

# Syllabus

## *Course Description*

Course Title	Project Visual Communication 1.c
Course Code	97162
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	
Teaching Assistant	
Semester	Second semester
Course Year/s	1st & 2nd
CP	19
Teaching Hours	90+60+30
Lab Hours	0
Individual Study Hours	295
Planned Office Hours	93
Contents Summary	The course provides students with knowledge and skills on the operational approaches of work, methods and theories of visual communication for various fields of application with a focus on editorial production.
Course Topics	
Keywords	
Recommended Prerequisites	To have passed the WUP project and all the WUP courses.
Propaedeutic Courses	
Teaching Format	
Mandatory Attendance	not compulsory, but recommended
Specific Educational Objectives and Learning	Knowledge and understanding have acquired their own project methodology in the field of visual

<b>Outcomes</b>	<p>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</p>
-----------------	--

	<p>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>	97162A
<b>Scientific-Disciplinary Sector</b>	CEAR-08/D
<b>Language</b>	Italian
<b>Lecturers</b>	
<b>Teaching Assistant</b>	
<b>Semester</b>	Second semester

CP	8
Responsible Lecturer	
Teaching Hours	90
Lab Hours	0
Individual Study Hours	110
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	Graphic Design
Course Code	97162B
Scientific-Disciplinary Sector	CEAR-10/A
Language	English
Lecturers	
Teaching Assistant	
Semester	Second semester
CP	6
Responsible Lecturer	
Teaching Hours	60
Lab Hours	0
Individual Study Hours	95
Planned Office Hours	18
Contents Summary	The course teaches fundamentals, skills, working methods, theories and practices of diverse forms of publishing.
Course Topics	
Teaching Format	
Required Readings	

Supplementary Readings	
------------------------	--

## *Course Module*

Course Constituent Title	Visual Culture
Course Code	97162C
Scientific-Disciplinary Sector	PHIL-04/A
Language	German
Lecturers	
Teaching Assistant	
Semester	Second semester
CP	5
Responsible Lecturer	
Teaching Hours	30
Lab Hours	0
Individual Study Hours	90
Planned Office Hours	15
Contents Summary	The integrated theoretical module applied in the development of the semester project, conveys theories and methods for understanding and analysing images and visual material in their cultural context of production, dissemination and use.
Course Topics	
Teaching Format	
Required Readings	
Supplementary Readings	