

**COURSE DATA****Data Subject**

Code	33417
Name	Analysis of the image
Cycle	Grade
ECTS Credits	4.5
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. year	Period
1301 - Degree in Audiovisual Communication	Faculty of Philology, Translation and Communication	3	Second term

Subject-matter

Degree	Subject-matter	Character
1301 - Degree in Audiovisual Communication	10 - Analysis of the audiovisual discourse and its social effects	Obligatory

Coordination

Name	Department
EL KETITI YAHMEDI, AOUATEF	340 - Language Theory and Communication Sciences

SUMMARY

Analysis and application of methodologies and techniques for the analysis of the image and of audiovisual messages. The objective is to offer conceptual and practical tools that allow reading of messages —explicit and implicit— deploying images and to demonstrate the extent of the effects produced by images in social life and within individual and collective performances.

Propose an approach to the strategies of communication and of persuasion used by both audiovisual media, such as by the institutions not media, such as advertising, propaganda and the artistic expression in visual media and audiovisual.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

A knowledge of the fundamental concepts of the image and the theories that are most prominent in this field of study. Basic knowledge about the mode of operation of the audiovisual media basic technical knowledge for the management of the software programs for the processing of the images

OUTCOMES

1301 - Degree in Audiovisual Communication

- Knowledge of communication as a process and the different elements that comprise it. The ability to assimilate knowledge of the specificity of discourse, as well as the representation methods proper to the different technological and audiovisual media. Familiarity with the different theories, methods and problems involved in audiovisual communication and its different languages.
- Competence in a compared analysis of the different contemporary media and media supports.
- Knowledge of the different languages, codes and representation methods of the different technological and audiovisual media: photography, cinema, radio, television, video and electronic image, the Internet, etc. through their aesthetic and industrial proposals and their evolution over the years, which should generate a capacity to analyse audiovisual narratives and works, taking into account iconic messages such as the texts and products of the socio-political and cultural conditions of a given historic era.
- Knowledge and the ability to apply resources, elements, methods and procedures of the construction processes and analysis of the linear and non-linear audiovisual narratives, including the design, establishment and development of strategies, as well as the applications of persuasive communication policies in audiovisual markets.
- Knowledge of spatial imagery and iconic representations in space, both in still and moving images, as well as the elements involved in art direction. The ability to analyse and plan the relationships between images and sounds from an aesthetic and narrative viewpoint in the different audiovisual supports and technologies. The ability to apply image composition techniques and procedures to the different audiovisual supports, based on knowledge of the classical laws and aesthetic and cultural movements of the history of the image by means of the new communication technologies. It also includes knowledge of the psychological models specifically developed for visual communication and persuasion by means of the image.



LEARNING OUTCOMES

The content of the subject and the teaching methodology adopted must offer the students the possibility of:

- Acquire theoretical capacities and techniques for the analysis and reading codes aesthetic and semiotic of the image.
- Knowledge of the typology of the image and its different uses in the different supports visual and audiovisual works: photography, painting, television, video, electronic image, internet,
- Have the capacity for theoretical analysis practice, which allows the recognition of strategies to use the image as a way of persuasion in the field of media, political, economic and cultural.
- Have an awareness of the scope of the effect of the images in the social life and its important instrumental role in the construction and maintenance of the various relationships of power.

DESCRIPTION OF CONTENTS

1. Iconic Representation and interpretation techniques

Theoretical foundations of iconic representation and analysis techniques, reading and interpretation of the image from the various perspectives semiotic, aesthetic and iconographic.

2. The image advertising in print and audiovisual media

The publicity image in the media graphics and audio-visual analysis of the basic elements of advertising in various media graphics and audio-visual. The language of advertising constitutes, their aesthetic codes, their messages denotatifs and connotatifs and its psychological dimension as well as the influence of the employers cultural and the logic of marketing.

3. Image and imaginary in a video game

Proposes a reflection on the relationship between the image and the entertainment and its use as a means playful individual and social through different historical periods up to become an imminent product of the cultural industry today. Analyzes the complex psychological connections that are established between the three dimensions: reality, imaginary and fiction as well as the various technical procedures and technology is used to optimize the psychological effects of the image of the videogame.

**4. The image between the real and the virtual**

Virtual reality is a revolution that upsets all conceptions of the dimensions of space and time. There are applications where the user feels within the world is represented, it interacts with the representation of the created reality as if truly be a space with physical consistency. The computer offers us the possibility to reconstruct the visual world, recreate images and manipulate them. It is an instrument that allows us both the analysis of images from other means such as the creation of artificial images.

5. Analysis of the electronic image

The exploration of the images used in electronic devices with special attention to the images used in mobile telephony and the computer. Analyze the scope and impact that the settlement of the electronic image has in contemporary societies, paying special attention to its impact on social practices and producing cultural significance.

6. Urbanistic and urban iconicity

Proposes a reading of the image of the city and urban space in confluence of iconographic forms: Imago Urbis. The architectural construction and urban planning in the city employs several procedures figurative and symbolic that emits constant messages to the inhabitants. The deployment of the icons, signs, lights and visual cues converts the city-image on a platform of visual culture, of the thought in images with the relationship of the human being in the world in which they live.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	45,00	100
Attendance at events and external activities	3,00	0
Development of group work	5,00	0
Development of individual work	10,00	0
Study and independent work	10,00	0
Readings supplementary material	5,00	0
Preparation of evaluation activities	7,00	0
Preparing lectures	7,00	0
Preparation of practical classes and problem	15,00	0
Resolution of case studies	5,00	0
TOTAL	112,00	



TEACHING METHODOLOGY

Cancelled

EVALUATION

Contact to the teacher

REFERENCES

Basic

- BERGER, J. (1985): El sentido de la vista, Madrid: Alianza, 1997.
- Dondis, D.A. (1973) La sintaxis de la imagen. Barcelona, G. Gili, 1985.
- Fernandez F y J. Martínez. J.(2003); Manual básico de lenguaje y narrativa audiovisual. Barcelona, Paidós.
- GAUTHIER, G. (1986): Veinte lecciones sobre la imagen y el sentido, Madrid: Cátedra.
- Manguel, A. (2000) Leer imágenes, una historia privada del arte. Alianza Editorial.
- Vilches, L. (1990) La lectura de la imagen, prensa, cine, televisión, Barcelona, Paidós comunicación.

Additional

- Kanizsa, G. (1980) Gramática de la visión. Barcelona, Paidós, 1986.
- KRESS, G. & VAN LEEUWEN, T. (1996): Reading images. The grammar of visual design, Londres/Nueva York, Routledge.
- YUS, F. (1997): La interpretación y la comunicación de masas, Alicante: Instituto de Cultura Juan Gil-Albert.