

# Syllabus

## *Course Description*

<b>Course Title</b>	Project Visual Communication 2.d
<b>Course Code</b>	97159
<b>Course Title Additional</b>	
<b>Scientific-Disciplinary Sector</b>	NN
<b>Language</b>	Italian; English; German
<b>Degree Course</b>	Bachelor in Design and Art - Major in Design
<b>Other Degree Courses (Loaned)</b>	
<b>Lecturers</b>	<p>Prof. Christian Upmeier,  CUUpmeier@unibz.it  <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/5343">https://www.unibz.it/en/faculties/design-art/academic-staff/person/5343</a></p> <p>Prof. Dr. Stephan August Schmidt-Wulffen,  Stephan.SchmidtWulffen@unibz.it  <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/32104">https://www.unibz.it/en/faculties/design-art/academic-staff/person/32104</a></p>
<b>Teaching Assistant</b>	
<b>Semester</b>	Second semester
<b>Course Year/s</b>	2nd & 3rd
<b>CP</b>	19
<b>Teaching Hours</b>	90
<b>Lab Hours</b>	0
<b>Individual Study Hours</b>	295
<b>Planned Office Hours</b>	60
<b>Contents Summary</b>	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.
<b>Course Topics</b>	

<b>Keywords</b>	
<b>Recommended Prerequisites</b>	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.
<b>Propaedeutic Courses</b>	
<b>Teaching Format</b>	
<b>Mandatory Attendance</b>	not compulsory, but recommended
<b>Specific Educational Objectives and Learning Outcomes</b>	<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</p>

	<p>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>
<b>Specific Educational Objectives and Learning Outcomes (additional info.)</b>	
<b>Assessment</b>	
<b>Evaluation Criteria</b>	
<b>Required Readings</b>	
<b>Supplementary Readings</b>	
<b>Further Information</b>	
<b>Sustainable Development Goals (SDGs)</b>	

## *Course Module*

<b>Course Constituent Title</b>	Visual Communication
<b>Course Code</b>	97159A
<b>Scientific-Disciplinary Sector</b>	CEAR-08/D
<b>Language</b>	German
<b>Lecturers</b>	Prof. Christian Upmeier, CUpmeier@unibz.it <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/5343">https://www.unibz.it/en/faculties/design-art/academic-staff/person/5343</a>
<b>Teaching Assistant</b>	
<b>Semester</b>	Second semester
<b>CP</b>	8
<b>Responsible Lecturer</b>	
<b>Teaching Hours</b>	90
<b>Lab Hours</b>	0
<b>Individual Study Hours</b>	75
<b>Planned Office Hours</b>	60
<b>Contents Summary</b>	The course should provide fundamentals, skills, working methods, theories and practices of Visual communication in diverse functional and experimental scopes.
<b>Course Topics</b>	
<b>Teaching Format</b>	
<b>Required Readings</b>	
<b>Supplementary Readings</b>	

## *Course Module*

<b>Course Constituent Title</b>	Digital media
<b>Course Code</b>	97159B
<b>Scientific-Disciplinary Sector</b>	CEAR-08/D
<b>Language</b>	Italian
<b>Lecturers</b>	
<b>Teaching Assistant</b>	

<b>Semester</b>	Second semester
<b>CP</b>	6
<b>Responsible Lecturer</b>	
<b>Teaching Hours</b>	60
<b>Lab Hours</b>	0
<b>Individual Study Hours</b>	90
<b>Planned Office Hours</b>	18
<b>Contents Summary</b>	The course teaches the fundamentals, skills, working methods, theories and practices of diverse forms of digital publishing and social media marketing.
<b>Course Topics</b>	
<b>Teaching Format</b>	
<b>Required Readings</b>	
<b>Supplementary Readings</b>	

## *Course Module*

<b>Course Constituent Title</b>	Theories and languages of visual communication
<b>Course Code</b>	97159C
<b>Scientific-Disciplinary Sector</b>	PHIL-04/B
<b>Language</b>	English
<b>Lecturers</b>	
<b>Teaching Assistant</b>	
<b>Semester</b>	Second semester
<b>CP</b>	5
<b>Responsible Lecturer</b>	
<b>Teaching Hours</b>	30
<b>Lab Hours</b>	0
<b>Individual Study Hours</b>	95
<b>Planned Office Hours</b>	15
<b>Contents Summary</b>	The integrated theoretical module provides fundamental overview about scientific methods of contemporary semiology and communication theory.
<b>Course Topics</b>	

Teaching Format	
Required Readings	
Supplementary Readings	