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INSTITUTO POLITÉCNICO DE BRAGANÇA

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	Level	1-1	ECTS credits	5.0
Type	Semestral	Semester	2	Code	9933-660-1203-00-23	

Workload (hours)	135	Contact hours	T	-	TP	18	PL	20	TC	-	S	-	E	-	OT	16	O	-

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