

## COURSE DESCRIPTION

### 1. GENERAL

<b>SCHOOL</b>	MUSIC AND AUDIOVISUAL ARTS		
<b>DEPARTMENT</b>	AUDIO AND VISUAL ARTS		
<b>LEVEL</b>	Undergraduate		
<b>COURSE CODE</b>	THE602	<b>SEMESTER</b>	6 <sup>th</sup>
<b>COURSE TITLE</b>	Multimedia Semiotics I		
<b>INDEPENDENT TEACHING ACTIVITIES</b>	<b>WEEKLY TEACHING HOURS</b>	<b>ECTS</b>	
Lecture	3	5	
<b>COURSE CATEGORY</b>	Specific Background		
<b>COURSE TYPE</b>	Elective		
<b>PREREQUISITES</b>	THE302, (THE503)		
<b>LANGUAGE OF TEACHING and EXAMINATIONS</b>	Greek		
<b>THE COURSE IS OFFERED TO ERASMUS STUDENTS</b>	YES (In English)		
<b>URL</b>	<a href="https://avarts.ionio.gr/en/studies/undergraduate/courses-descriptions/the602/">https://avarts.ionio.gr/en/studies/undergraduate/courses-descriptions/the602/</a>		
<b>ECLASS</b>			

### 2. TEACHING RESULTS

<b>Teaching Results</b>
Concepts: semiotics, expression, image. Perception as sense and as cognitive process. Emotion, image and echoic memory. Narrative identity. Images of the female and male stereotypes. Psychoanalysis and the moving image. Icons, images and hypermedia.
<b>General Skills</b>
<ul style="list-style-type: none"> <li>• Seek, analyze and synthesize data</li> <li>• Autonomous work</li> <li>• Team work</li> <li>• Project design and management</li> <li>• Freedom of thought</li> </ul>

### 3. CONTENT

The relationship between external images (from the environment and screen media such as television, film or computer-based media) and internal imagery (such as mental representations of objects, sensations, ideas and dreams) is analyzed. This relationship is responsible for the recognition and understanding of perceived images. The first part of the course's approach entails the integration of semiotics, concerning the creation of images and their apprehension on behalf of the audience, and communication theory, regarding the research on the relation between mental processing and behavior. Themes concerning symbolism and mythology in audiovisual expression are also examined.

1st Week: What is semiotics.

2nd Week: The gaze and mental images.

3rd Week: Sound imagery, cognition and culture.

4th Week: Unconscious, dreams, symbols and archetypes.

5th Week: Childhood and pregnancy imaging. Images of self-development.

6th Week: Self-image and images of social identity.

7th Week: Analyzing moving images: gender and androgynous.

8th Week: Analyzing moving images: impairment and empowerment.

9th Week: The semiotics of everyday life: environment, space and objects.

10th Week: "Virtual" semiotics and digital images.

11th Week: Semiotics of the uncanny: medical imaging, the microscopic gaze and the images from inside the human body.

12th Week: Presentation of final assignment (part 1).

13th Week: Presentation of final assignment (part 2).

#### 4. TEACHING AND LEARNING METHODS - EVALUATION

<b>TEACHING METHOD</b>	Lectures																
<b>USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES</b>	Enhanced by multimedia content. The learning process is supported by the asynchronous e-learning platform e-class.																
<b>TEACHING STRUCTURE</b>	<table> <thead> <tr> <th>Activity</th> <th>Semester Workload</th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>39</td> </tr> <tr> <td>Lab Lectures</td> <td>0</td> </tr> <tr> <td>Tutorial</td> <td>0</td> </tr> <tr> <td>Hands-on Lab</td> <td>0</td> </tr> <tr> <td>Practice and Preparation</td> <td>30</td> </tr> <tr> <td>Independent Study</td> <td>56</td> </tr> <tr> <td><b>Course Total (ECTS: 5)</b></td> <td><b>125</b></td> </tr> </tbody> </table>	Activity	Semester Workload	Lectures	39	Lab Lectures	0	Tutorial	0	Hands-on Lab	0	Practice and Preparation	30	Independent Study	56	<b>Course Total (ECTS: 5)</b>	<b>125</b>
Activity	Semester Workload																
Lectures	39																
Lab Lectures	0																
Tutorial	0																
Hands-on Lab	0																
Practice and Preparation	30																
Independent Study	56																
<b>Course Total (ECTS: 5)</b>	<b>125</b>																
<b>EVALUATION OF STUDENTS</b>	<p>Written examination paper.</p> <p>Final written assignment.</p> <p>Oral presentation of final written assignment.</p>																

#### 5. BIBLIOGRAPHY

Elias, Norbert, *The Symbol Theory*, Sage Publication, 1991.

Kress, Gunther and Theo Van Leeuwen, *Reading Images: The Grammar of Visual Design*, Routledge, 2006.

Material available on the e-class platform.