential in the training development of photography and image professionals in general. The reasons are fully justifiable since both disciplines, when contextualized in a broader field that is that of the image, participate in a common language and referents.

Thus, the teaching of Photography and Audiovisual Media (FMA) will move in two directions: on the one hand, it will promote knowledge of the processes, knowledge and investigation of the characteristics, properties, qualities, behaviors, manipulation capacity and functionality of the materials that make up the photographic language, always within the technological and conceptual context in which the matter will be developed. On the other hand, the achievement of a sensitivity towards visual representation will be stimulated, with a broad audiovisual culture so that, from a study and analysis of the communicative, symbolic and aesthetic message, we can promote the development of solid and coherent projects.

LANGUAGES AND DIGITAL TECHNIQUES

The purpose of the subject is for the student to know the incidence, relevance and application of computer media in the photography, audiovisual and in general all image-related media sectors. That they acquire the necessary knowledge to use the basic procedures used in design, in such a way that they use new technologies as an application technique in the creative and productive process and as a communication and management tool.

PRINCIPLES OF DESIGN HISTORY

Historical Fundamentals of Design (Image) is a basic subject that is part of the History of Arts and Design subject. Its didactic units work in detail on the history of design, the photographic image and its connection with the manifestations of contemporary art and architecture.

The course offers future professionals essential training on styles, movements, trends and creators. In this sense, its content supports and complements, from the necessary historical-conceptual reflection, the technical education of the designer.

DESIGN AND BUSINESS

The Design and Business subject is a basic subject, of the Design Management subject within the Legal and Economic content block.

This subject provides basic knowledge of the functioning of the economy and the company.

Society is changing very rapidly. In a highly competitive environment, the designer needs more than ever basic knowledge about business management and about the regulations that affect their professional activity, which effectively trains them in decision-making, internal actions and the relationships that are established. with the market, including the protection of designer's rights. This is fundamental knowledge to be able to apply and exercise their technical and creative skills with solvency in the professional world.

SPACE AND VOLUME

The subject of Space and Volume is a fundamental subject for the understanding of three-dimensional space and forms in the photographic field and in that of audiovisual creation. The space itself, as an element of study, is developed transversally as content in the different didactic units.

In the Photography and Audiovisual Creation itinerary, this module aims to introduce the operational concepts of three-dimensional language and the fundamental representation techniques that allow students to conceptualize and develop proposals of a formal nature. It is intended, on the one hand, to develop the capacity for analysis and synthesis of volumetric and spatial configurations, and secondly, to acquire the technical skills of the subject.

The concepts and procedures developed throughout the course will promote the diversification of answers in their personal projects throughout their profession, since they will be able to develop their creativity with concepts and applications that go beyond the two dimensions and that are developed in space. real to later be able to apply it to bidimensionality.

BASIC PROJECTS

From this subject we intend to contribute specific knowledge to Photography, collaborating in the training of professionals with solid project knowledge, committed to both technical advances and traditional systems, with humanistic interests and the capacity for critical analysis.

Basic projects provides knowledge from project praxis and through the study of the characteristics of photographic messages, their conditioning factors, contexts and media, as well as their recipients.

Through its didactic units, the future professional will work in detail on photographic project theory and methodology and its relationship with its creative, productive, commercial, institutional and cultural sectors, from the perspective of its instrumental and conceptual

interrelation.

DRAWING AND GRAPHIC TECHNIQUES

The photography and image professional needs instruments for observation, analysis and manipulation of the visual environment that make him a trained creative and expert in this field so present in the various media. In addition to the theoretical and technological base, the formal study of the image and its elements provides knowledge that the creative must possess in order to carry out their work with full control, and this knowledge is provided by the subject of Drawing and Graphic Techniques.

The student will acquire basic knowledge and drawing skills to outline ideas and projects in their professional field, to create images with communicative power, as well as to manipulate the photographic image with plastic and aesthetic coherence.

NARRATIVE AND EDITING

Audiovisual media as elements of iconic representation are essential in the formative development of image creators. The images participate in a common language and referents. Thus, Narrative and Montage, has a double aspect that, on the other hand, is not alien to the teaching practices of art schools in general: Learning audiovisual language and the different techniques of audiovisual production and enunciation and technical analysis of audiovisual practice.

The teaching of Narrative and Editing will move in two directions: on the one hand, it will promote knowledge of the processes, knowledge and investigation of the characteristics, properties, qualities, behaviors, manipulation capacity and functionality of the materials that make up the audiovisual language. , always within the technological and conceptual context in which the subject will be developed. On the other hand, the achievement of a sensitivity towards visual representation will be stimulated, with a broad audiovisual culture so that, from a study and analysis of the communicative, symbolic and aesthetic message, we can promote the development of solid and coherent projects.

3th and 4th semesters

PHOTOGRAPHY WORKSHOP

Photo production and editing techniques. Analog and digital image: the work process from shooting to editing. Photographic hardware and software. Analog and digital capture systems.

Research methods and experimentation of matter.

PRODUCTION TECHNIQUES AND DIGITAL EDITING

Moving picture. Strategies and work methodology for the realization. workflow.

Audiovisual techniques: production and edition. Research methods and experimentation of matter.

LIGHTING

Lighting strategies and methods. Study and characteristics of light.

Research methods and experimentation of matter

AUDIOVISUAL CREATION PROJECTS

Audiovisual graphic design. Pre-production, production and post-production of moving image projects.

Methodology and Research. Strategy and decision criteria, innovation and quality. Team work. Techniques for visualizing ideas. Team work. Development of integrated interdisciplinary pro-

jects.

Digital technology for the presentation and communication of the project. Presentation strategies and communication techniques

Research methods in design. The design process as research.

HISTORY AND CULTURE OF THE IMAGE

Knowledge, analysis and historical significance of audiovisual and interactive communication.

Designers, movements and contemporary trends.

Research methods and experimentation of matter.

PHOTO PROJECTS

Strategies, methodology and research. Strategy and decision criteria, innovation and quality. Team work. Techniques for visualizing ideas. Research methods in photography and audiovisual media. The design process as research.

CULTURE OF DESIGN

The meaning of design in culture and contemporary society.

Theory of information and communication, semiology, aesthetics, the theory of form, function and structure.

Fundamentals of anthropology applied to design.

Fundamentals of sociology and consumer culture.

Research methods and experimentation of matter.

THEORY OF IMAGE

Syntax and semiotics of the image. Morphological, scalar and dynamic elements.

Knowledge and analysis of images. Research methods and experimentation of matter.

PHOTOGRAPHIC REPRODUCTION TECHNIQUES: PRE-PRESS

Photographic reproduction techniques. Technologies for photographic pre-printing and printing on any medium or analog and electronic support. Strategies and work methodology for photographic prepress and printing. Workflow and color management.

Research methods and experimentation of matter.

VIDEO CREATION

Development of video art projects. Experimentation with different techniques.

Research methods and experimentation of matter.

5th and 6th semester

PHOTOGRAPHY OF PLACES, OBJECTS AND PEOPLE

Pre-production, production and post-production of photographic projects of spaces and objects.

Research methods and experimentation of matter.

MODELING AND ANIMATION

Creation of virtual spaces and fundamentals of animation in 2D and 3D three-dimensional environments. Management of technical aspects of modeling and animation Research and experimentation methods specific to the subject.

PHOTO AND EDITING RETOUCHING

Advanced photographic production and editing techniques. Digital image: the work process.

Photographic hardware and software. Analog and digital capture systems.

Research methods and experimentation of matter.

AUDIOVISUAL DESIGN MANAGEMENT

Intellectual and industrial property applied to Graphic, Photographic and Audiovisual Design. Resources, costs and organization of the professional activity. The value of graphic design. Research methods and experimentation of matter.

AESTHETICS AND CONTEMPORARY IMAGE TRENDS

Designers, movements and latest trends in graphic, photographic and audiovisual design. Your aesthetic.

Knowledge, analysis and historical significance.

Research methods and experimentation of matter.

THEORY OF PHOTOGRAPHIC TECHNIQUE AND AESTHETICS

The determination of praxis in photographic aesthetic results.

Theories of photography. Research methods and experimentation of matter.

MARKETING AND COMMUNICATION

Market analysis techniques applied to Photographic and Audiovisual Graphic Design. Communication and marketing of Graphic Design. Research methods and experimentation of matter.

MULTIMEDIA DESIGN PROJECTS

Definition and realization of projects in the different fields of the specialty. The media project.

Techniques for visualizing ideas. Basic information (briefing). The creative briefing.

Audiovisual graphic design. Pre-production, production and post-production of moving image projects.

Management of photographic and audiovisual design projects. Budgets and feasibility analysis.

Digital technology for the presentation, communication of the project and the development of photography.

Development of interdisciplinary projects. Team work.

Research methods and experimentation of matter.

TELEVISION, ADVERTISING AND COMMUNICATION PIECES

General typology of advertising. Design of advertising pieces. The advertising media. advertising regulation. Communication techniques. Television realization. Team work.

Fundamental structures and elements of advertising activity. Analysis of advertising elements. Research methods and experimentation of matter.

FINE ART PHOTOGRAPHY

Pre-production, production and post-production of photographic projects of people and author photography.

Research methods and experimentation of matter.

PRESENTATION AND COMMUNICATION WORKSHOP

Knowledge and application of digital technologies for the presentation and communication of the project. Presentation strategies and communication techniques Research methods in design. The design process as research.