UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Image studies

Academic Year 2025/2026

1. Organic Unit

Faculty of Architecture and Arts

2. Course

ARTS AND MULTIMEDIA COMMUNICATION

3. Cycle

1st

4. Course Unit

Image studies (V3001)

5. Scientific Area

6. Curricular Year

1st

7. Type of Curricular Unit / Semester

1st Semester

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8. Class type and workload (work time)

Theoretical classes:	
Practical classes:	
Theoretical-Practical Classes	30,00
Tutorial Guidance:	20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutor JOÃO MIGUEL DE CARVALHO LOPES MESQUITA

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

By the end of the course, students should have acquired introductory knowledge about the aesthetic function of the image, the existence of a multi-cultural visual culture, its theoretical and historical aspects, as well as understanding the methodologies for constructing a critical sense of the image from the perspective of the consumer-spectator and especially as a producer of images.

15. Specific Objectives

Building a critical sense of contemporary visual culture as a consumer and producer of images.

16. Skills to be acquired

Characteristics and communicational capacity of the image; formal analysis of the construction of the image; history and philosophical proposals of the image; the image in the context of the media;

17. Teaching Methodology

As metodologias de ensino presentes na unidade curricular são o método expositivo - momento onde os alunos tomam contacto com a componente teórica da matéria, com a análise de estudos de caso; o método interrogativo - onde os estudantes têm oportunidade de colocar questões; o método activo - onde o estudante é convidado a aplicar na prática a matéria que foi leccionada.

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18. Course Unit Program

Visual expression as a non-verbal expression. Visual perception: framing, balance and contour, shape and space, movement, dynamism, colour. The image in history: theories and perspectives; visual expression in the media: photography; cinematographic image. Contrasts of formalism and realism; advertising image. The scientific image; the digital image; the control-image in multi-media visual interfaces; the specificity of the image in cyberculture; the democratisation of the image in the media.

19. Assessment Methods

The continuous assessment methodology follows the general regulations of Universidade Lusíada. The UC also includes the compulsory element of assessment defined in Article 8(e). This classification is the weighted average of the exercises carried out during continuous assessment, where the weight = 2x/n(n+1). The final assignment consists of a physical and/or digital poster (videomapping) that explores any of the concepts studied.

20. Didactic Resources

audiovisual studio
multimedia room
creative cloud
resolume

21. Sustainability Objectives

The general and specific objectives of the course focus on the acquisition of general and specific competences for the development of photography with a focus on quality (objective 4). With regard to the use of material resources, the course is taught taking into account the ecological footprint of the development of analogue and digital photography, the human footprint in predominantly natural environments (objectives 13-14-15).

22. Keywords

filosofia da imagem
perception psychology
art history
visual culture

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23. Main Bibliography

Author(s): Schirato & Webb
Title: Reading the Visual
Edition: Year: 2004
Local: Crows Nest NSW, AU
Publisher: Allen & Unwin
ISBN Code: 1865087300

Author(s): Arnheim, Rudolph
Title: Art and Visual Perception: A Psychology of the Creative Eye
Edition: Year: 2004
Local: Berkeley, CA
Publisher: University of California
ISBN Code: 9780520243835

Author(s): Giannetti, Claudia
Title: Estética Digital
Edition: Year: 2002
Local: Belo Horizonte, MG
Publisher: Editora C/Arte
ISBN Code: 858707349

24. Complementary Bibliography

Author(s): Wells, Liz
Title: Photography A Critical Introduction
Edition: 6 Year: 2021
Local: New York
Publisher: Routledge
ISBN Code: 0367222752

Author(s): Bang, Molly
Title: Picture This
Edition: 2 Year: 2000
Local: San Francisco, CA
Publisher: Chronicle Books
ISBN Code: 9781452151991

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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'ESTUDOS DA IMAGEM': Academic Year 2025/2026
Autor / Author	Prof. Doutor JOÃO MIGUEL DE CARVALHO LOPES MESQUITA
Classificação / Classification	-
Descritores / Descriptors	-
Colaborador(es) / Colaborator(s)	-
Data Hora / Date Time	
Formato de dados / Data Format	Texto / Text, PDF
Estatuto de utilização / Usage	Acesso público / Public Access
Relação / Relation	Version 1,0

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