![Universidad Zaragoza]

Academic Year/course: 2024/25

25114 - Project Methods. Image

Syllabus Information

Academic year: 2024/25
Subject: 25114 - Project Methods. Image
Faculty / School: 301 - Facultad de Ciencias Sociales y Humanas
Degree: 278 - Degree in Fine Arts
ECTS: 8.0
Year: 3
Semester: Annual
Subject type: Compulsory
Module:

1. General information

Project Methodology. Image (*MdPI*) is a subject related to the processes of artistic creation that hybridises teaching and learning through theoretical-practical projects in which each student must reflect on their creative process and the methodology used to execute it and give shape to the proposals put forward.

MdPI focuses the development of students on a process of visual creation with a clear plastic connotation, as well as research in art aimed at the construction of two-dimensional artistic work in the same way that explores the methodology of narrative projects for the progressive and modular development regardless of the final format of static images (graphic novel, illustration, story...) or dynamic images (animation, audiovisual, virtual...) from a multidisciplinary perspective.

MdPI is aligned with SDGs 4 Quality Education and 17 Partnerships to Achieve the Goals.

2. Learning results

The student must demonstrate the following results in order to pass this subject:

- Know and apply the basic techniques that allow them to materialise personal artistic projects in any of their manifestations.
- Know and use the appropriate documentary sources where to find the references prior to the materialisation of a creative proposal.
- Generate and relate ideas within the creative process.
- Develop a critical spirit regarding the role of art and the artist in today's society, and with respect to their own work.
- Know how to present their creative proposals in public in a clear and orderly manner, arguing the criteria on which they are based, and use the most appropriate communicative resources for their presentation.
- Integrate in a work team, developing the functions entrusted to him/her, and contributing with his/her contributions to the achievement of the objectives set in a collective project.
- Integrate appropriately in their personal proposals artistic discourses of a different nature, relating them to other disciplines and fields of knowledge.

3. Syllabus

1. Introduction to artistic design practice and design methodologies. Artistic practice and the conceptualisation of the result.

2. Production of image projects (PA01). Theme and multidisciplinary plastic story. Exhibition and dissemination.

3. Phases and stages of research methodology in art applied to image projects (PA02). Conception, working hypothesis and objectives. From methodology and planning to artistic practice.

4. Phases and stages of narrative methodology applied to image projects (PA02). Creativity, script and concept art.

5. Presentation and defence of artistic projects.

4. Academic activities

Teaching methodology		
Activity	**Student Work**	**Hours**
AF01. Face-to-face lecture.	Presential: Notes, resolution of doubts.	**16**
	No presential: Study of contents.	**20**
AF02. Practical classes	P: Individualised project monitoring.	**55**

	NP: Autonomous work.	118
AF07. Group work	P: Guided procedural work on project phases.	10
	NP: Coordinated work.	30
AF04. Presentation of work	P: Project defence.	3
	NP: Preparation.	10
AF05. Evaluation activities	P: Annotations on project presentations. Constructive criticism of projects.	6
	NP: -	-
AF14. Assignments and reports	P: -	-
	NP: Self-assessment portfolio on the course of the subject.	2
	TOTAL	**200 h**

5. Assessment system

Continuous Assessment. The CA is articulated through three projects (TA, PA01 and PA02) that mark the learning curve of content, creativity and independence of each student, through the following structure:

Continuous Assessment (CA)			
Type	**Techniques**	**Instruments / tests**	**Score / Percentage**
Initial	Practical exercises	Case analysis	1 10%
Formative	Competency-based assessment rubrics	Art projects	4 40%
Processual	Oral exchanges	Exhibition	2 20%
Diagnostic	Direct Observation	Anecdotal record Attitude Scale Constructive criticism	2 20%
Overall	Self-assessment	Portfolio	1 10%
		TOTAL	**10** 100%

MdPI integrates the promotion of critical thinking in PBL through Assessment Reports (formative assessment) and text comments with constructive criticism (hetero-assessment).

Failure to attend more than 20% of the classes will result in the loss of continuous assessment.

The use of generative AI in the projects will always be done explicitly and in coordination with the teacher. If the use of AI is not reported and detected, it will be penalised in the evaluation of the corresponding work in proportion to its use.

Global Assessment. In this type of assessment, each student demonstrates the level of acquisition of the competences acquired, which is divided into two parts. In the corresponding call, the student must

present the descriptive report of an Artistic Project of the PA02 type, as included in the development of the subject of a theme of his/her choice, which must be handed in on the day of the ordinary or extraordinary call, in printed form. This previous development work constitutes 50% of the evaluation. The Global Assessment is completed by a 50% written test of theoretical-practical contents of type test with fifty questions, which evaluates the theoretical and practical knowledge as well as the competences that the students must acquire through the contents of the subject. Information on the characteristics of the test will be provided both in the Moodle virtual classroom and in class.

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NOTES:
Plagiarism will result in the failure of the course.
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GLOBAL TEST
All students will have the right to take the global test to pass the course or to improve the grade obtained. The
students who attend the exam must be punctually present on the day and at the time indicated in the call, otherwise it will be considered as "No Show".
will be considered as "Not Presented".
SECOND CALL
The evaluation in second call, to which all the students who have not passed the course will have the right to, will be carried out
by means of a global test that will take place in the period established in the academic calendar, to that effect, by the Governing Council.

6. Sustainable Development Goals

4 - Quality Education
17 - Partnerships for the Goals