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| <b>COURSE: Image Theory</b>  |                  |                  |
| <b>DEGREE:</b> <a href="#">Bachelor's Degree in Film, Television and Media Studies</a> | <b>YEAR: 1st</b> | <b>TERM: 1st</b> |

| WEEKLY PLANNING |         |   |                    |          |  |  |                |  |
|-----------------|---------|---|--------------------|----------|--|--|----------------|--|
| WEEK            | SESSION | DESCRIPTION   | GROUPS<br>(mark X) |          | Special<br>room for<br>session<br>(computer<br>classroom,<br>audio-visual<br>classroom...) | WEEKLY PROGRAMMING FOR STUDENT   |                |  |
|                 |         |   | LECTURES           | SEMINARS |  | DESCRIPTION  | CLASS<br>HOURS | HOMEWORK<br>HOURS<br>(Max. 7h<br>week) |
| 1               | 1       | Introduction to the subject and evaluation system               | x                  |          |  | Exposition of the contents, teaching methods and evaluation system   | 1,5            | 1                                      |
| 1               | 2       | Group presentation and preparation of final work                |                    | x        |  | Presentation and classwork   | 1,5            |  |
| 2               | 3       | THINKING IMAGES   | x                  |          |  | Master class   | 1,5            | 3                                      |
| 2               | 4       | THINKING IMAGES   |                    | x        |  | Reading and discussion of bibliography:<br>Gombrich, E (2002) <i>Meditaciones sobre un caballo de juguete</i> , Editorial Debate, Madrid-<br>Work around images at television news program: Discussion on the media image. | 1,5            |  |
| 3               | 5       | BRIEF HISTORY OF THE IMAGE: FROM THE BISON TO THE DIGITAL IMAGE | x                  |          |  | Master class   | 1,5            | 7                                      |

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| 3 | 6  | BRIEF HISTORY OF THE IMAGE: FROM THE BISON TO THE DIGITAL IMAGE |   | x |  | Reading and discussion of bibliography:<br>Gubern, R (1996) "Del bisonte a la realidad Virtual: la escena y el laberinto"; Anagrama, Barcelona – Cap: 2<br>Debate on the presence of images in our society. Written work<br>Preparation work item 3: 24 hours images registration                             | 1,5 |   |
| 4 | 7  | IMAGE AND SOCIETY: THE ICONOSPHERE                              | X |   |  | Master class  | 1,5 |   |
| 4 | 8  | IMAGE AND SOCIETY: THE ICONOSPHERE                              |   | X |  | Reading and discussion of bibliography:<br>Martín Barbero, J (2002) "Oficio de cartógrafo"; Fondo de Cultura Económica, Argentina – Cap: 4<br>Debord, G; (1967) "La sociedad del espectáculo"; Pre-textos, Valencia<br>Interviews and written work<br>Group work from the former images registration exercise | 1,5 | 7 |
| 5 | 9  | PERCEPTION AS KNOWLEDGE: PERCEPTO, CULTURE AND SUBJECT          | X |   |  | Master class  | 1,5 |   |
| 5 | 10 | PERCEPTION AS KNOWLEDGE: PERCEPTO, CULTURE AND SUBJECT          |   | X |  | Reading and discussion of bibliography:<br>Aumont, J (1992) "La imagen" Paidós, Barcelona -Cáp:2<br>Photographic practice: reduce uncertainty   | 1,5 | 4 |
| 6 | 11 | CREATIVITY  | X |   |  | Master class  | 1,5 |   |
| 6 | 12 | CREATIVITY  |   | X |  | Reading and discussion of bibliography:<br>CSIKSZENTMIHALYI., M (1998) "Creatividad. El fluir y la psicología del descubrimiento y la invención. Barcelona: Paidós<br>Graphic work based on abstract visual patterns  | 1,5 | 6 |
| 7 | 13 | MORPHOLOGICAL, DYNAMIC AND SCALAR ELEMENTS OF THE IMAGE         | X |   |  | Master class  | 1,5 |   |
| 7 | 14 | MORPHOLOGICAL, DYNAMIC AND SCALAR ELEMENTS OF THE IMAGE         |   | X |  | Reading and discussion of bibliography:<br>Villafañe J. y Minguez N. (1996-2002) Principios de Teoría General de la Imagen; Pirámide, Madrid – Cap. 6, 7 Y 8  | 1,5 | 6 |

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|    |    |   |   |   |  | Photographic practice from a dash  |     |   |
| 8  | 15 | MORPHOLOGICAL, DYNAMIC AND SCALAR ELEMENTS OF THE IMAGE | X |   |  | Master class   | 1,5 |   |
| 8  | 16 | MORPHOLOGICAL, DYNAMIC AND SCALAR ELEMENTS OF THE IMAGE |   | X |  | Reading and discussion of bibliography: Villafañe J. y Minguez N. (1996-2002) Principios de Teoría General de la Imagen; Pirámide, Madrid – Cap. 6, 7 Y 8<br>Work on the use of color in different visual works (movies, advertisement, painting, etc) | 1,5 | 7 |
| 9  | 17 | BASIC CHARACTERISTICS OF THE IMAGE                      | X |   |  | Master class   | 1,5 |   |
| 9  | 18 | BASIC CHARACTERISTICS OF THE IMAGE                      |   | X |  | Reading and discussion of bibliography: Aparici A; García Matilla A y Valdivia S (2000) “La imagen”; UNED, Madrid, cap 12<br>Analysis of a movie poster according to the basic characteristics of the image  | 1,5 | 3 |
| 10 | 19 | IMAGE COMPOSING   | X |   |  | Master class   | 1,5 |   |
| 10 | 20 | IMAGE COMPOSING   |   | X |  | Reading and discussion of bibliography: Dondis, DA (2002)– “La sintaxis de la imagen. Introducción al alfabeto visual”; Gustavo Gili, Barcelona – Cap 2<br>Photographic practice on composition from a dash  | 1,5 | 7 |
| 11 | 21 | STILL, SEQUENTIAL AND MOVING IMAGES                     | X |   |  | Master class   | 1,5 |   |
| 11 | 22 | STILL, SEQUENTIAL AND MOVING IMAGES                     |   | X |  | Analysis of an advertisement from the point of view of visual language   | 1,5 | 3 |
| 12 | 23 | IMAGE AS TEXT: READING OF IMAGES                        | X |   |  | Master class   | 1,5 |   |
| 12 | 24 | IMAGE AS TEXT: READING OF IMAGES                        |   | X |  | Reading and discussion of bibliography: Barthes, R (1964) “Lo obvio y lo obtuso”; Paidós, Barcelona –Cap: Retórica de la imagen<br>Collage applying Barthes concepts   | 1,5 | 4 |
| 13 | 25 | IMAGE AND EDUCATION                                     | X |   |  | Master class   | 1,5 |   |
| 13 | 26 | IMAGE AND EDUCATION                                     |   | X |  | Reading and discussion of bibliography: Walzer, A (2005) “Trayectorias de la imagen en la escuela: deherramienta didáctica a dimensión epistemológica”; en REVISTA Comunicación y Pedagogía  | 1,5 | 5 |

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|   |    |  |   |   |  | Group work with "The Simpsons" chapter   |                  |           |
| 14  | 27 | THE BODY OF THE IMAGES, THE IMAGES OF THE BODY | X |   |  | Master class   | 1,5              |           |
| 14  | 28 | THE BODY OF THE IMAGES, THE IMAGES OF THE BODY |   | X |  | Reading and discussion of bibliography: Le Breton, D. (2002)"La sociología del cuerpo"; Nueva Visión, Buenos Aires- Cap. 2 y 3<br>Work with friends photos | 1,5              | 5         |
| <b>Subtotal 1</b>   |    |  |   |   |  |  | <b>42</b>        | <b>68</b> |
| <b>Total 1 (Hours of class plus student homework hours between weeks 1-14)</b>  |    |  |   |   |  |  | <b>42+68=110</b> |           |
| 15  |    | Tutorials, handing in, etc                     |   |   |  |  | 10               |           |
| 16  |    | Assessment                                     |   |   |  |  | 3                | 27        |
| 17  |    |  |   |   |  |  |                  |           |
| 18  |    |  |   |   |  |  |                  |           |
| <b>Subtotal 2</b>   |    |  |   |   |  |  | <b>3</b>         | <b>27</b> |
| <b>Total 2 (Hours of class plus student homework hours between weeks 15-18)</b> |    |  |   |   |  |  |                  |           |
| <b>TOTAL (Total 1 + Total 2)</b>  |    |  |   |   |  |  | <b>150</b>       |           |