

Syllabus

Course Description

Course Title	Project Visual Communication 2.c
Course Code	97158
Course Title Additional	
Scientific-Disciplinary Sector	NN
Language	Italian; English; German
Degree Course	Bachelor in Design and Art - Major in Design
Other Degree Courses (Loaned)	
Lecturers	Sig. Thomas Kronbichler, Thomas.Kronbichler@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/49553
Teaching Assistant	Dott. Andreas Trenker
Semester	Second 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	
Keywords	
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	
Mandatory Attendance	not compulsory, but recommended
Specific Educational Objectives and Learning Outcomes	<p>Knowledge and understanding</p> <p>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.</p> <p>have acquired the basic practical and theoretical knowledge necessary to realise a project in the field of visual communication.</p> <p>have acquired the basic knowledge to be able to turn a critical eye to their own work and to deal with contemporary complexity.</p> <p>have acquired the basic knowledge necessary for further Master's studies in all components of project culture as well as in theoretical subjects.</p> <p>Applying knowledge and understanding</p> <p>plan, develop and realise a project in the field of visual communication.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>Making judgements</p> <p>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.</p> <p>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.</p>

	<p>Communication skills</p> <p>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.</p> <p>to professionally communicate and substantiate one's own decisions and justify them from a formal and theoretical point of view.</p> <p>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.</p> <p>Learning skills</p> <p>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.</p> <p>have developed a creative attitude and learned how to enhance it and develop it according to their own inclinations.</p> <p>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.</p>
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	
Evaluation Criteria	
Required Readings	
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	

Course Module

Course Constituent Title	Visual Communication
Course Code	97158A

Scientific-Disciplinary Sector	CEAR-08/D
Language	English
Lecturers	Sig. Thomas Kronbichler, Thomas.Kronbichler@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/49553
Teaching Assistant	
Semester	Second 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	
Teaching Format	
Required Readings	
Supplementary Readings	

Course Module

Course Constituent Title	Digital media
Course Code	97158B
Scientific-Disciplinary Sector	CEAR-08/D
Language	Italian
Lecturers	Dott. Andreas Trenker, Andreas.Trenker@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/31479
Teaching Assistant	
Semester	Second semester
CP	6

Responsible Lecturer	
Teaching Hours	60
Lab Hours	0
Individual Study Hours	90
Planned Office Hours	18
Contents Summary	The lecturer should teach fundamentals, skills, working methods, theories and practices of diverse forms of digital publishing and social media marketing.
Course Topics	
Teaching Format	
Required Readings	
Supplementary Readings	

Course Module

Course Constituent Title	Theories and languages of visual communication
Course Code	97158C
Scientific-Disciplinary Sector	PHIL-04/B
Language	German
Lecturers	
Teaching Assistant	
Semester	Second 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	
Teaching Format	
Required Readings	

Supplementary Readings	
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