Syllabus

Course Description

Course Title	Project Visual Communication 2.b
Course Code	97157
Course Title Additional	The Open Library (Design/Publish/Exhibit)
Scientific-Disciplinary Sector	NN
Language	Italian; English; German
Degree Course	Bachelor in Design and Art - Major in Design
Other Degree Courses (Loaned)	
Lecturers	Prof. Christian Upmeier, CUpmeier@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/5343 Prof. Dr. Stephan August Schmidt-Wulffen, Stephan.SchmidtWulffen@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/32104 dr. Michele Galluzzo, Michele.Galluzzo@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/44446
Teaching Assistant	
Semester	First semester
Course Year/s	2nd - 3rd
CP	19
Teaching Hours	90+60+30
Lab Hours	0
Individual Study Hours	260
Planned Office Hours	93
Contents Summary	The course provides students with knowledge and skills on in the operational aspects approaches of designwork, methods and theories of visual communication for various functional and

	experimental fields of application with a focus on the role of the digital media.
Course Topics	Brand design includes all the media and graphic tasks that make up communication design, from the concept and naming to various creative forms of expression. In several workshops, we deal with typography, layout, posters and animation, the concept and development of ideas and exhibiting in order to create a small event. To do this, we dedicate ourselves to a specific design task and collaborate with an external partner who provides us with content-related and practical support.
Keywords	Branding, Graphic Design, Design Research, Social Design, Concept Development
Recommended Prerequisites	To have passed the Project Visual Communication 1; to have certified the language level proficiency B1 in the course language in years following the first.
Propaedeutic Courses	
Teaching Format	workshops, lectures, projects, seminars and reviews
Mandatory Attendance	not compulsory, but recommended
Specific Educational Objectives and Learning Outcomes	Knowledge and understanding have acquired their own project methodology in the field of visual communication, from the phase of planning to the phase of realisation of the project. have acquired the basic practical and theoretical knowledge necessary to realise a project in the field of visual communication. have acquired the basic knowledge to be able to turn a critical eye to their own work and to deal with contemporary complexity. have acquired the basic knowledge necessary for further Master's studies in all components of project culture as well as in theoretical subjects. Applying knowledge and understanding plan, develop and realise a project in the field of visual communication. be able to finalize the creation of an accomplished project in the field of visual communication, thanks to the basic knowledge acquired in the practical, scientific and theoretical fields. recognise the main phenomena of contemporary society, to observe them critically, also from an ethical and social point of

	view, and to elaborate appropriate solutions at the level of a design proposal/response. make use of the skills acquired during the course of study in the event of continuing studies in a Master's degree programme in the field of visual communication and to develop them further. Making judgements be able to make independent judgements for the purpose of developing their own design skills and in relation to all those decisions that are necessary to bring a project to completion. be able to make independent judgements, both in the critical evaluation of their own work and in their ability to use the right interpretative tools in those design contexts in which they will work and/or continue their studies, also considering ethical and social aspects. Communication skills present an independently realised project in the field of visual communication in the form of an installation, orally as well as in writing in a professional manner. to professionally communicate and substantiate one's own decisions and justify them from a formal and theoretical point of view. communicate and present your own project at a professional level in another language and correctly in a third language in addition to their own language. Learning skills have learned a work methodology at a professional level - in the sense of being able to identify, develop and realise solutions to complex problems by applying the knowledge acquired in the practical and theoretical fields - in order to start a professional activity and/or continue their studies with a master's degree program. have developed a creative attitude and learned how to enhance it and develop it according to their own inclinations. have acquired basic knowledge in theoretical and practical subjects as well as a study methodology suitable for continuing studies with a master's degree program.
Specific Educational	

Objectives and Learning Outcomes (additional info.)	
Assessment	Oral; presentation (PDF; 5 minutes); colloquium and feedback session. N.B. ALL THE STUDENTS ATTENDING THE EXAM AS NON-ATTENDING STUDENTS MUST AGREE UPON THE CONTENTS WITH THE TEACHER.
Evaluation Criteria	The final evaluation is based on the content of all the exercises according to the following criteria: Final exam (100%) — (10 % of the final grade) Individual Project Presentation/Colloquium: Clarity of the presentation and argumentation, vividness of the presentation tools, answering of questions — (20 % of the final grade) Individual Project Documentation: Depth of research and idea finding; clarity and design quality of the PDF-documentation and the individual design outcome, in relation to its complexity, originality, technical execution and the semester in which the project has been realized. — (70 % of the final mark) Group Project/Realisation: Clarity of concept on the basis of prerequisites and research; level of the design quality of the group-project outcomes in relation to their complexity, originality, technical execution and the semester in which the project has been realized.
Required Readings	– Bruijnzeels, Rob, In Sieben Schritten unterwegs zu Bibliothek der Zukunft, Kulturstiftung des Bundes – Henrik Jochumsen Casper Hvenegaard Rasmussen Dorte Skot-Hansen, (2012),"The four spaces – a newmodel for the public library", New Library World, Vol. 113 Iss 11/12 pp. 586-597 – Paul McNeil, The Visual History of Type: A visual survey of 320 typefaces, Laurence King Publishing, 2017 – Disegnare il libro: grafica editoriale in Italia dal 1945 ad oggi, Scheiwiller, 1988

	https://eu.alma.exlibrisgroup.com/leganto/public/39UBZ_INST/lists/24513163380001241?auth=SAML&section=24513393840001241
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Sustainable cities and communities, Quality education

Course Module

Course Constituent Title	Visual Communication
Course Code	97157A
Scientific-Disciplinary Sector	CEAR-08/D
Language	German
Lecturers	Prof. Christian Upmeier, CUpmeier@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/5343
Teaching Assistant	
Semester	First semester
CP	8
Responsible Lecturer	
Teaching Hours	90
Lab Hours	0
Individual Study Hours	75
Planned Office Hours	60
Contents Summary	The course should provide fundamentals, skills, working methods, theories and practices of Visual communication in diverse functional and experimental scopes.
Course Topics	In the project, we are working on the curatorial concept, branding and communication for a small exhibition on modern library concepts together with the Provincial Library ‹Dr. Friedrich Teßmann›. While individual designs are created in the first phase, we use the second part of the semester to work together as a

	project, divided into working groups, on branding, printed and animated posters, a social media campaign, a brochure and a catalogue as well as the exhibition structure and the exhibits themselves until the opening in mid-January. We design, publish and exhibit.
Teaching Format	workshops, lectures, projects, seminars and reviews
Required Readings	*https://eu.alma.exlibrisgroup.com/leganto/public/39UBZ_INST/lists/24513163380001241?auth=SAML&section=24513393840001241*
Supplementary Readings	*Will be handed out during the course*

Course Module

Course Constituent Title	Digital media
Course Code	97157B
Scientific-Disciplinary Sector	CEAR-08/D
Language	Italian
Lecturers	dr. Michele Galluzzo, Michele.Galluzzo@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/44446
Teaching Assistant	
Semester	First semester
CP	6
Responsible Lecturer	
Teaching Hours	60
Lab Hours	0
Individual Study Hours	90
Planned Office Hours	18
Contents Summary	The course teaches the fundamentals, skills, working methods, theories and practices of diverse forms of digital publishing and social media marketing.
Course Topics	The Digital Media module will support students' progress during

	the semester in the Visual Communication course linked to new approaches to design and visual identity for public libraries. Within this project, it will be crucial to work on typography using digital tools as design tools. The module will consist primarily of theoretical and practical lessons in the areas of graphic design, digital interfaces, typography, digital design, and information architecture, which, through various exercises, will allow all students to gradually improve their skills in these areas.
Teaching Format	Workshops, lectures, projects, seminars and reviews.
Required Readings	– Paul McNeil, The Visual History of Type: A visual survey of 320 typefaces, Laurence King Publishing, 2017 – Disegnare il libro: grafica editoriale in Italia dal 1945 ad oggi, Scheiwiller, 1988
Supplementary Readings	

Course Module

Course Constituent Title	Theories and languages of visual communication
Course Code	97157C
Scientific-Disciplinary Sector	PHIL-04/B
Language	English
Lecturers	Prof. Dr. Stephan August Schmidt-Wulffen, Stephan.SchmidtWulffen@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/32104
Teaching Assistant	
Semester	First semester
CP	5
Responsible Lecturer	
Teaching Hours	30
Lab Hours	0
Individual Study Hours	95
Planned Office Hours	15

Contents Summary	The integrated theoretical module provides fundamental overview about scientific methods of contemporary semiology and communication theory.
Course Topics	We witness a strong change in the function of city libraries: from storage of knowledge and study center to social meeting place. The course researches this change and analyzes impressive examples in different countries. The new library center planned for Bolzano will be part of these discussions: What will be its social function? Who is going to attend it? What will be the narration making the new place attractive? The course will be constituted as a research group – the 'liblab'. A first research phase, including specialists from all over Europe, will supply basic competences. In a second phase the lab will research the situation at Bolzano, in dialogue with its library experts and with its citizens. Results will be summarized in small publications, charts, photos and/or videos. Finally the public will be invited to the liblab to learn about the new developments and discuss results.
Teaching Format	workshops, lectures, projects, seminars and reviews.
Required Readings	– Bruijnzeels, Rob, In Sieben Schritten unterwegs zu Bibliothek der Zukunft, Kulturstiftung des Bundes – Henrik Jochumsen Casper Hvenegaard Rasmussen Dorte Skot-Hansen, (2012),"The four spaces – a newmodel for the public library", New Library World, Vol. 113 Iss 11/12 pp. 586-597
Supplementary Readings	