COURSE GUIDE

FUNDAMENTALS OF GRAPHIC EXPRESSION

Multimedia and Digital Arts Degree

Universidad Católica de Valencia
(Catholic University of Valencia)

Course guide FUNDAMENTALS OF GRAPHIC EXPRESSION

Year 2023-24

COURSE GUIDE TO FUNDAMENTALS OF GRAPHIC EXPRESSION

		ECTS
MODULE: FUNDAMENTALS OF GRAPHIC EXPRESSION		6
FIELD: Fundamentals graphics		6
Subject: GRAPHICS		12
Type of learning: Basic	**YEAR:** 1 **Semester:** 1	
Professor: Dr. D. Fernando Tamarit Cobo	**Department:** Multimedia	
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SUBJECT ORGANIZATION

FUNDAMENTALS OF GRAPHIC EXPRESSION			Nº ECTS 30	
Subjects and Courses				
Subject	**ECTS**	**Courses**	**ECTS**	**Course/ semester**
Digital image	12	Digital image processing	6	1/1
		Digital photography	6	2/1
Fundamentals graphics	12	Fundamentals of Illustration	6	1/2
		Fundamentals of graphic expression	6	1/1
Artistic Expression	6	History, Theory and Application of Color	6	1/2

GENERAL GOALS

1- Develop the sketching and the scheme as a basis for the development of graphic creation.

2- Learn the basics of shading and chiaroscuro to create volumetric compositions.

3- Learn the technical bases to graphically represent depth and volume.

4- Learn to synthesize settings, characters and objects from the schematic drawing.

5- Master different artistic techniques.

6- Develop creativity, artistic sense and the creation of one's own style.

7- Combine traditional drawing with digital techniques for graphic development.

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CROSS-SECTIONAL COMPETENCES	Competence measuring scale			
Instrumental	**1**	**2**	**3**	**4**
01 Capacity for analysis and synthesis				X
02 Ability to organize and plan			X	
03 Oral and written communication in the language				
04 Knowledge of a second language in the workplace itself				
05 Computer skills for the scope of study		X		
06 Ability to manage information. Knowing effectively learn from books and magazines, and other documentation				
07 Problem-solving		X		
08 Ability to properly present a resume, a sample of the work, as a portfolio and a professional presentation.				
09 Decision-making			X	
Interpersonal				
10 Teamwork				
11 Working in an interdisciplinary team	X			
12 Work in an international context				
13 Skills in interpersonal relations				
14 Critical Thinking				X
15 Ethical commitment			X	
16 Ability to take responsibility		X		
17 Self-criticism				X

Systemic	1	2	3	4
18 Autonomous learning and motivation for learning throughout their working lives				**X**

19 Adaptation to new situations				**X**
22 Ability to collaborate with other professions, and especially with professionals from other fields. Identify the appropriate professionals to properly develop creative work.				**X**
23 Recognition of diversity and multiculturalism knowledge of other cultures and customs. Understanding the social dimension of the human being and the historical and sociocultural factors characteristic of contemporary society.				
24 Initiative and entrepreneurship				**X**
25 Concern for quality				**X**
26 Ability to self-employment and employment generation				
27 Sensitivity to environmental issues				
28 Sensitivity to cultural heritage				**X**
29 Expression of social commitment				
30 Being sensitive to the problems of humanity				
31 Being sensitive to personal, environmental and institutional injustice				
32 Understand and convey the importance of the communication strategy as a critical element in the processes of value creation and provision of such value to society by companies and organizations in general.			**X**	

SPECIFIC COMPETENCES

	1	2	3	4
E1. Ability to perform an analysis, oral and written, of an artistic expression, mastering vocabulary, codes, movements and concepts inherent in the artistic field.				
E2. Artistic sensibility. Develop the ability to see beauty in different forms and artistic creations, applying aesthetic principles and fostering creativity and innovation multidisciplinary.				x
E3. Knowledge of specific methods of production and especially digital art techniques to apply to the world of communication, also looking for new media.				x
E4. Developing skills in traditional techniques and procedures of illustration and digital techniques for the creation and development of graphics, images, symbols, text, layout of			x	

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publications and product packaging.				
E5. Ability to organize, classify and index all files and materials used in the development of the project, creating documents for proper preservation or consultation. And the subsequent ability to search and retrieval of information.		x		
E6. Capacity relevant to objective conclusions and to generate new product concepts, and generate new ideas and solutions, from research work on documentation.				
E7. Ability to detect new areas of information society in which multimedia technology can be useful and necessary research to develop the basic level to propose solutions.				
E8. Ability to organize and process information that later will be included in the project.				x
E9. Ability to plan and manage projects and development of technological content, in particular relating to art, multimedia design and communication.				
E10. Ability to translate creative ideas into digital format.				x
E11. Ability to adequately explain the research results in oral, written, audiovisual or digital, according to the canons of the disciplines of information and communication.				
E12. Sensitivity to evaluate the importance of design in the formulation of messages and the impact of communicating in different areas				
E13. Ability to contribute to the contemporary debate on the arts and digital media practices.		x		
E14. Understanding communication as a process, and the various constituent elements, comprising the knowledge of the specific discourses and modes of representation peculiar to the various technological and audiovisual media, while discriminating the different theories, methods and audiovisual communication problems and different languages.				
E15. Knowledge of legislative framework in Spain and Europe, particularly regarding the audiovisual field and the protection of intellectual property.				
E16. Understand and convey the importance of the communication strategy as a critical element in the processes of value creation and provision of such value to society by companies and organizations in general.				
E17 Understanding the characteristics of digital production sector and its functioning and trends that mark their current and future developments.				

E18. Understand, appreciate and understand the ethical obligations of professional multimedia creation and the implications it has to adjust to the same professional performance.		x	
E19. Comprehensive understanding of media and artistic practices and the importance of their relationship with their socioeconomic and cultural context.	x		
E20. Ability to develop an articulated knowledge of communication, both from a historical standpoint, and also as a sociological phenomenon in evolution, while the new realities that give the steady progress in its technological dimension.			

LEARNING OUTCOMES	COMPETENCES
R-1. Use of visual language, guidelines for its understanding and critical analysis.	• BC:1,2,3,4,5 • CSC:1,2,5,7,11,14, 16,17,18,19,20,24,25,28,32 • EC: 2,3,5,8,13,19
R-2. Domain of computer applications related to digital image processing.	• BC:1,2,3,4,5 • CSC:1,2,5,7,11,14, 16,17,18,19,20,24,25,28,32 • EC: 2,3,5,8,13,19
R-3. Knowledge of the physical and perceptual principles of color, its functions in digital creation and its influence of color in composition.	• BC:1,2,3,4,5 • CSC:1,2,5,7,11,14, 16,17,18,19,20,24,25,28,32 • EC: 2,3,5,8,13,19
R-4. Guidelines for the use of color in Art and Design according to different artistic styles and in digital systems	• BC:1,2,3,4,5 • CSC:1,2,5,7,11,14, 16,17,18,19,20,24,25,28,32 • EC: 2,3,5,8,13,19

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BASIC COMPETENCES	1	2	3	4
That students have demonstrated knowledge and understanding in an area of study that starts from the base of general secondary education, and is usually at a level that, although supported by advanced textbooks, also includes some aspects that imply insights from the cutting edge of your field of study.			X	
That the students know how to apply their knowledge to their work or vocation in a professional way and possess the competences that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.				X
That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant issues of a social, scientific or ethical nature.			X	
That students can transmit information, ideas, problems and solutions to both specialized and non-specialized audiences			X	

ON-CAMPUS EDUCATIONAL ACTIVITIES			
ACTIVITY	**Teaching-Learning Methodology**	**Relationship With Learning Outcomes for the subject**	**ECTS**
ON-CAMPUS CLASS	Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.	R1, R2, R3, R4,	1
PRACTICAL CLASSES	Group work sessions supervised by the professor. Case studies, diagnostic tests, problems, field work, computer room, visits, data search, libraries, on-line, Internet, etc. Meaningful construction of knowledge through interaction and student activity.	R1, R2, R3, R4,	1

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LABORATORY	Activities carried out in spaces with specialized equipment.	R1, R2, R3, R4,	
SEMINAR	Supervised monographic sessions with shared participation		
GROUP PRESENTATION OF PAPERS	Application of multidisciplinary knowledge		
OFFICE ASSISTANCE	Personalized and small group attention. Period of instruction and/or orientation carried out by a tutor to review and discuss materials and topics presented in classes, seminars, readings, papers, etc.	R1, R2, R3, R4,	0,25
ASSESSMENT	Set of oral and/or written tests used in initial, formative or additive assessment of the student	R1, R2, R3, R4,	0,15
		Total	2,4

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INDEPENDENT WORK ACTIVITIES			
ACTIVITY	**Teaching-Learning Methodology**	**Relationship of Course with Learning Outcomes**	**ECTS**
GROUP WORK	Group preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions. Work done on the university e-learning platform (www.plataforma.ucv.es)		0
INDEPENDENT WORK	Student study: Group Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions. Work done on the university e-learning platform (www.plataforma.ucv.es)	R1, R2, R3, R4,	**3,6**
		Total	3,6

SYSTEM FOR ASSESSING THE ACQUISITION OF THE COMPETENCES AND ASSESSMENT SYSTEM		
Assessment Tool	**LEARNING OUTCOMES ASSESSED**	**Allocated Percentage**
Multiple-choice test	R1, R2, R3, R4,	10%
Activities	R1, R2, R3, R4,	20%

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Attendance to practice sessions	R1, R2, R3, R4,	10%
Final practica + exam	R1, R2, R3, R4,	60%

Note: In order to pass the subject the student must pass both the theoretical and the practical content separately.

EVALUATION CRITERIA

- The assistance will have a percentage of 10% on the final grade. Each lack of attendance will subtract 1% from the final grade, up to a maximum of 10% in the subject.
- The practical content will have a 30% percentage of the final grade.
- The final exam will have a percentage of 60% of the final grade.
- The exam grade will be obtained from the sum of a mandatory final practical part delivered at the end of the semester and the final grade obtained in the subject exam.
- In no case will the student be able to take the exam without handing in the final practical part.
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- According to the assessment policy of the UCV it is established by article 8 that any student who has a lower subject attendance of the 50% will not be able to take the first exam call. It will be considered as class absence the justified and unjustified ones.
- Those students that have informed the professor in advance about their personal situation and it is considered by the professor a justified absence due to working reasons, overlapping subjects, serious illness, second exam calls, etc. will be excluded of this rule and will have the express permission of the professor to take the first call exam. To be excluded from the above mentioned rule it is absolutely indispensable to inform the professor at the beginning of the semestre and to accept the assessment process that the professor establishes and considers more appropiate for every special case. Under no circumstances the student can appeal these situations to break the rule at the end of the semestre.
- Furthermore the professor can establish as absence the repeated delayed attendance, the lack of attention in class as well as the forbidden use of mobile phones, the lack of participation in class, etc. All the previously mentioned reasons can be considered as breaking the rule and therefore taken into account in order not to be allowed to take the first call exam and to penalize the established percentage on class participation and attendance.
- The above mentioned rule affects both the assessment percentage on class attendance and class participation as well as the evaluation of class projects and case studies that have their own assessment percentage which are all included and explained in the present course guide.
- The non-attendance to class will be penalized with a 0'1 point for lack. ten faults will mean the loss of the whole point.
- The arrival late with delay to class in an unjustified manner will be considered as lack of attendance.
- The subject will have a final exam whose pass is essential (minimum score 5 out of 10) to mediate with the rest of the marks obtained in the subject.
- The non-approval of the exam supposes, consequently, the suspension of the call, being the qualification in the minutes of the call the qualification of the exam.
- The presence in the classroom of the student at the beginning of the exam implied the evaluation of the same, not being able to claim the consideration of not presented, even if the room is left immediately after receiving it.
- In any of the cases, if the first call has not been approved the student must complete and pass the second call exam to pass the subject.
- The grades of attendance and practical deliveries are only obtained in the first call and those same qualifications will be computed in second call to average with the exam in case of not exceeding the first call. However, the delivery of a single practice on second call, of an individual exercise, at the discretion of the teacher, which would replace the one not delivered or with a lower grade of the first call will be allowed.

- Always at the discretion of the teacher. the qualification of the first job would be canceled and replaced by the one obtained in this new job.
- The qualification of the assistance is final.
- Works submitted after the deadline will not be accepted.
- The delivery of practices outside the date and time established in the platform for each will not be allowed. The delivery of practices can only be done through the platform.
- The format of the practices delivered will be determined in each statement of the same. the delivery in a format different from the one specified will suppose the suspension of the practice, without possible qualification.
- In no case can you submit additional works to improve the average score obtained if the subject has been approved.
- The detection of plagiarism or copy of any work carries the suspension of it. Plagiarism is considered the use of works of others not mentioned by the author or the abusive use of material not proper for the elaboration of the same. (more than 35%) the copy or forgery of designs or works extracted from the internet, another medium or partner will suppose the cancellation of the set of practical deliveries.
- In case of suspending the subject in the first call, the student will be exposed to the examination of recovery or sufficiency, of minimum objectives, and in case of exceeding the minimum required by the subject and be finally qualified, he will pass with a grade of 5.

-In order to take the first-call exam, it will be mandatory to present and pass the personal final project with 50% of its grade on the date and time established on the platform.

-**Artificial intelligence**
-The use of artificial intelligence to carry out digital practices will always be carried out in consultation with the teacher, who is the one who indicates what can be worked on and done with this technology.
-Its use, if allowed, will be described in the statement of the practice or set by the teacher in class.
-In no case can a work carried out entirely with this technique or present any practice be presented without prior consultation with the teacher. If this occurs, it will be considered a very serious offense and all the practices of the subject will be suspended.

MENTION OF DISTINCTION:
The mention of Distinction will be awarded to students who have achieved a score equal to or greater than 9.0. The number of Distinctions granted will not exceed 5% of students enrolled in a subject in the corresponding academic year unless enrollment is under 20, in which case only one Distinction may be granted. (Royal Decree 1125/2003).

DEVELOPMENT OF THE SUBJECT IN SECOND AND SUBSEQUENT ENROLLMENTS: There will be a special group for students who are not enrolling for the first time if they exceed the occupancy limit of the classroom and a teacher is assigned to that group.

The professor in charge of this group will conduct 4 follow-up sessions and tutoring for 2 hours each. Assessment of skills and abilities will be done through the scheduled practice sessions In each session the subject will be developed so as to reinforce the work on the skills that each student needs to pass the course.

Assessment of content and skills will be made during the examination set in the official calendar for this course.

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DESCRIPTION OF CONTENTS	COMPETENCES
1. Introduction to graphic expression. 2. Outline and sketching. 3. Anatomy exercises. Human body and face. 4. Shading, chiaroscuro and depth. 5. Synthesis of forms. 6. Own creation, different styles. 7. Different artistic techniques. 8.Digital techniques for graphic expression.	**Common** R1, R2, R3, R8, R9, R10, R11, R14, R15, R25, R23, R25, R26, R27, R29, R30 **Especifics** Spatial vision: R4, R7, R17, R18, R20 Fundamentals: R5 R12, R22, R24, R28 Claroscuro, lights and shadows: 6 Synthesis: R13 Naturalism: R19 Technics: R16 **Common** R1, R2, R3, R8, R9, R10, R11, R14, R15, R25, R23, R25, R26, R27, R29, R30 **Especifics** Spatial vision: R4, R7, R17, R18, R20 Fundamentals: R5 R12, R22, R24, R28 Claroscuro, lights and shadows: 6 Synthesis: R13 Naturalism: R19 Technics: R16

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	Common R1, R2, R3, R8, R9, R10, R11, R14, R15, R25, R23, R25, R26, R27, R29, R30 **Especifics** Spatial vision: R4, R7, R17, R18, R20 Fundamentals: R5 R12, R22, R24, R28 Claroscuro, lights and shadows: 6 Synthesis: R13 Naturalism: R19 Technics: R16

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	TEMPORAL ORGANIZATION OF LEARNING:	
	CONTENT/TEACHING UNIT	**# OF MEETINGS**
1	Drawing: fundamentals, techniques and materials.	**2**
2	Geometric and interpretive line (lace).	**2**
3	Sensitive line.	**2**
4	Valuation line.	**2**
5	Monochrome stain.	**2**
6	Tones and keys.	**2**
7	Chiaroscuro.	**5**
8	Illumination on dark.	**2**
9	Draped and cracked.	**2**
10	Basic anatomical morphology - body.	**4**
11	Basic anatomical morphology - hand.	**3**
12	Perspective.	**2**

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TEMPORAL ORGANIZATION OF LEARNING
Second or successive enrollment students
:

	CONTENT/TEACHING UNIT	# OF MEETINGS
1	Drawing: fundamentals, techniques and materials.	0,7
2	Geometric and interpretive line (lace).	0,4
3	Sensitive line.	0,4
4	Valuation line.	0,4
5	Monochrome stain.	0,4
6	Tones and keys.	0,4
7	Chiaroscuro.	1,1
8	Illumination on dark.	0,4
9	Draped and cracked.	0,4
10	Basic anatomical morphology - body.	0,5
11	Basic anatomical morphology - hand.	0,5
12	Perspective.	0,4

Addendum to Final Project

Degree in Multimedia and Digital Arts

Given the exceptional situation after Royal Decree 463/2020, of March 14th, declaring the "state of alarm" for the management of the health crisis situation caused by COVID-19, we proceed to present the appropriate modifications in the teaching guide to guarantee that the students achieve their learning results of the subject.

1. On-site work training activities:

All the activities planned to be carried out in a classroom in this section of the teaching guide, as well as the personalized and group tutorials, will be carried out through the telematic tools provided by the University. In the specific case of this subject, they will be delivered through:

[X] Microsoft Teams   [ ] Blackboard Collaborate Ultra

[ ] Kaltura

Clarifications concerning practical sessions:

2. Competences acquisition assessment system and course grading system

Regarding the assessment instruments**:**

| X | No changes will be made to the assessment instruments. In the case of not being able to do the assessment tests in person, they will be done electronically through the UCVnet campus. |

| | The following modifications will be made to adapt the course assessment to online environment: |

According to the Course guide		**Adaptation**	
Assessment instrument	% awarded	Description of proposed changes	Tool to be used

The rest of the evaluation instruments will not be modified with respect to what is stated in the Course Guide.

Observations to the Assessment system: