

## 1. BASIC DETAILS

<b>Course</b>	Photography and Visual Arts
<b>Degree</b>	Bachelor's degree in advertising
<b>School/Faculty</b>	Social and Communication Sciences
<b>Course</b>	1º
<b>ECTS</b>	6 ECTS
<b>Type</b>	Compulsory
<b>Language(s)</b>	Spanish
<b>Delivery Mode</b>	On campus
<b>Semester</b>	2nd semester
<b>Coordinating Teacher</b>	Daniel Gallego
<b>Academic Year</b>	24-25

## 2. INTRODUCTION

Photography and Visual Arts is part of the first year of the bachelor's degree in advertising communication, with a value of 6 ECTS credits, that is, 150 hours equivalent to the hours taught by the head of the course in addition to research and development of the content proposed in it.

Advertising communication students must develop versatile thinking which is full of content close to the creation of ideas. Therefore, the study and knowledge of both disciplines included in the name of this course will bring about advanced perception of the audience/consumer and, as a result, acquisition of this knowledge will provide students with a tool that is required to design the advertising strategy.

The work dynamic will place a great deal of importance on the research and independent work of students opposite any challenges presented. Guidelines will also be gradually implemented to ensure that sources of information are searched for correctly, and that the formal scientific method that systematizes a more decisive and effective modus operandi is introduced.

Students will link Photography discipline to the exhaustive study of arts starting from the beginning of the avant-garde in art in the 20th century until nowadays. They will work on critical thinking and the preparation of innovative visual projects where the process and execution are modules of equal relevance for the work to be understood.

### 3. SKILLS AND LEARNING OUTCOMES

#### **Key skills (CB, by their acronym in Spanish):**

CB3 - Students could gather and interpret relevant data (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.

CB4 - Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences

#### **Transversal skills (CT, by their acronym in Spanish):**

CT1 - Ethical values: Ability to think and act in line with universal principles based on the value of a person, contributing to their development and involving commitment to certain social values.

CT2 - Independent learning: Skillset for choosing strategies to search, analyse, evaluate and manage information from different sources, as well as to independently learn and put into practice what has been learnt

CT3 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to reach common goals.

CT4 - Written/spoken communication: Ability to communicate and gather information, ideas, opinions and viewpoints to understand and be able to act, spoken through words or gestures or written through words and/or graphic elements

CT7 - Leadership: Be able to direct, motivate and guide others by identifying their skills and abilities, in order to effectively manage their development and common interests

CT8 - Entrepreneurial spirit: Ability to take on and carry out activities that generate new opportunities, foresee problems or lead to improvements

#### **Specific skills (CE, by their acronym in Spanish):**

CE25 - Ability to describe the processes involved in the use of technology, estimate the resources required to efficiently design a communication product and defend the proposal made.

CE26 - Ability to identify and criticise the procedures established in the use of technology, as well as plan the way in which it should be used.

CE27 - Ability to use communication technology appropriately, discovering new uses of existing communication technology and predicting its ephemeral nature to be updated.

**Learning outcomes (RA, by their acronym in Spanish):**

RA1: Students will acquire knowledge related to the use and operation of photographic devices, as well as direct skills for coming up with or managing ideas or creative concepts. While students are acquiring optical and photometric knowledge, they will also explore historical and current artistic references to ensure optimum execution of Photography discipline.

RA2: This course will therefore follow two essential lines: study and knowledge of the photographic technique, review of the existing audiovisual references and understanding of the culture industry in which photography is found (galleries, curators and exhibitions).

RA3: The goal will be to prepare a professional portfolio.

Skills	Learning outcomes
CB4, CT1, CT3, CE27	RA1
CB4, CT1, CT3, CE27	RA2
CB4, CT1, CT3, CE27	RA3

## 4. CONTENTS

- Introduction to traditional techniques (photography)
- Universal standard vs DSLR camera
- Traditional laboratory and digital laboratory
- Basic lighting and photometry
- Formats: 35mm, medium format and large format
- Visual arts and their effect on advertising creation
- Culture industries concerning photography and advertising

## 5. TEACHING/LEARNING METHODS

### ON CAMPUS STUDY MODE

- Lecture/online conference
- Case studies
- Project-based learning
- Learning based on workshop teaching

## 6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

### On-campus:

Learning activity	Number of hours
Lectures	24
Asynchronous lectures	6
Debates and discussions	10
Case study analysis	15
Problem-solving	10
Oral presentations	5
Drawing up reports and written work	5
Group tutorials	10
Research (scientific/case studies) and Projects	20
Independent working	45
<b>TOTAL</b>	<b>150</b>

## 7. ASSESSMENT

The assessment methods, plus their weighing in the final grade for the course, are as follows:

### On-campus:

Assessment system	Weighting
On-campus knowledge tests	40.0
Oral presentations	10.0
Reports and written work	10.0
Portfolio of learning	20.0
Performance observation	20.0

On the Virtual Campus, when you open the course, you can see all the details of your assessment activities and the deadlines and assessment procedures for each activity.

### 7.1 Ordinary call

To pass the subject in the ordinary session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary that you obtain a grade greater than or equal to 4.0 in the final test, so that it can average with the rest of the activities.

### 7.2 Extraordinary call

To pass the subject in the ordinary session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary that you obtain a grade greater than or equal to 4.0 in the final test, so that it can average with the rest of the activities.

Activities that have not been passed in the ordinary call must be submitted, after having received the corresponding corrections from the teacher, or those that were not delivered.

## 8.SCHEDULE

This section indicates the schedule with deadlines for assessable activities on the subject:

Assessable activities	Date
Activity 1	Week 1,2,3
Activity 2	Week 5
Activity 3	Week 6,7,8
Activity 4	Week 9,10,11
Activity 5	Week 18,19

This schedule may be modified for logistical reasons. Any modification will be notified to the student in a timely manner.

## 9.BIBLIOGRAPHY

The work of reference for follow-up of the course is:

- B. NEWHALL. Historia de la fotografía, Desde sus orígenes hasta nuestros días, Barcelona, Ed. Gustavo Gili, 1983.
- M. L. SOUGEZ. Historia de la fotografía, Madrid, Cátedra, 1981. TÉCNICA FOTOGRÁFICA
- A. BAYLE, E.DE SANTOS. Fotografía Digital en Blanco y Negro, ARTUAL EDICIONES S.L. 2008.
- M. LANGFORD. Enciclopedia completa de la fotografía, Madrid, Ed. Hermman Blume, 2007.
- J.M. MELLADO. Fotografía de Alta Calidad. Las técnicas y métodos definitivos. CS6, Ed. Anaya Multimedia, 2013.
- J. PEREA, L. CASTELO, J. MUNARRIZ. La imagen fotográfica, Madrid, Akal. 2007. TEORÍA FOTOGRÁFICA, LENGUAJE Y ESTÉTICA.
- R. BARTHES. La cámara lucida. Nota sobre la fotografía. Barcelona. Ed. 7 Gustavo Gili. 1982.
- P. DUBOIS. El acto fotográfico. De la representación a la recepción. Barcelona. Ed. Paidós comunicación. 1986 (1ª Ed. Española).
- FONTCUBERTA, Joan. Estética fotográfica. Selección de textos. Barcelona. Ed. Blume. 1984.
- SONTAG, Susan. Ante el dolor de los demás. Ed Alfaguara. Buenos Aires, Arg. 2003.

## 10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit (ODI) we offer accompaniment to our students throughout their university life to help them achieve their academic achievements. Other pillars of our action are the inclusion of students with specific educational support needs, universal accessibility on the different campuses of the university and equal opportunities.

This Unit offers students the following:

1. Accompaniment and follow-up through the realization of personalized advice and plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made, that is, at the level of methodology and evaluation, for those students with specific educational support needs, thus pursuing equal opportunities for all students.
3. We offer students different extracurricular training resources to develop various skills that will enrich them in their personal and professional development.
4. Vocational guidance through the provision of tools and advice to students with vocational doubts or who believe that they have made a mistake in the choice of the degree.

Students in need of educational support can write to us at: [orientacioneducativa@universidadeuropea.es](mailto:orientacioneducativa@universidadeuropea.es)

## 11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to participate in satisfaction surveys to identify strengths and areas for improvement in the teaching staff, the degree and the teaching-learning process.

Surveys will be available in the survey space on your virtual campus or via email.

Your assessment is necessary to improve the quality of the degree.

Thank you very much for your participation.