

ACCF IDTP 490 Theory of Perception and Psychology of Form

Course	Theory of perception and psychology of form
Credits	3
Professor	Maria del Pilar Roca Requena
Course Description	<p>This course introduces fundamental aspects of visual perception principles and theories, with the objective of laying the foundations for correct planning in the design field. Students will complete practical exercises, research projects and essays related to these principles, working individually and in groups.</p> <p>The course aims to introduce students to the world of design through original and experimental exercises and critical analysis, so that they can apply these basic principles to communicate design messages.</p>
Assignments	<p>The student will have one partial exam in the middle of the course and a final exam. Partial exam (midterm) counts for 30% of the final grade. The final exam counts 70%. At the end of the course, the two grades will be added to reach the final grade. The partial exams are practical exercises, with the objective of showing the knowledge acquire during the previous lessons.</p> <p>The final exam consists of a much more elaborate practical project based on the concepts learned during the entire course. Both will be presentations in class an may include some oral questions related to the chosen topic.</p>

Learning Objectives and Outcomes	<p>By the end of the course the student will understand and be able to use basic elements of planning and working out elements of visual perception. The student will be able to apply these principles to their own projects with deeper knowledge and more powerful visual communication.</p> <p>They will develop certain soft skills, including:</p> <ul style="list-style-type: none"> ● The ability to intervene in advance to prevent future situations, trends or problems. ● The ability to carry out research and analysis with care and attention both in the classroom and in home assignments. ● Critical skills with regard to the assigned themes and project observation and analysis, as well as their own work
Required Materials	<p>A laptop or iPad Software for class presentations (Keynotes, Powerpoint, Pages or Word) Acrobat Pro or Acrobat reader Notebooks and pencil or pen to take notes</p>
Bibliography	<p>Visual Thinking, Rudolf Arnheim Art and Visual Perception, Rudolf Arnheim <i>Guardare, pensare, progettare</i>, Riccardo Falcinelli Figure, Riccardo Falcinelli Ways of Seeing, John Berger <i>Da cosa nasce cosa</i>, Bruno Munari</p>

Weekly Schedule

Week 1	<p>Introduction to the Course: How do we see? Balance. Work in class</p>
Week 2	<p>Presentations in class</p>
Week 3	<p>Mimesis. This and that. Form. What abstraction is and isn't. Work in class</p>
Week 4	<p>Presentations in class</p>
Week 5	<p>Visual perception theories. Work in class</p>

Week 6	Pictures, symbols and signs. Work in class.
Week 7	Presentations (Mid-term exam)
Week 8	Presentations (Mid-term exam)
Week 9	Color perception. Work in class.
Week 10	Presentations in class.
Week 11	The grammar of space. Expression. Beginning of final project.
Week 12	Work in class
Week 13	Final Exam: Presentation of the Final Project.
Week 14	Final Exam: Presentation of the Final Project.
Week 15	Final Exam: Presentation of the Final Project.