



COURSE GUIDE 2025-26
PCA-27-F-01 Ed.00

COURSE GUIDE PSYCHOLOGY OF PERCEPTION

Multimedia and Digital Arts Degree

Catholic University of Valencia

Course 2025-26



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	



COURSE GUIDE 2022-23
PCA-27-F-01 Ed.00

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	30%	
FINAL THEORY WRITTEN TEST	R1-R2	50 %	
PRUEBAS OBJETIVAS	R1, R2, R3, R6	10%	

**Course 2025-26**

Submitting a copy of an assignment from the internet or falsified work will result in the failure of the course.

In accordance with Article 9 of the General Regulations for the Assessment and Grading of Official Studies and University-Specific Degrees at the UCV, the single assessment is linked to the inability of students enrolled in a face-to-face degree 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. They may do so by requesting it from the professor in charge of the course, 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 Art History, the minimum attendance required is 50%, which is the limit to be taken into account for any potential request for a single assessment. This, if granted, will be structured based on the following criteria: objective tests and practical work will be done independently and the percentage of attendance and partition (10%) - test - will pass to the final exam which will have a value of 70% in the 1st call and 2nd call.



COURSE GUIDE 2021-22
PCA-27-F-01 Ed.00

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