Syllabus

Course Description

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	Prof. Alessandro Luigini, Alessandro.Luigini@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/36064 Prof. Giulia Gabrielli, Giulia.Gabrielli@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/17922
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	The course "Techniques of Visual Communication" fits into the subject areas of visual culture and graphic science. 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.

Course Topics	See the individual course modules.
Keywords	Visual and musical communication
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Lectures, tutorials, workshops, projects.
Mandatory Attendance	In accordance with the regulation
Specific Educational Objectives and Learning Outcomes	Basic area: visual and musical communication. Characterising areas: Cultural studies of music, art, art and music history, anthropology, design and architecture. General objective Students acquire theoretical and methodological knowledge about the fundamentals of visual and musical communication. Disciplinary objectives As part of the course, students: - 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. 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'. 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

	framework of the most important theories, principles and methods in professional life and practice. 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. 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. 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.
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	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. 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.
Evaluation Criteria	The final grade is single and is determined by the evaluation of in-progress tests and an oral interview. The following aspects are relevant for the assessment of the papers - coherence and clarity of the argumentation, logical structure; - creative design ability, originality of the individual contribution; - conformity to academic standards (formal correctness,

	- quality of literary references, appropriate use of scientific jargon).
	Relevant for the assessment of the final interview are
	- 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;
	- the course content and the student's own performance.
Required Readings	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
	LUIGINI A. (2019). Notes about interdisciplinarity and transdisciplinarity of images. img journal, 1(1), 174-183. DOI: 10.6092/issn.2724-2463/11066
	LUIGINI A., MORETTI M. (eds) (2022). Visual Storytelling. 14 punti di vista. Listlab: Trento, Barcellona.
	GIANNATASIO, F. (1998). Il concetto di musica. Bulzoni: Roma, pp. 207-281, 265-275.
	BENCIVELLI S. (2015). Perché ci piace la musica: orecchio, emozione, evoluzione. Sironi: Milano.
	COOK N. (2015). Musica: una breve introduzione. EDT: Torino.
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Gender equality, Quality education

Course Module

Course Constituent Title	Techniques of Visual Communication
Course Code	17262A
Scientific-Disciplinary Sector	CEAR-10/A
Language	Italian
Lecturers	Prof. Alessandro Luigini, Alessandro.Luigini@unibz.it

	https://www.unibz.it/en/faculties/education/academic-staff/person/36064
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	It proposes an approach to and training in visual culture and its possible applications with particular attention to digital technologies for the production and processing of images, also in immersive form.
Teaching Format	Lectures, tutorials, workshops, projects.
Required Readings	¿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

LUIGINI A. (2019). Notes about interdisciplinarity and transdisciplinarity of images. img journal, 1(1), 174-183. DOI: 10.6092/issn.2724-2463/11066

LUIGINI A., MORETTI M. (eds) (2022). Visual Storytelling. 14 punti di vista. Listlab: Trento, Barcellona.

GIANNATASIO, F. (1998). Il concetto di musica. Bulzoni: Roma, pp. 207-281, 265-275.

BENCIVELLI S. (2015). Perché ci piace la musica: orecchio, emozione, evoluzione. Sironi: Milano.

COOK N. (2015). Musica: una breve introduzione. EDT: Torino. |
| Supplementary Readings | |

Course Module

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	The course focuses on the following topics: - fundamental elements and functions of music; - music and language; - music and media.
Teaching Format	Lectures, tutorials, workshops, projects.
Required Readings	GIANNATASIO, F. (1998). Il concetto di musica. Bulzoni: Roma, pp. 207-281, 265-275. BENCIVELLI S. (2015). Perché ci piace la musica: orecchio, emozione, evoluzione. Sironi: Milano. COOK N. (2015). Musica: una breve introduzione. EDT: Torino.
Supplementary Readings	