UNIVERSIDAD DE CASTILLA - LA MANCHA
GUÍA DOCENTE

1. General information

Course: TEORÍA DE LA IMAGEN
Type: CORE COURSE
Degree: 401 - UNDERGRADUATE DEGREE PROGRAMME IN AUDIOVISUAL COMMUNICATION
Center: 12 - FACULTY OF COMMUNICATION
Year: 3
Main language: Spanish
Use of additional languages:
Web site:

Code: 16520
ECTS credits: 6
Academic year: 2022-23
Group(s): 30
Duration: First semester
Second language: Italian
English Friendly: Y
Bilingual: N

Lecturer: **ANTONIO FERNANDEZ VICENTE** - Group(s): **30**

Building/Office	Department	Phone number	Email	Office hours
Aulario Polivalente, despacho 2.12	DPTO. EN CONSTITUCIÓN	969179100 ext. 4784	antonio.fvicente@uclm.es	

2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

Not established

4. Degree competences achieved in this course

Course competences

Code	Description
CB01	Possess and understand knowledge in an area of study that builds on the foundation of general secondary education and is at a level that relies on advanced textbooks and also includes knowledge from the cutting edge of their field of study.
CB03	Gather and interpret relevant data (usually within the area of study) in order to make value judgements that include a reflection on relevant social, scientific or ethical issues.
CE07	Understand the relationships between the agents that influence audiovisual communication.
CE08	Differentiate the main theories of the discipline, their fields of study, conceptual elaborations as well as their value for professional practice.
CG01	Know the essential characteristics of communication, its elements and results, with the aim of understanding the communicative phenomena that occur in today's society.
CG04	Expose the results of academic work in writing, orally or by other means, in accordance with the canons of the communication disciplines.
CG05	Know the constitutional values, ethical principles and deontological rules applying to audiovisual communication.
CG06	Know the state of the world and its recent historical evolution as well as acquiring the concepts necessary for understanding its political, economic, technological and sociocultural dimensions in such a way that they serve as an instrument in the resolution of professional problems and challenges.
CG07	Acquire the ability to work in a team, face collective challenges and cooperatively solve problems, respecting the diversity of the participants and of their contributions.
CT01	Learn a second foreign language.

5. Objectives or Learning Outcomes

Course learning outcomes

Description

Know the usual narrative and dramatic forms in audiovisual narration.

Know the basic concepts and languages of web programming for the customisation of audiovisual content in the cloud.

6. Units / Contents

Unit 1: Image Genesis
Unit 2: How to Define the image?
Unit 3: Morphology of Image
Unit 4: Dinamism of Image
Unit 5: Image Scale
Unit 6: Image Composition
Unit 7: Sequential Image
Unit 8: Sound and Image
Unit 9: Image and Sound Analysis

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	CG01	2.4	60	Y	N	
Self-study [OFF-SITE]		CB03 CE07 CE08 CG01 CG04 CG05 CG06 CG07	3.6	90	Y	N	
		Total:	6	150			
	Total credits of in-class work: 2.4					Total class time hours: 60	
	Total credits of out of class work: 3.6					Total hours of out of class work: 90	

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Test	20.00%	20.00%	
Final test	40.00%	40.00%	
Theoretical papers assessment	40.00%	40.00%	
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject , an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

Continuous assessment:

"The common spelling correction regulations for the Degree will apply." In case of plagiarism, there will be sanction in accordance with the protocol in cases of fraud of the UCLM. This planning may be adapted and undergo slight modifications in the event that any extraordinary measure related to the COVID-19 health pandemic is undertaken. However, even in an unforeseen scenario, we will try to maintain the evaluation percentages with the maximum fidelity to what is indicated in this guide.

Non-continuous evaluation:

Evaluation criteria not defined

9. Assignments, course calendar and important dates

Not related to the syllabus/contents	
Hours	**hours**

Unit 1 (de 9): Image Genesis	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	8
Self-study [AUTÓNOMA][]	10

Unit 2 (de 9): How to Define the image?	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	8
Self-study [AUTÓNOMA][]	10

Unit 3 (de 9): Morphology of Image	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	8
Self-study [AUTÓNOMA][]	10

Unit 4 (de 9): Dinamism of Image	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Self-study [AUTÓNOMA][]	10

Unit 5 (de 9): Image Scale	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	6
Self-study [AUTÓNOMA][]	10

Unit 6 (de 9): Image Composition	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Self-study [AUTÓNOMA][]	10

Unit 7 (de 9): Sequential Image	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	4
Self-study [AUTÓNOMA][]	10

Unit 8 (de 9): Sound and Image	
Activities	**Hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	8
Self-study [AUTÓNOMA][]	10

Unit 9 (de 9): Image and Sound Analysis	

Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	10
Self-study [AUTÓNOMA][]	10

Global activity	
Activities	**hours**
Class Attendance (theory) [PRESENCIAL][Lectures]	60
Self-study [AUTÓNOMA][]	90
	Total horas: 150

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Kandinsky, Wassily	De lo espiritual en el arte /	Barral,		84-211-8001-0	1986	
Gombrich, E. H. (1909-2001)	Arte e ilusión : estudio sobre la psicología de la represent	Debate,		84-8306-959-8	2002	
Tarkovskii, Andrei Arsen'evich (1932-1986)	Esculpir en el tiempo : reflexiones sobre el arte, la estéti	Rialp,		978-84-321-2791-5	2008	
Arnheim, R.	Arte y percepción visual : psicologia del ojo creador /	Alianza,		978-84-206-7874-0	2008	
Debray, Régis	Vida y muerte de la imagen : historia de la mirada en Occide	Paidós,		84-7509-981-5	2010	
Kracauer, Siegfried	De Caligari a Hitler: historia psicológica del cine alemán	Paidós		84-7509-336-1	1995	
Chion, Michel	El sonido: música, cine, literatura...	Paidós Iberica		84-493-0703-1	1999	
Villafañé, Justo	Principios de teoría general de la imagen /	Pirámide,		978-84-368-1004-2	2009	
Gubern, Román1934-	La imagen pornográfica y otras perversiones ópticas	Anagrama		84-339-6230-2	2005	
Deleuze, Gilles (1925-1995)	La imagen-movimiento : estudios sobre cine 1 /	Paidós,		978-84-7509-317-8	2009	
Panofsky, Erwin1892-1968	Estudios sobre iconología	Alianza Editorial		978-84-206-2012-1	2010	
Bazin, André	¿Qué es el cine? /	Rialp,		84-321-1147-3	2001	