

Course Unit	Image	Field of study	Visual Arts/Communication Science
Bachelor in	Game Design	School	School of Public Management, Communication and Tourism
Academic Year	2017/2018	Year of study	1
Type	Semestral	Semester	2
Workload (hours)	162	Contact hours	T - , TP 30, PL 30, TC - , S - , E - , OT - , O -
		Level	1-1
		ECTS credits	6.0
		Code	8309-414-1203-00-17

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) Tania de Jesus Vilela da Rocha

### Learning outcomes and competences

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

1. Recognize and employ the basic principles of visual design for image display and printing;
2. Comprehend the phenomenon of image perception and produce images in response to this;
3. Distinguish, use and create different image formats maximizing quality for different outputs;
4. Understand the differences between vectorial and non vectorial images;
5. Identify and use different typographic typologies;
6. Demonstrate knowledge related to image generation and effectively use IT tools for that purpose;
7. Analyze themes, compositional structures, models and techniques found in images with different formats and functions.

### Prerequisites

Before the course unit the learner is expected to be able to:  
The student must have IT literacy.

### Course contents

The concept of image; The typology of images and technology; The structure of images; Typography; The interaction between image and text; The specific case of the photographic image; The image in its historical and cultural context; Image analysis; Using informatical tools to create images (Adobe Illustrator and Adobe Photoshop).

### Course contents (extended version)

1. The concept of image:
  - Human visual system;
2. Typology of images and technology:
  - Analogical and digital;
  - Vectorial and non vectorial;
  - Quality;
  - Resolution;
3. The structure of images:
  - Selective nature - field and framing; Representation and worldviewing;
  - Basic visual structures - composition, scale, size, depth, volume, forces and vectors;
  - Colour - colour models, dimension both symbolically and sociologic;
4. Typography:
  - Serif and non-serif types;
  - Families of types;
  - Groups of types;
  - Typographic unit of measurement;
  - Capital/non capital letters, numbers, punctuation marks and special characters;
  - Type variation;
  - Spacing and kerning;
5. The interaction of image and text:
  - Structures: grid system;
  - Written word: meaning and significant;
  - Visual rhetoric: the shape as form of speech;
  - The poster;
6. The specific case of the photographic image:
  - Cultural and technical background of photography;
  - The discovery of a new space and time in photography;
  - The construction of the image;
  - The portrait as representation and problematizing of the body;
  - Technical aspects of production;
7. The image in its historical and cultural context;
8. Image analysis;
9. Using informatical tools for image creation and editing (Adobe Illustrator and Photoshop).

### Recommended reading

1. Brian Wood. Adobe Creative Team. Adobe Illustrator CC Classroom in a Book. (2015). Berkeley, CA: Adobe Press. [ISBN: 978-0321929495]
2. Andrew Faulkner & Conrad Chavez. Adobe Creative Team. Adobe Photoshop CC Classroom in a Book. (2015). 1st edition. Berkeley, CA: Adobe Press. [ISBN: 978-0134308135]
3. Garfield, S. (2011). Just My Type: A Book About Fonts. New York: Gotham Books. [ISBN: 9781592407460]
4. Davis, H. (2011). Creative Landscapes: Digital Photography Tips and Techniques. Indianapolis, Indiana: Wiley Publishing. [ISBN: 9781118027325]
5. Zeegen, L. (2010). Complete Digital Illustration: A Master Class in Image-Making. Mies: Rotovision SA. [ISBN: 9782888930969]

### Teaching and learning methods

Expositive method: with the viewing of various visual compositions, enabling the transmission of knowledge in a structured and continuous manner. Interrogative method: in order to develop students's critical skills. Demonstrative method: leaning on technical equipments and software tools. Active method: where the students take the lead in solving some exercises and works.

**Assessment methods**

- Distributed Evaluation (Interns e Erasmus) - (Regular, Student Worker) (Final, Supplementary, Special)
- Projects - 50% ("Remake Photo" individual project. Minimum grade 9. 5;)
- Projects - 50% ("Cartoonize BD" group project. Minimum grade: 9. 5;)

**Language of instruction**

Portuguese, with additional English support for foreign students.

**Electronic validation**

Tania de Jesus Vilela da Rocha	João Paulo Pereira de Sousa	Aida Maria Oliveira Carvalho	Luisa Margarida Barata Lopes
08-03-2018	14-03-2018	14-03-2018	22-03-2018