



Information about the subject

Degree: Bachelor of Science Degree in Multimedia and Digital Arts

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 1250203 **Name:** Digital Photography

Credits: 6,00 **ECTS Year:** 2 **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



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
	10,00%	SE1. Pruebas objetivas
	30,00%	SE2. Realización de actividades teórico-prácticas
	10,00%	SE3. Asistencia y participación en clase
	50,00%	SE4. Examen Final

Observations

*A minimum pass mark (50% of the mark in the final examination) must be obtained in the first or second sitting in order to calculate and average the marks for practical work and attendance/participation. Work submitted after the deadline will not be accepted. The format of the practical work submitted will be determined in each assignment description. Submission in a format other than that specified will result in the practical work being failed without a mark being awarded. The lecturer may reject any submission that is not made in the manner indicated or that does not meet the established deadlines. In order to pass the examination, a minimum mark of 5 out of 10 points must be achieved. The marks obtained for attendance/participation and practical activities in the first sitting will be retained in the second sitting to be averaged with the exam in the event of failing the first sitting. If a student repeats the course, they may not submit the assignments and projects from the failed course as practical work. If they fail the first exam, students may choose to voluntarily submit a special assignment or project prepared by the professor for the second exam. The grade for the first assignment will be cancelled and replaced by the grade obtained in this new assignment. Honours: The distinction of 'Honours' may be awarded to students who have obtained a grade of 9.0 or higher. The number of students receiving this distinction may not exceed five per cent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Single assessment: In accordance with Article 9 of the General Regulations for Assessment and Grading of Official Courses and UCV Degrees, single assessment is linked to the inability of students enrolled in a face-to-face degree programme to attend classes. It is, therefore, an extraordinary and exceptional assessment system that may be chosen by those students who, for justified and accredited reasons, are unable to undergo the continuous assessment system, and who so request to the professor responsible for the subject, who will expressly decide on the



admission of the student's request for single assessment and will notify them of the acceptance/rejection. As far as the Digital Photography course is concerned, the minimum attendance requirement is 70% (both in practical and theory classes), which is therefore the limit to be taken into consideration for any potential request for a single assessment. If granted, this will be organised on the basis of the following criteria in the first and second exam sessions: all activities and assignments will be individual, and the practical exam that forms part of the final exam will consist of four questions instead of one. Copying or falsifying designs or work taken from the internet, other media or classmates will constitute a serious offence and will result in the cancellation of all marks obtained in the practical classes during the course, both for the first and second exam sessions, without the possibility of submitting additional work. This rule applies to both first-time and repeat students.

The use of artificial intelligence for digital practical work must always be discussed with the teacher beforehand, who will indicate what can be worked on and done with this technology. If its use is permitted, it will be described in the practical work instructions or specified by the teacher in class. Under no circumstances may work carried out entirely using this technique be submitted, nor may any practical work be submitted without prior consultation with the teacher. If this occurs, it will be considered a very serious offence and all practical work for the subject will be suspended.

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	R2, R4	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 M4	R1, R4, R9	5,00	0,20
AF5. Evaluación M5	R1, R2, R3, R4, R5, R6, R7, R8, 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, 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	1 Basic photographic technique, 2 Equipment, workflow and basic concepts 3 Photographic composition 4 Metering and exposure 5 Studio shooting 6 Architectural photography 7 Portrait photography 8 Product photography 9 Documentary photography 10 Post-production

Temporary organization of learning:

Block of content	Number of sessions	Hours
Block 1	30,00	60,00



References

Básica:

- Mellado, J.M.,(2018).*Lightroom Revolution: Fotografía de Alta Calidad*.España:Anaya Multimedia. -
- Präkel, D.(2014).*Composición fotográfica*. Barcelona, España: Blume, 2ªedición. -
- Langford, M.J.(2010): *Fotografía básica.Guía para fotógrafos*. Barcelona, España: Omega. -
- Souguez, M.-L.(2016).*Historia de la fotografía*.Madrid, España: Cátedra. -
- Ang, T.(2011). *Fotografía digital paso a paso*.Barcelona, España: Omega. -
- Knight, C.,(2018). *El retrato dramático: El arte de crear luces y sombras*.España:Anaya Multimedia.

COMPLEMENTARIA:

- Mellado, J.M.(2013). *Fotografía de alta calidad : las técnicas y métodos definitivos CS6*. España: Anaya. -
- Arranz, D.,(2018).*Domina el retoque con photoshop*.España:J de J. -
- Brau, G.,(2018). *Fotografía digital en blanco y negro*.España: J De J. -
- Eguizábal, R.(2011).*Fotografía publicitaria*. Madrid, España:Cátedra. -
- Freeman, M. (2014).*Guía completa de fotografía digital nocturna y con poca luz*. Barcelona, España: Blume. -
- Navarro Ros, F.(2013).*Fotografía de alto rango dinámico: nuevas técnicas y herramientas*. España: Anaya Multimedia. -
- Barthes, R.(2011).*La cámara lúcida: notas sobre la fotografía*. Barcelona,España: Paidós.