Course Unit	Option - Image, Communication and Learning		Field of study	Educational Sciences		
Master in	Information and Communication Technologies- Education and Training		School	School of Education		
Academic Year	2020/2021	Year of study: 1	Level	2-1	ECTS credits	5.0
Type	Semestral	Semester: 2	Code	1083-622-1202-02-20		

Workload (hours)	135	Contact hours	T 15	TP 5	PL -	TC -	S 7	E -	OT 18	O -

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tuturial; 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. Identify the role of imagery in the context of the 'iconoshpere "current
2. Recognize the functions of the image in various media of communication teaching
3. Reflecting on manipulative aspects of the image, particularly in schools

Prerequisites

Before the course unit the learner is expected to be able to:
No Pre-requirement applied.

Course contents

1 - Means of communication - Summarization of typologies and their characterization; 2 - reading, theory and analysis of image; 3 - Functions of the image; 4 - Interaction of communication: the interaction verb-iconic speech multimodal; 5 - Principles of implementation of projects communicational polarized around the image

Course contents (extended version)

1. Types of communication - face to support, given the type of speech, against the sender and receiver:
   - Given the synergy between the technological possibilities today.
2. Reading, theory and image analysis - basis for a formal interpretation, aesthetics, and pedagogy:
   - Structure of the visual message: principles sintaxis image.
   - Analysis of image and second dynamic current theoretical parameters from the Taddei Kress & Leeuwen
   - Concept of alienation: "inadvertent communication" (Taddei) factors "fascinated" (Molles
   - Exercises and new forms of analysis and its application to the types of communication study
3. Functions of the image - Removal of the proposed framework for the most representative authors:
   - Emphasizing the teaching functions of the image (Duchastell, Brody, Rodriguez Dieguez, Kress . . .)
   - By doing exercises on data analysis and specific discourses.
4. Concept of interaction between languages - Addressing the concept of multimodal language:
   - Multimodal, multimedia and hypertext, interaction verb-iconic, visual language
   - Theory and practice
5. Implementation of communication projects around the polarized image and dynamic image

Recommended reading

1. Leeuwen, T. & Jewitt, C. "Handbook of Visual Analysis". London: Sage Publications, 2001.
2. Kress, G. & Leeuwen, T. "Reading images; the grammar of visual design". London: New York: Routledge, 2006.
3. Aparici , Matilla & Santiago, "La Imagen". Madrid: UNED, 2002.
4. Kress, Gunther, "Literacy in the New Media Age", London: Taylor & Francis, 2003.
5. Francisco Javier Tejedor & Ana Garcia-Vacárcel (Eds.), "Perspectivas de las nuevas tecnologias en la educación (17-36)". Madrid: Narcea, 1996.

Teaching and learning methods

Also privilege the interaction between the teacher and students and technical support installed as well as techniques of expression / communication available, with the support of several practical tools: conventional techniques of expression; Laboratory of photography and video (digital and silver staining); Multimedia PC and projector; specific software; literature and technical literature.

Assessment methods

1. Alternative 1 - (Regular, Student Worker) (Final)
   - Practical Work - 60%
   - Intermediate Written Test - 40%
2. Alternative 2 - (Regular, Student Worker) (Supplementary, Special)
   - Practical Work - 40%
   - Final Written Exam - 60%

Language of instruction

1. Portuguese
2. Spanish

Electronic validation

António José Santos Meireles	Jacinta Helena Alves Lourenço Casimiro da Costa	Manuel Florindo Alves Meirinhos	António Francisco Ribeiro Alves
09-10-2020	09-10-2020	12-10-2020	13-10-2020