

Course Unit	Image Techniques	Field of study	Visual Arts
Bachelor in	Arts Recreation and Production	School	School of Education
Academic Year	2023/2024	Year of study	1
Type	Semestral	Semester	2
Workload (hours)	135	Contact hours	T - TP 18 PL 20 TC - S - E - OT 16 O -
		Level	1-1
		ECTS credits	5.0
		Code	9933-660-1203-00-23

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) António José Santos Meireles

#### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Master the concept of image and its functions;
2. Understands the semiotic analysis as a means of understanding the cultural meanings of the application of the image;
3. Master the application of the different natures of the digital vector image and bitmap;
4. Creatively designs digital images for applications in the field of animation and production of the show.

#### Prerequisites

Before the course unit the learner is expected to be able to:  
No prerequisite required.

#### Course contents

1 - The image, its principles and functions; 2 - Digital image techniques applied to animation and artistic production; 3 - Project of image directed to the spectacle.

#### Course contents (extended version)

1. The image, its principles and functions.
  - Analog and digital image;
  - Contemporary socio-cultural issues in the image;
2. Digital image techniques applied to animation and artistic production.
  - Study of Adobe Photoshop Software;
  - Study for Adobe Indesign software;
3. Project of image directed to the spectacle.
  - Creative and design methods and techniques.

#### Recommended reading

1. GARROTT, J. ; FELGUEIRAS, C. (2008) Introdução ao Processamento Digital, FCA, Lisboa
2. JOLY, Martine (2007) Introdução à análise da imagem, Ed. 70, Lisboa
3. JOLY, Martine (2005) A imagem e os Signos, Ed. 70, Lisboa
4. WITHROW, S; HARRIS, J (2008) Vector Graphics and Illustration: A Master Class in Digital Image-making, RotoVision, Brighton;
5. STURKEN Marita (2004) Practices of looking: an introduction to visual culture, Oxford University Press.

#### Teaching and learning methods

1 - Exposure of theoretical contents; 2 - Launch of proposals of theoretical-practical, individual and / or group work; 3 - Follow up and criticism on the development of the works; 4 - Analysis and public discussion on the final result of the theoretical papers presented.

#### Assessment methods

1. CONTINUOUS EVALUATION - (Regular, Student Worker) (Final)
  - Laboratory Work - 70%
  - Projects - 15%
  - Presentations - 15%
2. EXAM EVALUATION - (Regular, Student Worker) (Supplementary, Special)
  - Practical Work - 40% (Theoretical practical work proposal with the respective technical report and oral presentation.)
  - Projects - 60% (Nº. 4 art. 7 of the Freq. and Eval. Regulations. Classification obtained in continuous evaluation.)

#### Language of instruction

Portuguese, with additional English support for foreign students.

#### Electronic validation

António José Santos Meireles	Jacinta Helena Alves Lourenço Casimiro da Costa	António José Santos Meireles	Carlos Manuel Costa Teixeira
13-12-2023	13-12-2023	26-12-2023	11-02-2024