



COURSE GUIDE 2023-24
PCA-27-F-01 Ed.00

COURSE GUIDE PSYCHOLOGY OF PERCEPTION

Multimedia and Digital Arts Degree

Catholic University of Valencia

Course 2023-24



PSYCHOLOGY OF PERCEPTION- COURSE GUIDE

MODULE AND SUBJECT NAME

	ECTS
MODULE: PSYCHOLOGY OF PERCEPTION	6
FIELD: Psychology	6
SUBJECT: Fundamentals of Digital art and Creation	18
Type of Learning: Basic.	Course: Second Semester: 2º
Professor: Dra. Catalina Martín Lloris	Department: Psychology catalina.martin@ucv.es

MODULE ORGANIZATION Business and Legal Framework				18 ECTS
Duration and temporal location within the curriculum:				
Field and Subjects				
Field	ECTS	Subjects	ECTS	Curso/ semestre
Art	12	History of Art	6	1/1
		History of Art and Contemporary Design	6	2/1
Psychology	6	Psychology of Perception	6	2/2



COURSE GUIDE - PSYCHOLOGY OF PERCEPTION

PREREQUISITES: Basic knowledge of Art History, Marketing, Communication, Photography and Design is required.

OBJETIVOS GENERALES

Know the basic psychological processes. Analyze perception, its characteristics and modalities. Analyze how the perception of physical, social and artistic reality is produced. Study the characteristics of perception and its alterations. Characters of the perceptual response. Perceptual modalities. Perception in physical reality. Perception in social reality. Know the perceptual process, its elements and mechanisms. Know the different historical reflections on beauty and its influence on the plastic and visual arts. Recognize the perceptual strategies that occur in the history of art and design.



CROSS-CURRICULAR COMPETENCES		Competence measuring scale			
Instrumental		1	2	3	4
01.- Analysis and synthesis skills.				x	
03.- Oral and written communication skills in the student's native language.					x
06 Ability to manage information. Knowing effectively learn from books and magazines, and other documentation				x	
Interpersonal		1	2	3	4
10 Working in team			x		
14 Critical Thinking				x	
Systemic		1	2	3	4
18 Autonomous learning and motivation for learning throughout their working lives				x	
23 Recognition of diversity and multiculturalism Knowledge of other cultures and customs. Understanding the social dimension of the human being historical and sociocultural factors characteristic of contemporary society.			x		
25 Concern for quality				x	



SPECIFIC COMPETENCES				
E1. Ability to perform an analysis, oral and written, of an artistic expression, mastering vocabulary, codes, movements and concepts inherent in the artistic field.				x
E2. Knowledge of specific methods of production and especially digital art techniques to apply to the world of communication, also looking for new media.			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.				x
E12. Sensitivity to evaluate the importance of design in the formulation of messages and the impact of transmission in different communication areas			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				x

LEARNING OUTCOMES	COMPETENCES
R-1. Knowledge of basic psychological processes.	E8, E14
R-2. Knowledge of the main doctrines of the Psychology of Perception.	E1, E12, E14
R-3. Know the different historical reflections on beauty and its influence on the plastic and visual arts.	E8, E11, E14



LEARNING ACTIVITIES FOR PRESENTIAL WORK			
Assessment tool	Learning Outcomes Assessed	Allocated percentage	ECTS
IN CLASS	Presentation of contents by the teacher, competence analysis, explanation and demonstration of abilities, skills and knowledge in the classroom.	R1-R2	1,5
PRACTICAL LESSONS	Team work sessions supervised by the teacher. Case study, diagnosis, problems, field study, computer room, visits, data search, libraries, internet, etc. Significant knowledge building through interaction and student's activity.	R1 –R2-R3-R5	0,50
PRESENTATION OF TEAM WORK	Application of interdisciplinary expertise	R1-R2-R3-R4	0,25
TUTORSHIP	Personal tutoring in a small group. Guidance and/or training period with a tutor aimed at revising and discussing the material and lessons presented in class, during seminars, readings, assignments, etc.	R1-R2-R3-R5	0,25
ASSESSMENT	Set of oral and/or written tests used for the student's initial assessment or during the learning period.	R1-R2-R4	0,15
Total			(2,4*)



SELF-DIRECTED TRAINING ACTIVITIES			
ACTIVITY	Teaching-Learning Methodology	Relationship with Learning Outcomes of the Course	ECTS
TEAMWORK	Team work on readings, essays, problem-solving, seminars, memorandums, etc. To be presented or delivered during theory or practice sessions and/or small group tutoring. Work carried out on the University platform. (www.plataforma.ucv.es)	R1-R2-R3-R4	1,25
SELF-DIRECTED WORK	Self-directed study, preparing readings, essays, problem-solving, seminars, reports and memoranda, etc. To be presented or delivered during theory or practice sessions and/or small group tutoring. Work carried out on the University platform. (www.plataforma.ucv.es)	R1-R2-R3-R4	2,35
Total			(3,6*)
ASSESSMENT SYSTEM ON COMPETENCE ACQUISITION AND GRADING SYSTEM			
ASSESSMENT TOOL	ASSESSMENT TOOL	Porcentaje otorgado	
ATTENDANCE	R1, R2, R3, R6	10%	
THEORETICAL-PRACTICAL ACTIVITIES	R2-R3-R4	40%	
FINAL THEORY WRITTEN TEST	R1-R2	50 %	



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The evaluation system will be based on the performance of individual jobs along the way. There will be no final work, but the exposure of a portfolio with all the work. Individual

interviews will be conducted with the teacher to discuss the work done. It was publicly

exhibited in some kind of work orders.

Complementing a final exam that will include a practical and a theoretical part will be performed.

To mediate the two sides will have to get at least a 4'5 of 10. A lower rating will force retry the suspended part. If both parties a note than 4'5 but not reached for 5 on average, will be repeated both parties.

To be specified in each job that is asked and evaluated as well as on the exam.

Students who do not attend 80 % of classes will be assessed by the non-contact method that includes, in addition to the work done and review reading and summary of a proposed by the teacher conducting a complementary determining work book.

ASSESSMENT CRITERIA AND DISTINCTION GRADES:

- ✓ Class attendance is necessary to obtain the qualification on active student participation.
- ✓ Tests and written assignment, practice tests and activities will be assessed considering structure, layout and documentation quality.
- ✓ To pass the subject is necessary to overcome the theory written test within a minimum rating of 5 out of 10. Otherwise the grade obtained in the different evaluation assessment tools may be kept pending beyond the written test. Under any circumstances, grades of a course may not be kept for another.
- ✓ Distinction grades may be granted to the outstanding students who must have obtained grades above 9. Priority will be given to those students who have obtained the mentioned grade in ordinary examination.



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DESCRIPTION OF CONTENTS	COMPETENCES
Organization blocks of content or thematic groupings.	
Development of content in teaching guides.	<u>E8, E14</u>
How to know the human being	<u>E1, E8, E14</u>
Structure of the person; consumer behavior, sensation and perception	E14
Neurological foundations; brain and senses	<u>E14</u>
Processes in decision-making; proposed model	<u>E14</u>
External influences on perception	<u>E8, E14</u>
Internal influences in perception	<u>E11, E14</u>
Visual grammar Processes	<u>E14</u>



TEMPORARY LEARNING ORGANIZATION (Students of first registration):		
Week	BLOCK CONTENT / TEACHING UNIT	Nº DE SESIONES
1	How to know the human being	3
2	Structure of the person; consumer behavior, sensation and perception	3
3	Neurological foundations; brain and senses	3
4	Processes in decision-making; proposed model	3
5	External influences on perception	4
6	Internal influences in perception	6
7	Visual grammar Processes	4
NOTE. Weekly sessions, except for the last week, including a theoretical part of classroom and practical part, for the realization of practical work individually and in teams.		



REFERENCES

Basic Bibliography:

- WHITE ALVAREZ, ROBERTO. (2011). Neuromarketing: Prentice Hall.
- RIVAS ALONSO, JAVIER; BIG ESTEBAN, Ildefonso (2010). Consumer behavior. ESIC
- LUNA, DOLORES; TUDELA, TWEET. (2011). Visual perception. Editorial Trotta
- Arheim, RUDOLF (2013). Art and visual perception. Alliance.
- NOEL, HAYDEN (2012). Consumer behavior. Blume
- EVA HELLER. (2012) Psychology of Color. Gustavo Gili.
- LeBorg, CHRISTIAN. (2013). Visual Grammar, Gustavo Gili.
- JARDI, Enric. (2013). Thinking with images. Gustavo Gili
- TROUT, JACK; RIES, AL (2002). Positioning: The Battle for Your Mind. Mc Graw Hill.

magazines:

- Research and Science (Spanish Edition)
- Mind and Brain
- The Advertiser
- The case of Portbou

Internet (web):

<http://psicologiapercepcion.blogspot.com.es>
<http://designintellecion.com/notes/2011/feb/23/gestalt-principles/>

TEMPORARY LEARNING ORGANIZATION (Students of second or subsequent registration):

	CONTENT BLOCK / UNIT NO SESSION (must add 6)	CONTENT BLOCK / UNIT NO SESSION (must add 6)
--/--/----	Knowledge in humans	1
	Processes in decision making	1
	External influences on perception	1
	Internal influences in perception	1
	Visual grammar Processes	1
	The perception in other senses	1