

# Guía Docente

## DATOS DE IDENTIFICACIÓN

Titulación:	Integral Leadership Program (Título propio asociado a ADE+RRII)		
Facultad/Escuela:	Ciencias Jurídicas y Empresariales		
Asignatura:	Arte y Estética		
Tipo:	Propia Obligatoria	Créditos ECTS:	2
Curso:	1	Código:	71334
Periodo docente:	Primer-Segundo semestre		
Tipo de enseñanza:	Presencial		
Idioma:	Castellano		
Total de horas de dedicación del alumno:	50		

Equipo Docente	Correo Electrónico
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## DESCRIPCIÓN DE LA ASIGNATURA

Find out about the common patterns contained in different creative processes, particularly within the world of art.

Art evokes the mystery without which the world would not exist.

- Rene Magritte

Art is a discovery and development of elementary principles of nature into beautiful forms suitable for human use.

- Frank Lloyd Wright

ART has not always been what we think it is today. An object regarded as Art today may not have been perceived as such when it was first made, nor was the person who made it necessarily regarded as an artist. Both the notion of "art" and the idea of the "artist" are relatively modern terms.

Many of the objects we identify as art today: Greek painted pottery, medieval manuscript illuminations, and so on were made in times and places when people had no concept of "art" as we understand the term. These objects may have been appreciated in various ways and often admired, but not as "art" in the current sense.

There is no one universal definition of art but there is a general consensus that art is the conscious creation of something beautiful or meaningful using skill and imagination. But art is subjective, and the definition of art has

changed throughout history and in different cultures.

Art is an activity inherent to human beings and, above all, a real need for them. It is also a process for self-discovery and a potent catalyst for dialogue and group reflection; but above all, art is a source of inspiration for people who want to change the world for better, and the perfect example of leadership at the service of society.

## OBJETIVO

That the student understands the importance of art and creativity in forging the future of every time and society. In order to achieve this goal, we will study the life and work of some examples of artists that allow us to understand how the current ways of understanding the world have changed and opened up new fronts of beauty and wisdom for the future. Through these selected creative life experiences we will compare the processes of the different artistic movements and languages, placing a special stress on contemporary art as a better means of understanding our current world, and we will also try to arrive at conclusions about the different elements of creativity and human innovation that must be present in every good leader.

## CONOCIMIENTOS PREVIOS

No previous knowledge required

## CONTENIDOS

A.)INTRODUCTION. ART AND CREATIVITY.

B.)ARTISTIC LANGUAGES.

B.I. Painting.

B.II. Drawing.

B.III. Sculpture.

B.IV. Photography.

B.V. Videoart.

C.)HOW TO APPRECIATE CONTEMPORARY ART?

C.I. The Avant-garde Movements.

C.II. Latest artistic trends.

CONCLUSIONS.

## ACTIVIDADES FORMATIVAS

Lectures, PWP Projections, video and visits to art galleries and art museums.

## DISTRIBUCIÓN DE LOS TIEMPOS DE TRABAJO

ACTIVIDAD PRESENCIAL	TRABAJO AUTÓNOMO/ACTIVIDAD NO PRESENCIAL
16 horas	34 horas

## COMPETENCIAS

1. Develop a symbolic intellect and knowledge, useful to understand the complexity of today's world.
2. Improve creativity and "good" curiosity (studiositas).

## RESULTADOS DE APRENDIZAJE

To be able to always ask what is beyond the facts that are presented to us.

- 2.1 Understand that there are multiple possibilities to tell reality as shown by the different expressions offered by art.

## SISTEMA DE EVALUACIÓN DEL APRENDIZAJE

### I. EVALUATION SYSTEM STUDENTS IN FIRST REGISTRATION:

- Assistance to face-to-face sessions: 60 %
- Content examination: 40 %

The minimum requirements for the evaluation are:

\* Attend at least 80% of the classes.

### II. EXTRAORDINARY CALL:

Those students who do not exceed the ordinary call for the subject will have the option to extraordinary call.

#### EXTRAORDINARY CALL.

- 1 - Preparation of an ESSAY on a topic seen in class and previously agreed with the teacher: 50%
- 2nd Conducting a content examination: 50%

## BIBLIOGRAFÍA Y OTROS RECURSOS

### Básica

GOMBRICH, E. H. The story of Art. Phaidon Press, London, 2006

ARNHEIM, Rudolf. Visual Thinking, University of California Press, 1969

HUGHES, Robert. The Shock of the New. Thames & Hudson, 2004

BERGER, John. Ways of Seeing. Penguin, 1990

GOMPERTZ, Will. What are you looking at? : 150 Years of Modern Art in a Nutshell, Viking, 2012

ECO, Umberto. History of Beauty, Rizzoli, 2004

More specific bibliography will be supplied during the classes