



Information about the subject

Degree: Bachelor of Science Degree in Multimedia and Digital Arts

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 1250104 **Name:** Digital Treatment of Images

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

Module: Bases Gráficas

Subject Matter: Imagen Digital **Type:** Compulsory

Department: Multimedia and Digital Arts

Type of learning: Classroom-based learning

Languages in which it is taught: Spanish

Lecturer/-s:

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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

Recommended knowledge

Basic computer skills.



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
R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13	10,00%	SE1. Pruebas objetivas
R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13	30,00%	SE2. Realización de actividades teórico-prácticas
R1, R2, R3, R4, R5, R6, R7, R8, R9, R10, R11, R12, R13	10,00%	SE3. Asistencia y participación en clase
R1, R4, R8, R10, R11, R12	50,00%	SE4. Examen Final

Observations

Using a cell phone in class, or displaying disrespect or an undignified attitude toward the teacher or other students will result in immediate expulsion from the class.

A student must obtain a minimum pass rate (50% of the grade on the final exam) on the first or second sitting for the exam to be computed and averaged with the grades for the practicals and attendance.

To pass the exam, a minimum score of 5 out of 10 points must be achieved.

If a student repeats the course, they will not be able to submit the assignments and projects from the failed course as practicals.

Second sitting: If the student does not pass the first sitting, the grades obtained for attendance/participation and practical activities in the first sitting will be carried over to the second sitting to be averaged with the exam. Students may choose to voluntarily submit a special assignment or project prepared by the instructor for the second sitting. The grade for the first sitting (corresponding to that assignment) will be canceled and replaced by the grade obtained in this new sitting. Handling exercises outside the date and time established on the platform for each assignment will not be permitted.

The format of the exercises submitted will be determined in each statement. Handling them in a



format other than the one specified will result in the student failing the assignment without any possible grade.

Copying or forging an assignment will result in immediate failure of the entire course in both the first and second sittings.

Late attendance for the exam prevents the student from taking the exam.

Cheating on the exam will result in immediate failure and the application of current UCV regulations.

Single assessment: In accordance with Article 9 of the General Regulations for the Assessment and Grading of Official Studies and UCV-Specific 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 justified and accredited documentation, are unable to submit to the continuous assessment system. They may request this from the professor responsible for the subject, who will expressly decide whether to accept the student's request for a single assessment and will inform them of the acceptance/denial.

Honor Rolls: The "Honor Roll" distinction may be awarded to students who have obtained a grade equal to or higher 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.

For the Digital Image Processing course, the minimum attendance requirement is 70%. This is the threshold to be considered for any potential request for a single assessment. If granted, the requirement will be based on the following criteria for the first and second sittings: in addition to the activities and assignments presented by students as part of the continuous assessment, they must complete additional exercises, which will be specified in a statement published on the virtual campus and must be submitted the day before the exam. The grade obtained on these exercises will be part of the 10% corresponding to the practical component. Furthermore, students will not take the objective test, so the final exam will be worth 60%.

The use of artificial intelligence in digital practices must always be supervised by the instructor, who will determine in each case which aspects can be addressed and developed with this technology. Its use, if permitted, will be described in the practice statement or established by the instructor in class. Under no circumstances may work completed entirely using this technique be submitted, nor may any practice be presented without prior consultation with the instructor. Should this occur, it will be considered a very serious offense, and current UCV regulations will be applied.

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, M6	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 M2, 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	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
Block 1. Introduction to Digital Image Retouching Image resolution, size, and format.	·Image resolution, size, and format. ·Photoshop workflow: interface, color spaces (RGB, CMYK).
Block 2. Selection and Retouching Tools	·Basic selections: marquee, lasso, magic wand. ·Advanced selections: color range, quick selection, object selection. ·Retouching tools: clone, patch, healing brush, and ·Principles of non-destructive retouching.
Block 3. Layers and Masks	·Layer concept and management: stacking, opacity, and blending modes. ·Adjustment layers: brightness, contrast, curves, selective color. ·Layer masks: non-destructive hiding/revealing of information. ·Clipping masks and their use in compositions. ·Introduction to smart objects.
Block 4. Filters	·Basic filters: blur, sharpen, noise. ·Filter Gallery: Stylization, Texture, Distortion. ·Using Smart Filters and Non-Destructive Editing.
Block 5. Montage	·Principles of Visual Composition. ·Realistic Photomontage Techniques. ·Combined Use of Layers, Masks, and Adjustments to Integrate Elements.



Block 6. AI Tools

- Introduction to AI features in Photoshop (generative fill, image enlargement).
- Automatic Object Selection and Recognition with AI.
- Integrating AI-Generated Elements into Creative Workflows.

Temporary organization of learning:

Block of content	Number of sessions	Hours
Block 1. Introduction to Digital Image Retouching Image resolution, size, and format.	2,00	4,00
Block 2. Selection and Retouching Tools	4,00	8,00
Block 3. Layers and Masks	6,00	12,00
Block 4. Filters	2,00	4,00
Block 5. Montage	10,00	20,00
Block 6. AI Tools	6,00	12,00

References

Arranz, D.,(2018).*Domina el retoque con photoshop*.España:J de J.