

Syllabus

Course Description

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| Course Title | Techniques of Visual Communication and Music as Communication |
| Course Code | 17262 |
| Course Title Additional | |
| Scientific-Disciplinary Sector | NN |
| Language | Italian |
| Degree Course | Bachelor in Communication Sciences and Culture |
| Other Degree Courses (Loaned) | |
| Lecturers | <p>Prof. Alessandro Luigini, Alessandro.Luigini@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/36064</p> <p>Prof. Giulia Gabrielli, Giulia.Gabrielli@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/17922</p> |
| Teaching Assistant | |
| Semester | Second semester |
| Course Year/s | 1 |
| CP | 12 |
| Teaching Hours | 90 |
| Lab Hours | 0 |
| Individual Study Hours | 210 |
| Planned Office Hours | 36 |
| Contents Summary | <p>The course "Techniques of Visual Communication" fits into the subject areas of visual culture and graphic science.</p> <p>The course "Music as Communication" forms part of the degree's core subjects in the area of communication methodologies, analysis and techniques. It provides an introductory overview of the different dimensions of musical communication.</p> |

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| Course Topics | See the individual course modules. |
| Keywords | Visual and musical communication. |
| Recommended Prerequisites | |
| Propaedeutic Courses | |
| Teaching Format | Lectures, tutorials, projects. |
| Mandatory Attendance | In accordance with the regulation |
| Specific Educational Objectives and Learning Outcomes | <p>Basic area: visual and musical communication.</p> <p>Characterising areas: Cultural studies of music, art, art and music history, anthropology, design and architecture.</p> <p>General objective Students acquire theoretical and methodological knowledge about the fundamentals of visual and musical communication.</p> <p>Disciplinary objectives As part of the course, students:</p> <ul style="list-style-type: none"> - acquire basic knowledge about audiovisual media and musical communication; - deal with creative and musical means of expression; - learn to develop their own ideas for course content and to communicate them professionally; - incorporate their academic, pedagogical and/or artistic skills in the critical discussion of course content. <p>Knowledge and understanding Students are expected to acquire a broad and integrated knowledge and understanding of the scientific foundations of the subject areas covered. Consequently, they should be able to demonstrate a high level of competence in the areas 'Music as a medium' and 'Visual communication techniques'.</p> <p>Ability to apply knowledge and understanding The knowledge and understanding of the scientific fundamentals of the learning areas should enable students to deepen their knowledge in a vertical, horizontal and transversal sense, e.g. in design elaborations of teaching content. In addition, they should be able to apply their knowledge and understanding within the</p> |

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| | <p>framework of the most important theories, principles and methods in professional life and practice.</p> <p>Autonomy of judgement The aim of the course is to enable students to critically evaluate and interpret relevant information on course content and beyond, to make well-founded judgements and to independently design further learning processes.</p> <p>Communication skills Students must be able to communicate the content they have learnt and the conclusions they have reached to others clearly and concisely, to exchange ideas with others at a high level, to deal with problematic cases and to develop their own argumentative and problem-solving structures.</p> <p>Learning skills Throughout the course, independent learning is encouraged by working with subject-specific texts and exercises to enable students to expand and deepen their newly acquired knowledge through independent self-reflection and/or group work.</p> |
| <p>Specific Educational Objectives and Learning Outcomes (additional info.)</p> | |
| <p>Assessment</p> | <p>The learning objectives will be verified by means of intermediate assessments plus a supplementary oral interview as a review of the experience and/or course content.</p> <p>For non-attending students, the examination involves the submission of the required materials, to be agreed in advance with the lecturer, and an oral interview.</p> |
| <p>Evaluation Criteria</p> | <p>The final grade is single and is determined by the evaluation of in-progress tests and an oral interview.</p> <p>The following aspects are relevant for the assessment of the papers</p> <ul style="list-style-type: none"> - coherence and clarity of the argumentation, logical structure; - creative design ability, originality of the individual contribution; - conformity to academic standards (formal correctness, quality of |

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| | <p>literary references, appropriate use of scientific jargon).</p> <p>Relevant for the assessment of the final interview are</p> <ul style="list-style-type: none"> - knowledge of and reference to the topics covered of the course; - the clarity of the argumentation; - the ability to analyse and reflect critically on the course content. |
| Required Readings | <p>LUIGINI A. (2017). Editorial essay, in LUIGINI A., et. Al. IMMAGINI? Conference, Proceedings of the First International and Interdisciplinary Conference IMMAGINI? Image and Imagination between Representation, Communication, Education and Psychology, Brixen 27-28/11/2017, Open access su: http://www.mdpi.com/2504-3900/1/9</p> <p>LUIGINI A. (2019). Notes about interdisciplinarity and transdisciplinarity of images. <i>img journal</i>, 1(1), 174-183. DOI: 10.6092/issn.2724-2463/11066</p> <p>LUIGINI A., MORETTI M. (eds) (2022). <i>Visual Storytelling</i>. 14 punti di vista. Listlab: Trento, Barcellona.</p> <p>GIANNATASIO, F. (1998). <i>Il concetto di musica</i>. Bulzoni: Roma, pp. 207-281, 265-275.</p> <p>BENCIVELLI S. (2015). <i>Perché ci piace la musica: orecchio, emozione, evoluzione</i>. Sironi: Milano.</p> <p>COOK N. (2015). <i>Musica: una breve introduzione</i>. EDT: Torino.</p> |
| Supplementary Readings | |
| Further Information | |
| Sustainable Development Goals (SDGs) | Gender equality, Quality education |

Course Module

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| Course Constituent Title | Techniques of Visual Communication |
| Course Code | 17262A |
| Scientific-Disciplinary Sector | CEAR-10/A |
| Language | Italian |
| Lecturers | <p>Prof. Alessandro Luigini, Alessandro.Luigini@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/36064</p> |

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| Teaching Assistant | |
| Semester | Second semester |
| CP | 6 |
| Responsible Lecturer | |
| Teaching Hours | 45 |
| Lab Hours | 0 |
| Individual Study Hours | 105 |
| Planned Office Hours | 18 |
| Contents Summary | The course fits into the subject areas of visual culture and graphic science. |
| Course Topics | <p>It aims to provide an introduction to visual culture and its potential applications, with particular attention to digital technologies for the production and processing of images, including immersive environments.</p> <p>It explores the languages and codes of contemporary visual communication, fostering skills in critical reading, interpretation and visual design.</p> <p>It integrates digital tools and environments, including generative AI systems, as resources for the creation, manipulation and dissemination of images in educational and communicative contexts.</p> |
| Teaching Format | Lectures, tutorials, projects. |
| Required Readings | <p>LUIGINI A. (2017). Editorial essay, in LUIGINI A., et. Al. IMMAGINI? Conference, Proceedings of the First International and Interdisciplinary Conference IMMAGINI? Image and Imagination between Representation, Communication, Education and Psychology, Brixen 27-28/11/2017, Open access su: http://www.mdpi.com/2504-3900/1/9</p> <p>LUIGINI A. (2019). Notes about interdisciplinarity and transdisciplinarity of images. <i>img journal</i>, 1(1), 174-183. DOI: 10.6092/issn.2724-2463/11066</p> <p>LUIGINI A., MORETTI M. (eds) (2022). <i>Visual Storytelling</i>. 14 punti di vista. Listlab: Trento, Barcellona</p> |
| Supplementary Readings | |

Course Module

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| Course Constituent Title | Music as Communication |
| Course Code | 17262B |
| Scientific-Disciplinary Sector | PEMM-01/C |
| Language | Italian |
| Lecturers | Prof. Giulia Gabrielli, Giulia.Gabrielli@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/17922 |
| Teaching Assistant | |
| Semester | Second semester |
| CP | 6 |
| Responsible Lecturer | |
| Teaching Hours | 45 |
| Lab Hours | 0 |
| Individual Study Hours | 105 |
| Planned Office Hours | 18 |
| Contents Summary | The course forms part of the degree's core subjects in the area of communication methodologies, analysis and techniques. It provides an introductory overview of the different dimensions of musical communication. |
| Course Topics | <p>The course focuses on the following topics:</p> <ul style="list-style-type: none"> - The different functions of music from an ethnomusicological perspective - The expressive function: music and language between convergences and divergences - Parameters of sound and music parameters - Music and film: the soundtrack (general principles) - Music and advertising: key elements and analysis of selected case studies. <p>Any further topics will be discussed and agreed upon with the students.</p> |
| Teaching Format | Lectures, tutorials, projects. |
| Required Readings | GIANNATASIO, F. (1998). Il concetto di musica. Bulzoni: Roma, |

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| | <p>pp. 207-281, 265-275.</p> <p>BENCIVELLI S. (2015). Perché ci piace la musica: orecchio, emozione, evoluzione. Sironi: Milano.</p> <p>COOK N. (2015). Musica: una breve introduzione. EDT: Torino.</p> |
| Supplementary Readings | |