

25831 - Semiotics

Información del Plan Docente

Academic Year	2016/17
Academic center	110 - Escuela de Ingeniería y Arquitectura
Degree	271 - Bachelor's Degree in Industrial Design and Product Development Engineering
ECTS	5.0
Course	
Period	First Four-month period
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

This subject will be based on a limited number of theoretical lectures, which will include the basic contents in presentations, with examples to make possible the learning of important concepts and essential definitions. Nevertheless, the main block of the subject will consist on tutored sessions to develop simple projects, while assessing the achievement of partial and general objectives.

5.2.Learning activities

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Beyond the theoretical lectures, the practical classes will be based on the development of simple projects, which can be linked to other subjects, such as Comunicación Multimedia, Arquitectura Efímera, Fotografía, etc., when feasible.

5.3.Program

The classes of this subject will develop the following aspects:

- The language of the shapes.
- Communication theory: basic aspects of the message.
- Perception psychology: sensorial aspects.
- Communicative codes: chromatic, indicative, formal, symbolic, textures, surfaces.
- Signage.
- Product communication.

5.4.Planning and scheduling

Updated details will be given at the beginning of each academic year.

5.5.Bibliography and recommended resources

- Albers, Josef: "La interacción del color". Madrid: Alianza, D.L. 2005
- Arnheim, Rudolf: "Arte y percepción visual". Madrid : Alianza, 2002
- Dondis, D. A.: "La sintaxis de la imagen". Barcelona : Gustavo Gili, 2003
- Frutiger, Adrian: "Signos, símbolos, marcas, señales". México : G. Gili, 2002
- Gauthier, Guy: "Veinte lecciones sobre la imagen y el sentido". Madrid : Cátedra, D.L. 1992
- Lechado García, José Manuel: "Diccionario Espasa símbolos, señales y signos". Madrid : Espasa, D.L. 2003
- Munari, Bruno: "¿Cómo nacen los objetos?". Barcelona : Gustavo Gili, 2006