



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

WEEKLY PLANNING								
WEEK	SESSION	DESCRIPTION	GROUPS (mark X)		Special room for session (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			LECTURES	SEMINARS		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. 7h 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: Gombrich, E (2002) <i>Meditaciones sobre un caballo de juguete</i> , Editorial Debate, Madrid- 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

3	6	BRIEF HISTORY OF THE IMAGE: FROM THE BISON TO THE DIGITAL IMAGE		x		Reading and discussion of bibliography: Gubern, R (1996) "Del bisonte a la realidad Virtual: la escena y el laberinto"; Anagrama, Barcelona – Cap: 2 Debate on the presence of images in our society. Written work 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: Martín Barbero, J (2002) "Oficio de cartógrafo"; Fondo de Cultura Económica, Argentina – Cap: 4 Debord, G; (1967) "La sociedad del espectáculo"; Pre-textos, Valencia Interviews and written work 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: Aumont, J (1992) "La imagen" Paidós, Barcelona -Cáp:2 Photographic practice: reduce uncertainty	1,5	4
6	11	CREATIVITY	X			Master class	1,5	
6	12	CREATIVITY		X		Reading and discussion of bibliography: CSIKSZENTMIHALYI., M (1998) "Creatividad. El fluir y la psicología del descubrimiento y la invención. Barcelona: Paidós 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: Villafañe J. y Minguez N. (1996-2002) Principios de Teoría General de la Imagen; Pirámide, Madrid – Cap. 6, 7 Y 8	1,5	6

						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 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 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 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 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

						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 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>	