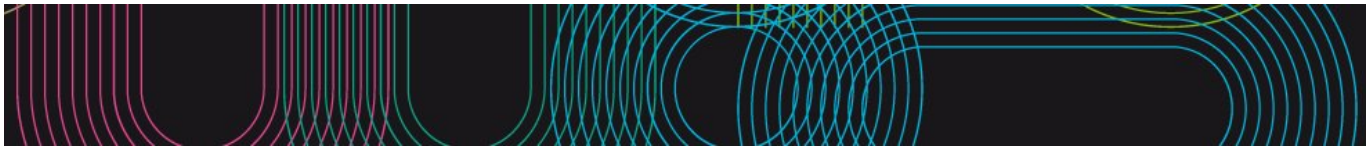

TABLA DE ERROS	
Lugar do erro	**Descrición**
Materia P04G190V01106, apartado 'Cabeceira páxina'	Erro de PHP [Deprecated, script: /var/www/releases/docnet/docnet-20261105-115903/docencia/funcions.php, liña: 6802]: html_entity_decode(): Passing null to parameter #2 ($flags) of type int is deprecated
Materia P04G190V01106, apartado 'Cabeceira páxina'	Erro de PHP [Deprecated, script: /var/www/releases/docnet/docnet-20261105-115903/docencia/funcions.php, liña: 6802]: html_entity_decode(): Passing null to parameter #2 ($flags) of type int is deprecated
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Materia P04G190V01106, apartado 'Cabeceira páxina'	Erro de PHP [Deprecated, script: /var/www/releases/docnet/docnet-20261105-115903/docencia/funcions.php, liña: 6802]: html_entity_decode(): Passing null to parameter #2 ($flags) of type int is deprecated
Materia P04G190V01106, apartado 'Competencias'	Erro de PHP [Deprecated, script: /var/www/releases/docnet/docnet-20261105-115903/docencia/funcions.php, liña: 6802]: html_entity_decode(): Passing null to parameter #2 ($flags) of type int is deprecated
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Materia P04G190V01106, apartado 'Resultados Aprendizaxe'	Erro de PHP [Deprecated, script: /var/www/releases/docnet/docnet-20261105-115903/docencia/funcions.php, liña: 6802]: html_entity_decode(): Passing null to parameter #2 ($flags) of type int is deprecated
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Materia P04G190V01106, apartado 'Contidos da materia'	Erro de PHP [Deprecated, script: /var/www/releases/docnet/docnet-20261105-115903/docencia/funcions.php, liña: 6802]: html_entity_decode(): Passing null to parameter #1 ($string) of type string is deprecated
Materia P04G190V01106, apartado 'Contidos da materia'	Erro de PHP [Deprecated, script: /var/www/releases/docnet/docnet-20261105-115903/docencia/funcions.php, liña: 6802]: html_entity_decode(): Passing null to parameter #2 ($flags) of type int is deprecated

Materia P04G190V01106, apartado 'Atención Personalizada'	Erro de PHP [Deprecated, script: /var/www/releases/docnet/docnet-20261105-115903/docencia/funcions.php, liña: 6802]: html_entity_decode(): Passing null to parameter #2 ($flags) of type int is deprecated
Materia P04G190V01106, apartado 'Atención Personalizada'	Erro de PHP [Deprecated, script: /var/www/releases/docnet/docnet-20261105-115903/docencia/funcions.php, liña: 6802]: html_entity_decode(): Passing null to parameter #2 ($flags) of type int is deprecated
Materia P04G190V01106, apartado 'Atención Personalizada'	Erro de PHP [Deprecated, script: /var/www/releases/docnet/docnet-20261105-115903/docencia/funcions.php, liña: 6802]: html_entity_decode(): Passing null to parameter #2 ($flags) of type int is deprecated
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Materia P04G190V01106, apartado 'Bibliografía'	Erro de PHP [Deprecated, script: /var/www/releases/docnet/docnet-20261105-115903/docencia/funcions.php, liña: 6802]: html_entity_decode(): Passing null to parameter #2 ($flags) of type int is deprecated
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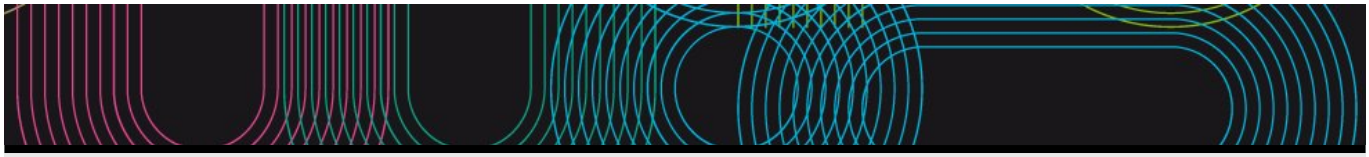

IDENTIFYING DATA				
Communication: Image theory and technique				
Subject	Communication: Image theory and technique			
Code	P04G190V01106			
Study programme	Grado en Publicidad y Relaciones Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	1st
Teaching language	Spanish Galician English			
Department				
Coordinator	Pérez Seoane, Jesús			
Lecturers	López Fernández, José Manuel Pérez Seoane, Jesús			
E-mail	jpseoane@uvigo.es			
Web	http://			
General description	In our society, the image has become a fundamental vehicle of communication. Its ability to condense meaning, evoke emotions, and construct narratives instantly makes it a powerful tool for influencing public perception, desire, and behavior. The power of the image stands out in fields such as advertising and audiovisual media. In advertising, it helps build messages, aims to capture attention within seconds, and provoke a response from consumers. In audiovisual media, the image acquires a temporal and sequential dimension that allows for the development of complex narratives. The construction of the still image and the transition to the moving image are key topics. The constitutive, morphological, dynamic, and scalar elements of the image are aspects that will be addressed in this introductory course on the general characteristics of audiovisual language. Therefore, we will discuss concepts such as composition, the functioning of the eye, framing, camera movement, lighting, and editing. But we will also explore aspects of the audiovisual culture we live in, such as the ability of images to create visual representations and portray stereotypes, reinforce or question social norms, and shape cultural imaginaries. In a context saturated with visual stimuli, understanding how images are produced, circulated, and consumed is essential for developing a critical and conscious perspective. This is even more relevant in a digital environment, where innovative formats such as short videos, augmented reality, or AI-generated images are increasingly prevalent. This evolution presents new ethical, aesthetic, and communicative challenges that demand ongoing theoretical reflection.			

Training and Learning Results	
Code	
B1	Interpretative and operative competences of the communication as a reality and as a field of study from the humanistic and technical point of view: theoretical knowledge of the communication.
B2	Interpretative competence of the communication: ability to analyze the elements of the communication and generate the knowledges in this discipline.
C2	Socio-cultural competences: Knowledge of the socio-psychological processes that affect to the development of the communication in general, the specific of the advertising communication and those related to public relations.
C5	Theoretical and practical knowledge of the advertising elements, forms and languages and of the public relations in the local/regional context, both national and international.
C6	Imaginative competence and knowledge of the creative thought methods and its application in the communication process.

C11	Competence or digital literacy: ability and skill to use the technology and techniques of communication in new formats, interactive means and multimedia.
C13	Expressive dexterities: ability and skill to give creative form to the message. Realization of basic advertising pieces and supervision of its definitive production.
D1	Interpretative competences of the communication: ability to recognize ethical implications in professional decisions.
D2	Creative competences: ability to the creativity, the innovation and the adaptation to the change.
D3	Collaborative competences: ability of adaptation to the objectives and organizational values and of teamwork.

Expected results from this subject

Expected results from this subject	Training and Learning Results	
Review of the main concepts and visual representations, their possible meanings and communicative uses.	B1 B2	C2
Competence analyzing and interpreting visual images, advertising visual images above all.	B2	C6
Explore the possibilities of imagens in advertising and audiovisual communication.		C5 C11 C13
Become familiar with the digital construction images techniques as well as it use in advertising.		D2 D3
Explore the relationship among images, media and advertising.		D1

Contents

Topic	
1. The Concept of Image	1.1. What is an image? 1.2. The image throughout history 1.3. The communicative value of images 1.4. The relationship between image and reality
2. Visual Perception and Knowledge	2.1. Main theoretical approaches 2.2. The perceptual process: from the world to the eye, from the eye to the gaze, and from the gaze to cognition
3. The Digital Image	3.1. What is still considered an image? The contemporary image 3.2. Aesthetic novelties and new modes of image production: the pixel, the glitch, the error, lo-fi, autobiography, and self-representation... 3.3. Possibilities and integration of AI-generated images 3.4. Analog image = truth, digital image = lie?
4. The Isolated Image: Visual Elements	4.1. Differences between isolated images and sequential images 4.2. Basic techniques of visual communication: temporal and spatial dimensions of the image 4.3. Image construction. Morphological elements of the image: point, line, plane, color, mode, shape, and texture 4.4. Image construction. Scalar elements of the image: representation space and represented space, image size, scale, proportion, format, framing, and dimension 4.5. Can an isolated image "move" or "last"?
5. The Dynamic Image: Composition	5.1. Windows to the world: framing, frame, field 5.2. Dynamic elements of the image: sequential image, narrative image, dynamic image, direction, tension, rhythm, visual expression techniques, contrast, harmony, and ellipsis 5.3. Fundamentals of composition: the rule of thirds, the horizon rule, the golden ratio

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	24	0	24
Practices through ICT	10	36	46
Mentored work	22	24	46
Essay questions exam	2	30	32
Essay	2	0	2

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description

Lecturing	In these in-person sessions, the instructor will present the students with the basic theoretical aspects of the subject, which they will be expected to develop further based on the guidance, suggestions, and bibliography provided. These sessions will be complemented by discussions, concepts, and analysis from the practical activities. All of these elements will be taken into account in the assignments and the written exam with open-ended questions.
Practices through ICT	Activities focused on applying knowledge in a specific context and acquiring basic and procedural skills related to the subject through the use of Information and Communication Technologies (ICT).
Mentored work	An assignment explained in class and completed by the students, in which they apply the basic concepts of the subject.

Personalized assistance

Methodologies	Description
Lecturing	Students will have access to personalized tutoring sessions to resolve any doubts related to the concepts explained in the theoretical classes. The schedules and locations for tutoring will be available on the MOOVI platform.
Practices through ICT	Students will have access to personalized tutoring sessions to resolve any doubts related to the practical activities. The schedules and locations for tutoring will be available on the MOOVI platform.
Mentored work	Students will have access to personalized tutoring sessions to resolve any doubts related to the supervised assignments. The schedules and locations for tutoring will be available on the MOOVI platform.

Assessment

	Description	Qualification	Training and Learning Results		
Practices through ICT	Throughout the course, the student will carry out several autonomous practical activities related to digital image processing.	10	B1	C5 C6 C13	D2 D3
Mentored work	The student will complete two individual assignments during the course. These will be explained in class, supervised by the instructor, and presented by the student during a scheduled session. Each assignment will account for 20% of the final grade. No grade will be awarded if the student does not attend class on the scheduled presentation day.	40	B1 B2	C5 C6 C11 C13	D2 D3
Essay questions exam	Theoretical knowledge will be assessed through a written exam with open-ended questions. To pass the course, the student must obtain a grade equal to or higher than 4 in this exam. The instructor will upload reference materials to the MOOVI platform to support basic study of the subject. However, the exam questions will not be limited to these documents and will cover all concepts explained during the theoretical sessions.	40	B1 B2	C2 C6 C11	D1 D2
Essay	Attendance and participation in theoretical classes will also be taken into account.	10	B1 B2	C2 C6 C11	D1 D2

Other comments on the Evaluation

The student may choose between two types of assessment: continuous assessment and global assessment.

1 - Continuous Assessment:

The previously mentioned percentages and components (exam, systematic observation, ICT practices, and supervised assignments) will be applied. The final grade will be the average of the four components, according to the relative percentages explained in the Assessment section. However, **in order to pass the course, the student must obtain at least a 5 in the written exam with open-ended questions.** If the grade is lower, it cannot be compensated with the other components, although their grades will be retained for the July session. In that case, **the final grade for the first session will be the exam grade.**

In the second session (July), the student will have to improve their grade through the exam and/or by repeating the supervised assignments. **Repeating the exam is mandatory if the grade was below 5.** Repeating the assignments is up to the student. Systematic Observation and ICT practices will not be reassessed.

A minimum grade of 5 will also be required to average with the other components. If this is not achieved, the final grade will be that of the exam.

All details regarding the exam structure, assignment and practice instructions, submission calendar, grading criteria, and grades will be published on the MOOVI platform. It is the student's responsibility to stay informed through this platform, as no other means of communication will be used.

2 - Global Assessment:

According to the **Regulations on assessment, grading, and the quality of teaching and the student learning process**, students who do not choose the continuous assessment method have the right to a global assessment test on the dates set by the Faculty. This will be a single test and will allow the student to be graded on a scale from 0 to 10, just like in continuous assessment. This option must be expressly requested by the student, following the deadlines and procedures established by the Faculty Dean□s Office, and will automatically cancel all grades obtained through continuous assessment. This procedure can be consulted on the MOOVI platform. Requests submitted after the deadline will not be accepted, and once the right is granted, it cannot be withdrawn.

The tests will take place on the date and time officially set by the Faculty. As a general rule, the duration of this test will be two hours. For the global assessment, each student will have an additional 3 hours (5 hours total from the start of the test) to complete it.

There will be a theoretical part (50% of the grade) and a practical part (50% of the grade). The theoretical part will be similar to that of the continuous assessment, so the same criteria described in the □Written Exam with Open-Ended Questions□ section of the Assessment guide will apply.

The practical part will consist of creating one or more images according to the objectives stated in the test instructions, similar to those required for the supervised assignments in the course.

To pass the course, the student must obtain at least a 5 in the written exam with open-ended questions. If the grade is lower, it cannot be compensated with the other components, although their grades will be retained for the July session. In that case, **the final grade for the first session will be the exam grade.**

In the second session (July), the method will be identical to that of the first session. Recovering the practical part will be optional for the student, but **repeating the exam will be mandatory if the grade was below 5.** If this is not achieved, **the final grade will be that of the exam.**

All details regarding the exam structure, study materials, assignment instructions, grading criteria, and grades will be published on the MOOVI platform. It is the student's responsibility to stay informed through this platform, as **no other means of communication will be used.**

Any aspect not covered in this guide will be resolved based on the aforementioned **Regulations on assessment, grading, and the quality of teaching and the student learning process:**

https://secretaria.uvigo.gal/uv/web/normativa/public/show/565

Sources of information
Basic Bibliography
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Gubern, R., **Del bisonte a la realidad virtual: la escena y el laberinto**, Anagrama, 2007
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Complementary Bibliography
Arden, P., **Pienses lo que pienses, piensa lo contrario**, Maeva, 2008
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Bordwell, D. y Thompson, K., **El arte cinematográfico. Una introducción**, Paidós, 1995
Brea, José Luis, **Las tres eras de la imagen: imagen-materia, film, e-image**, Akal, 2005
Casetti, F. y di Chio, F., **Cómo analizar un film**, Paidós, 2003
Gubern, R., **Patologías de la imagen**, Anagrama, 2004
Lupton, E., **Graphic design thinking: beyond brainstorming**, Princetown-Architectural Press, 2014
Quintana, A., **Después del cine. Imagen y realidad en el cine digital**, Acantilado, 2011
Tena, D., **Diseño Gráfico y Comunicación**, Pearson-Prentice Hall, 2004
Tena, D., **Diseñar para comunicar**, Editorial Bosch, 2011
White, Alex W., **The elements of graphic design**, Allwort press, 2009
Zunzunegui, S., **Pensar la imagen**, Cátedra, 2007

Recommendations

Subjects that continue the syllabus

Communication: Corporate image/P04G190V01303
Advertising Creativity/P04G190V01304
Preparation of advertising message/P04G190V01401
Strategic Advertising/P04G190V01402
Advertising photography theory and practice/P04G190V01305
Advertising production in audiovisual media/P04G190V01504
Print advertising production/P04G190V01505
Image and public relations campaigns/P04G190V01901
Film and advertising/P04G190V01902
Alternative Communication: Virtual Media and new advertising media/P04G190V01903
Multimedia and web advertising production/P04G190V01801
Advertising, graphic arts and typeface/P04G190V01906

Subjects that are recommended to be taken simultaneously

Advertising theory and practice/P04G190V01105

Other comments

This is an indroductory discipline. Paying attention is recommemded in order to take advantage of visual concepts in the following years.