



Information about the subject

Degree: Bachelor of Science Degree in Multimedia and Digital Arts

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 1250101 **Name:** Fundamentals of Graphic Expression

Credits: 6,00 **ECTS Year:** 1 **Semester:** 1

Module: Bases Gráficas

Subject Matter: Fundamentos gráficos **Type:** Compulsory

Department: Multimedia and Digital Arts

Type of learning: Classroom-based learning

Languages in which it is taught: Spanish

Lecturer/-s:

1251A Fernando Tamarit Cobo (**Responsible Lecturer**) fernando.tamarit@ucv.es



Module organization

Bases Gráficas

Subject Matter	ECTS	Subject	ECTS	Year/semester
Imagen Digital	12,00	Digital Photography	6,00	2/1
		Digital Treatment of Images	6,00	1/1
Fundamentos gráficos	12,00	Fundamentals of Graphic Expression	6,00	1/1
		Fundamentals of Vector Illustration	6,00	1/2
Expresión Artística	6,00	History, Theory and Application of Colour	6,00	1/2



Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Aplicar correctamente sus conocimientos a su trabajo o vocación de una forma profesional y ser capaz de elaborar y defender argumentos y resolver problemas dentro de su área de estudio. [RA2]
- R2 Ser capaz de recopilar e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética. [RA3]
- R3 Ser capaz de transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado. [RA4]
- R4 Demostrar un alto grado de autonomía en el aprendizaje. [RA5]
- R5 Elaborar respuestas teórico-prácticas basadas en la búsqueda sincera de la verdad plena y la integración de todas las dimensiones del ser humano ante las grandes cuestiones de la vida. [RA6]
- R6 Aplicar los principios derivados del concepto de ecología integral en sus propuestas o acciones, sea cual sea el alcance y el área de conocimiento y los contextos en las que se planteen. [RA7]
- R7 Respetar y poner en práctica los principios éticos y las propuestas de acción derivados de los objetivos para el desarrollo sostenible transfiriéndolos a toda actividad académica y profesional. [RA8]
- R8 Utilizar las tecnologías digitales para crear, buscar, almacenar, procesar y presentar proyectos, así como para interactuar y colaborar con otros agentes en el ámbito académico y profesional. [RA9]
- R9 Colaborar con otras personas cuidando las relaciones interpersonales y la responsabilidad y profesionalidad en las tareas. [RA10]
- R10 Generar y desarrollar nuevas ideas aplicándolas a los problemas y retos que se plantean en su ámbito de estudio y en su entorno profesional mediante soluciones originales e innovadoras demostrando iniciativa, emprendimiento, flexibilidad y espíritu crítico. [RA 11]
- R11 Identificar y analizar los elementos clave de una expresión artística dominando el vocabulario, códigos, movimientos y conceptos inherentes al ámbito artístico siendo capaces de transferirlos a sus propias creaciones. [RA13]
- R12 Ilustrar y generar proyectos gráficos y audiovisuales mediante procedimientos tradicionales y técnicas digitales. [RA14]



- R13 Explicar las características propias del sector de la producción digital, su funcionamiento y las tendencias que marcan su evolución actual y futura. [RA17]





Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
	20,00%	SE1. Pruebas objetivas
	40,00%	SE2. Realización de actividades teórico-prácticas
	10,00%	SE3. Asistencia y participación en clase
	30,00%	SE4. Examen Final

Observations

In order to be awarded a Matrícula de Honor (Honours) (Matriculation with Distinction), students must obtain a minimum grade of 9 out of 10 and actively participate in class, demonstrating mastery of the subject through their assignments and final practical work. The enrollment ratio will be as established by UCV regulations: 1 enrollment for every 20 students enrolled.

Single Assessment In accordance with Article 9 of the General Regulations for the Assessment and Grading of Official Studies and UCV-Owned Degrees, the single assessment is linked to the inability of students enrolled in a face-to-face degree program to attend. It is, therefore, an extraordinary and exceptional assessment system available to students who, with justification and accreditation, are unable to submit to the continuous assessment system and who so request the professor responsible for the subject, who will expressly decide on the admission of the student's request for a single assessment and will inform the student of the acceptance/denial. Regarding the subject of Fundamentals of Graphic Expression, the minimum attendance percentage required is 70%, this being the limit to be taken into consideration for the potential request for a single assessment. This, if granted, will be based on the following criteria in the 1st call: Submission of 80% of the practices and final project within the same deadlines as the rest of the continuous assessment students, always under tutoring and review of these before submission, otherwise their submission will not be considered valid without a possible grade. For students of second and successive registrations, all the practices of the subject must be submitted within the same deadlines as the rest of the students of the first registration, always under tutoring and review of these before submission, otherwise their submission will not be considered valid without a possible grade. For the second exam, the criteria will be as follows: submit one or more exercises that the instructor deems appropriate before the second exam, under supervision and tutoring. Otherwise, the submission will not be considered valid and will not be graded.

Attendance.



Attendance will be recorded at the beginning of class when attendance is called. If a student is not present at that time, it will be considered an unexcused absence, unless they have previously informed the instructor that they will be late for tutorials, work, or another justified reason. It is the student's responsibility to indicate that they are in class at the time designated so that their attendance can be recorded. The use of cell phones in class is prohibited. Under university regulations, a student may be expelled from the classroom if they are using their cell phone; expulsion will be considered as non-attendance in class that day. On the other hand, the professor may establish repeated tardiness or inattentiveness in class (unauthorized use of cell phones, lack of participation, etc.) as non-attendance criteria. These criteria may be added to the overall non-attendance count and, consequently, contribute to exceeding the threshold for exam inadmissibility. This rule complements the participation assessment percentages, as well as the assessment and completion of assignments or cases in the classroom or during the course, which will follow their own assessment criteria. Both percentages are included in this teaching guide.

Participation.

The 10% participation score will be obtained from tutoring and reviewing the practical exercises completed during the course.

Exam.

The final assessment will account for 30% of the final grade. To pass the course, a student must obtain a minimum pass rate on the final exam. A failure in the exam will result in a failure of the course, with the practical exercises and participation grades retained. If the first exam is not passed, the student must take and pass the second exam to pass the course.

If the final assessment is not passed, the exam will be suspended, and the grade obtained will appear on the transcript. This rule will apply to both the first and second exams. A student's presence in the classroom at the start of the exam will result in the student being evaluated as a failure, and the student cannot claim to have failed the exam, even if the student is absent immediately after the exam begins. Grades for participation and practicals can only be obtained in the first exam and will be retained for the second exam to be averaged against it in the event of a failure in the first exam. If the student fails the first exam, a project or projects may be submitted for the second exam at the instructor's discretion to improve the final grade for the course.

Practical

MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

M1 MD1. Clase magistral



M2	MD2. Clases Prácticas
M4	MD4. Tutoría
M5	MD5. Evaluación
M6	MD6. Trabajo en grupo

IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
AF1. Escucha activa M1	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13	25,00	1,00
AF2. Actividades de aplicación M2	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13	25,00	1,00
AF4. Trabajo individualizado o en pequeño grupo con el profesor M6	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13	5,00	0,20
AF5. Evaluación M5	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13	5,00	0,20
TOTAL		60,00	2,40

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
AF6. Participación en equipos de trabajo M6	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13	50,00	2,00
AF7. Trabajo individual M2, M5	R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13	40,00	1,60
TOTAL		90,00	3,60



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
Introduction to graphic expression.	Introduction to graphic expression.
Outline and sketching.	Outline and sketching.
Anatomy exercises. Human body and face.	Anatomy exercises. Human body and face.
Shading, chiaroscuro and depth.	Shading, chiaroscuro and depth.
Synthesis of forms.	Synthesis of forms.
Own creation, different styles.	Own creation, different styles.
Different artistic techniques.	Different artistic techniques.
Digital techniques for graphic expression.	Digital techniques for graphic expression.



Temporary organization of learning:

Block of content	Number of sessions	Hours
Introduction to graphic expression.	2,00	4,00
Outline and sketching.	4,00	8,00
Anatomy exercises. Human body and face.	4,00	8,00
Shading, chiaroscuro and depth.	4,00	8,00
Synthesis of forms.	4,00	8,00
Own creation, different styles.	4,00	8,00
Different artistic techniques.	4,00	8,00
Digital techniques for graphic expression.	4,00	8,00

References

Dondis, D.A.: La sintaxis de la imagen. Barcelona: Gustavo Gili, 1990.

VV.AA.: Diccionario visual de términos de arte. Madrid: Catedra, 2015.

Wong, W.: Fundamentos del diseño bi-tridimensional. Gustavo Gili, Barcelona, 1991.

Magnus, G. H.: Manual para dibujantes e ilustradores. Barcelona: Gustavo Gili, 1991.

Pignatti, Terisio: El dibujo. De altamira a Picasso. Madrid: Cátedra, 1981.