Image Theory

Academic Year: (2019 / 2020) **Review date: 27-05-2020**

Department assigned to the subject: Communication and Media Studies Department

Coordinating teacher: WALZER MOSKOVIC, ALEJANDRA

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

This course is taught in the 1st degree course and does not require having passed correlative courses to attend it and be evaluated

OBJECTIVES

CONCEPTUAL

1. Approach to the concept of image and image theory from different perspectives and from the new relationships transmitter / receiver that currently characterize the audiovisual and multimedia communication.
2. Knowledge of the different elements and characteristics of the image as well as the basic principles of composition.
3. Knowledge of the general principles of visual language and its application to the analysis of different types of images
4. Knowledge of the social, cultural, aesthetic and educational role of the image in contemporary society.

PROCEDURAL

1. Encourage students a process of inquiry as embodied in the realization of well-formulated questions and orientation of the study and analysis of different program content
2. Establish processes of dialogue, discussion, argument and defend projects that make viable a fruitful and enriching communication.
3. To promote accountability in group work that needs audiovisual communication, causing the division of roles of different members of the teams.
4. Promote the study and analysis of documentary sources from which to develop working hypotheses
5. Promote autonomous and / or collective work in the search, selection, analysis and reflection on the subjects of this course.

ATTITUDINAL

1. The students are active and feel part of the process of knowledge construction.
2. The students respect the opinions of their peers
3. To help students to learn how to express their ideas arguing solidly
4. The students will show motivation and learn to compare old and new theories, old and new media
5. The students will know to develop an analytical and critical thinking
6. To help students to develop autonomy in carrying out the work

RESULTS

1. Knowledge of the main concepts of image
2. Knowledge of the processes of perception of the visual image
3. Knowledge of basics elements of image grammar
4. Analysis of the role of visual images in contemporary society
5. Image analysis in isolation and contextual or sequentially
6. Relationship between the processes of design, production and reception of media images
7. Expression through still images isolated
8. Development of the iconic creativity

DESCRIPTION OF CONTENTS: PROGRAMME

1. THINKING IMAGES
1.1 Image´s materiality
1.2 Image and reality
1.3 Image and representation
1.4 Different types of images

2. BRIEF HISTORY OF THE IMAGE: FROM THE BISON TO THE DIGITAL IMAGE
2.1 Telling reality: pure mimesis?
2.2 From art to videosphere
2.3 The media's image production: photography, cinema, television
2.4 The digital environment

3. IMAGE SOCIETY: THE ICONOSPHERE
3.1 Concept of society, civilization, culture of the image
3.2 The Society of the Spectacle / Society as a show
3.3 Image: landscape or essence of the social bond?

4. PERCEPTION AS KNOWLEDGE: PERCEPTO, CULTURE AND SUBJECT
4.1 The senses as sources of knowledge
4.2 How do we perceive the images?
4.3 The cultural value of the image
4.4 The perceiving subject: the significance

5. VIRTUAL IMAGE
5.1 Rhe virtual. Concept
5.2 Is every image virtuall?
5.3 Digital, analogic, virtuality
5.4 Contemporary art

6. MORPHOLOGICAL, DYNAMIC AND SCALAR ELEMENTS OF THE IMAGE
6.1 Scalar elements: point, line, plane, texture, color, shape
6.2 Dynamic Elements: stress, rhythm
6.3 Scalar Elements: size, format, scale, proportion

7. BASIC CHARACTERISTICS OF THE IMAGE
7.1 Iconicity-abstraction
7.2 Simplicity-complexity
7.3 Monosemy-polisemia
7.4 Originality-redundancy
7.5 Connotation-denotation

8. IMAGE COMPOSING
8.1 On the composition
8.2 The dynamic equilibrium
8.3 Weight and visual direction
8.4 The frame

9. STILL, SEQUENTIAL AND MOVING IMAGES
9.1 Characteristics of the still image isolated: painting and photography
9.2 the sequence: comic, fotonovela, storyboard
9.2 Characteristics of the sequential images and movies: TV and Film

10. IMAGE AS TEXT: READING OF IMAGES
10.1 What is a text?
10.2 Why the image is a text?
10.3 Are there reading routes on images?
10.4 Reading images: the artistic image, the advertising image, the image information

11. IMAGE AND EDUCATION
11.1 Generational change and knowledge flow
11.2. Logos and images
11.3. Inform, entertain, educate
11.4 Image Pedagogy and media education

12. THE BODY OF THE IMAGES, THE IMAGES OF THE BODY

12.1 The body and its representation: symbolic and ritual space
12.2 Body´s ornament
12.3 The portrait and the subject
12.4 Tattoo and other practices of marking and body modification: the tuned body

LEARNING ACTIVITIES AND METHODOLOGY

The methodology of work shifts between analysis of theoretical and iconic texts and search, proposal, analysis and creation of images
The work is developed through:
1. Theoretical classes
2. Practical classes
3. Student work (analysis, debate, proposal, creation)
4. Tutoring theoretical and practical content and creative proposals.

ASSESSMENT SYSTEM

To fulfill the evaluation process students should:
- Pass mid-term exams (40% of the final grade)
- Pass the final exam (60% of the final grade)

% end-of-term-examination:	60
% of continuous assessment (assigments, laboratory, practicals…):	40

BASIC BIBLIOGRAPHY

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- Barthes, R Lo obvio y lo obtuso, Paidos, 2009
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- DONDIS D ¿La sintaxis de la imagen. Introducción al alfabeto visual, Gustavo Gili, 2002
- Debord, Guy La sociedad del espectáculo, La marca, 1995
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- FREUD, S (1898) ¿La interpretación de los sueños¿; en Obras completas; Tomo I,, Editorial Biblioteca Nueva, Madrid.
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