

Syllabus

Course Description

Course Title	Progettare la comunicazione - Strategie, strumenti e linguaggi per comunicare
Course Code	17351
Course Title Additional	
Scientific-Disciplinary Sector	GSPS-06/A
Language	Italian
Degree Course	Bachelor in Communication Sciences and Culture
Other Degree Courses (Loaned)	
Lecturers	
Teaching Assistant	
Semester	Second semester
Course Year/s	all
CP	1
Teaching Hours	8
Lab Hours	0
Individual Study Hours	17
Planned Office Hours	
Contents Summary	<p>Communication is not just about conveying information: it is about giving shape to ideas, constructing meaning and forging connections. This course is based on the premise that communication is, first and foremost, a creative process, in which strategy, languages and tools come together to design effective messages.</p> <p>Through examples and group discussions, the course explores how to transform an idea into a communication project: from analysing the context to defining objectives, and from choosing the right language to selecting the appropriate channels and formats. The aim is to provide a method and a toolkit for designing communication in a conscious, creative and strategic way, developing messages capable of engaging, telling a story and</p>

	generating value.
Course Topics	
Keywords	
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	
Mandatory Attendance	
Specific Educational Objectives and Learning Outcomes	
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	
Evaluation Criteria	
Required Readings	
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	