

Teaching guide

IDENTIFICATION DETAILS

Degree:	Fine Arts		
Field of Knowledge:	Arts and Humanities		
Faculty/School:	Communication Science		
Course:	ART DIRECTION		
Type:	Optional	ECTS credits:	6
Year:	4	Code:	1669
Teaching period:	Seventh semester		
Area:	Codes of Spatial Representation		
Module:	Basic Principles for the Design of Artwork		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

The study and education of aesthetic and artistic creation and its manifestation in different fields. Production and execution for the founding and management of artistic teams. The development of creative, critical and reflective thought.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To have the ability to work as an independent and self-sufficient visual artist in creative practice and the exhibition of a work of art, with extensive knowledge of artistic expression and its means.

To have the ability to work as an art consultant through the study of the diverse range of techniques involved in visual expression, artistic skills and the transition of critical ideas and emotions into form and shape.

To have the ability to broaden and expand knowledge of the artistic field, having learnt how to develop and apply learning, teaching, theoretical and experimental processes.

To have the ability to conceive, plan, prepare, organise, manage and mediate visual information.

To have the ability to convey the cultural diversity that exists in a given artistic field and the critical discourse surrounding it.

To have the ability to be intellectually curious professionals who avoid weak, ineffectual thought and who aspire to improve modern culture by conveying values founded on a search for the truth, good and beauty.

To form a part of the professional world as a new creator, carrying out artistic works, programmes and projects for production and presentation in all kinds of formats and cultural spaces.

Specific skills

To have the ability to identify and understand the problems involved in art.

To have acquired the necessary skills for creatively and imaginatively facing up to artistic challenges.

To have acquired the ability to produce ideas and link them together during the creative process.

To possess aesthetic sensitiveness.

To be aware of and appreciate cultural heritage.

To be familiar with the vocabulary, codes and concepts inherent to the artistic field.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours