UNIVERSITAT POLITÈCNICA DE CATALUNYA
BARCELONATECH

Course guide
804477 - CDES - Digital Culture, Ethics and Society

Unit in charge:	Image Processing and Multimedia Technology Centre
Teaching unit:	804 - CITM - Image Processing and Multimedia Technology Centre.

Degree:	BACHELOR'S DEGREE IN DIGITAL DESIGN AND MULTIMEDIA TECHNOLOGIES (Syllabus 2023). (Compulsory subject).

Academic year: 2024   **ECTS Credits:** 6.0   **Languages:** Catalan

LECTURER

Coordinating lecturer:	Sora Domenjó, Carles

Others:

TEACHING METHODOLOGY

Masterclasses, seminars, individual and collective critical creative practices.

LEARNING OBJECTIVES OF THE SUBJECT

Knowledge
Identify the characteristics of visual culture and its implications for digital and multimedia design.
Understand the evolution and consolidation of digital culture, as well as the social transformations that image and communication technologies represent in today's society.

Skills
Critically analyse the impact of audiovisual discourse and digital technologies on society, recognizing the different benefits and possibilities of these media, as well as their social and ethical implications.

This course offers a global and critical overview of the intersection and evolution between technology, culture and contemporary digital society. Based on various authors, frameworks and projects carried out in recent decades, it will be discussed how digital technologies reconfigure and influence our models of communication, relationship, participation, creation, as well as our identity and our social relationships. Special attention will be paid to the cultural and artistic challenges, as well as the ethical ones arising from digitization. At the end of the course, students will have worked on and understood several critical perspectives on the digital society that will help them develop and contextualize their future digital creation projects.

STUDY LOAD

Type	Hours	Percentage
Hours large group	30,0	20.00
Hours medium group	18,0	12.00
Guided activities	12,0	8.00
Self study	90,0	60.00

Total learning time: 150 h

CONTENTS

Tema 1: La imatge electrònica, tecno-cultura, vídeo art i post-fotografia.

Description:
Tema 1: La imatge electrònica, tecno-cultura, vídeo art i post-fotografia.

Full-or-part-time: 2h
Theory classes: 2h

Tema 2: Future cinema, imatges expandides i immersives.

Description:
Tema 2: Future cinema, imatges expandides i immersives.

Full-or-part-time: 2h
Theory classes: 2h

Tema 3: EsteÌ□tica i genealogia de les pràctiques d'art digital.

Description:
Tema 3: EsteÌ□tica i genealogia de les pràctiques d'art digital.

Full-or-part-time: 2h
Theory classes: 2h

Tema 4: Narrativa interactiva i post-ficcioÌ□ visual.

Description:
Tema 4: Narrativa interactiva i post-ficcioÌ□ visual.

Full-or-part-time: 2h
Theory classes: 2h

Tema 5: Aspectes ètics sobre la Intel·ligència artificial i la imatge generativa.

Description:
Tema 5: Aspectes ètics sobre la Intel·ligència artificial i la imatge generativa.

Full-or-part-time: 2h
Theory classes: 2h

Tema 6: Participació i creació col·lectiva digital.

Description:
Tema 6: Participació i creació col·lectiva digital.

Full-or-part-time: 2h
Theory classes: 2h

Tema 7: Identitats digitals, xarxes i societat.

Description:
Tema 7: Identitats digitals, xarxes i societat.

Full-or-part-time: 2h
Theory classes: 2h

Tema 8: Drets, deures, desigualtats i privacitat en l'era digital.

Description:
Tema 8: Drets, deures, desigualtats i privacitat en l'era digital.

Full-or-part-time: 2h
Theory classes: 2h

GRADING SYSTEM

The evaluation of the student's participation in the training activities of the subject, and the learning attitude, will be assessed through a follow-up of their interventions in class and the proportion of exercises or practices presented.

Irregular actions that may lead to a significant variation in the grade of one or more students constitute a fraudulent performance of an evaluation act. This action will lead to a descriptive grade of fail and a numerical grade of 0 for the ordinary global assessment of the subject, without the right to re-evaluation.
If the teachers have evidence of the use of AI tools that are not permitted in the assessment tests, they may summon the students involved to an oral test or a meeting to verify the authorship.