# Syllabus

## Course description

<table>
<thead>
<tr>
<th>Course title</th>
<th>Outline!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course code</td>
<td>97105</td>
</tr>
</tbody>
</table>
| Scientific sector and area | Module 1: ICAR/13 disegno industriale  
Module 2: INF/01 informatica  
Module 3: M-FIL/05 filosofia e teoria dei linguaggi |
| Degree       | Bachelor in Design and Art (L-4) |
| Semester     | I        |
| Year         | 1st, 2nd or 3rd |
| Credits      | 22       |
| Modular      | Yes      |

| Teaching language | Module 1: German  
Module 2: Italian  
Module 3: English |
<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Total lecturing hours</td>
<td>180 (Module 1: 90, Module 2: 60, Module 3: 30)</td>
</tr>
<tr>
<td>Total hours of self-study and / or other individual educational activities</td>
<td>370 (Module 1: about 210, Module 2: about 65, Module 3: about 95)</td>
</tr>
<tr>
<td>Attendance</td>
<td>not compulsory but recommended</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>For students enrolled from ac. year 2012/13 onwards: passed WUP courses (warm up project + descriptive geometry + methods and techniques of representation)</td>
</tr>
</tbody>
</table>

| Course page | - |

| Project description and specific educational objectives | The course belongs to the class "caratterizzante" (module 1 and module 2) and "di base" (module 3) in the curriculum in Design. |

**PROJECT DESCRIPTION**

### Course description module 1 – Visual Communication:

Outline typography mostly is associated with display purposes and decoration. In 1925 Marcel Breuer designed his famous B3 chair. Vasily Kandinsky admired Breuer’s skeleton of the traditional club chair. Thus, at the Bauhaus in Dessau he used the B3 chair in his basic courses as the perfect example for «abstraction». Here, the contour means both, abstraction and precision. To achieve this effect within the field of visual communication as well is the objective of this project. «Outline» results out of the contour of an existing something (e.g. an object, a plane), which has been dropped, cut out or hidden. It plays with the human...
capacity for remembering, it «quotes» the non-visible object, thus making an observer reflecting the whole context of its appearance.

The project is an examination about where the plane ends and the contour begins, about the inside and the outside, about physicality and transparency, about borders. We will try to explore the various meanings of «outline» in the fields of graphic design and typography, but as well in photography, film, product design or architecture. Thus, the range of topics can be both, two- or three-dimensional. Theoretical support will be given by touching adequate positions of art history, semiotics and the history of visual communication. First research will be undertaken and discussed collectively, as well as first practical exercises. The individual projects chosen by the students may be developed solo or in a team. Weekly collective meetings enable to discuss the progress of the single projects among each other. Additionally, these meetings are important opportunities to improve each participant’s communicative abilities by perceiving the diversity of design and by criticizing others sensitively. The final results will then be presented at the end of the semester.

**Educational objectives module 1 – Visual Communication:**

- the acquisition of a design methodology in the field of visual communication
- the acquisition of the essential basic knowledge to be able to carry out a project in the field of visual communication
- the development of an independent and rigorous study pathway
- the acquisition of a design methodology in the field of product design and visual communication
- the acquisition of the knowledge and understanding of:
  ✓ design processes for typography / typeface design
  ✓ design processes for corporate design
  ✓ design processes for editorial design
  ✓ design processes for exhibition design and exhibition graphics
  ✓ design processes for packaging
  ✓ design processes for web design
  ✓ design processes for video and motion graphics
  ✓ process for information design
  ✓ process for photography
  ✓ process for product design
✓ technical process of laser-cutting and 3D-printing
• the acquisition of the basic knowledge concerning the culture of design in all its aspects
• the acquisition of the ability to communicate and properly argue the reasons for one’s choices from a formal, technical and theoretical point of view

**Course description module 2 – Interactive and Motion Graphics:**
The force of gravity, the kinetic and the centrifugal force are tools which can be used for the creation of visual artifacts. Operating with the theme “The Line”, the students will create visual and interactive products by exploring the interactions between the forces of nature and analog and digital objects. Specifically, they could produce analog drawing machines, videos, posters, installations, interactive sculptures, motion. At the end of the semester, each team will produce a video to show how the artifact works. The students will work in teams. They will analyze case studies, elaborate concepts and perform tests with different materials and techniques in order to create the artifacts. The course will be performed via lectures, practical exercises and workshops to provide elements of software or programming languages.

**Educational objectives module 2 – Interactive and Motion Graphics:**
• the acquisition of the essential basic knowledge to be able to carry out a project in the field of visual communication
• the acquisition of the basic knowledge concerning the technical and scientific subjects
• the acquisition of the knowledge and understanding of:
  ✓ design processes for human-object interaction
  ✓ know how to analyze, design and develop projects in the field of multimedia and traditional visual communication
  ✓ design elements generative
  ✓ process of design for the video design and motion graphics
  ✓ information design processes
  ✓ carrying out the technical part of the visual and graphic communication, both traditional (analog) and multimedia (typography, lettering, layout, illustration techniques, photography, image processing and photo retouching, video, motion graphics)
• communicate and argue to a professional level the reasons for their choices and motivate them from a formal point of view, technical, scientific and theoretical
• the acquisition of the basic knowledge concerning the culture of design in all its aspects

Course description module 3 – Theories and Languages of Visual Communication:
• This course improves the ability to develop a critical perspective regarding whatever can be considered visual. This skill can't be considered a professional knowledge in itself in the field of Visual Communication, but nevertheless it's an indispensable tool to strengthen, to deepen and to expand this knowledge

• The first part of the course will be organized in close connection with the starting stage of the project. As we planned I will interact actively with my colleagues. I will do some short lectures in connection to the other activities, and to the topic of the project. The lecture is finalized to get to essential theoretical aspects not in abstract but through concrete visual examples taken from different fields. In the following phase– from the definition of the single projects to the final stage – the lectures will be a place to discuss, to deepen, to verify the works in progress done by the students.

Educational objectives module 3 – Theories and Languages of Visual Communication:
• The acquisition of the essential basic knowledge to be able to carry out a project in the field of visual communication
• the acquisition of the basic knowledge so as to be able to look critically at their own work and to deal with the complexities of contemporary society
• the acquisition of the basic knowledge concerning the theoretical subjects of Theories and languages of Visual Communication
• the acquisition of the basic knowledge concerning the culture of design in all its aspects

<table>
<thead>
<tr>
<th>Module 1</th>
<th>Visual Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturer</td>
<td>Thomas Mayfried</td>
</tr>
<tr>
<td></td>
<td>office C1.06.a, e-mail <a href="mailto:thomas.mayfried@unibz.it">thomas.mayfried@unibz.it</a>, tel. +39 0471 015---, webpage</td>
</tr>
<tr>
<td>Scientific sector of the lecturer</td>
<td>ICAR/13</td>
</tr>
<tr>
<td>----------------------------------</td>
<td>---------</td>
</tr>
<tr>
<td>Teaching language</td>
<td>German</td>
</tr>
<tr>
<td>Office hours</td>
<td>Please see webpage: <a href="http://www.unibz.it/en/design">http://www.unibz.it/en/design</a></td>
</tr>
<tr>
<td>Teaching assistant (if any)</td>
<td>-</td>
</tr>
<tr>
<td>Office hours</td>
<td>-</td>
</tr>
<tr>
<td>List of topics covered</td>
<td>Typography, graphic design, photography, motion graphics, webdesign, product design, exhibition design.</td>
</tr>
<tr>
<td>Teaching format</td>
<td>Frontal lectures, exercises, labs, projects, workshops</td>
</tr>
</tbody>
</table>

### Module 2  
**Interactive & Motion Graphics**

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Francesco Paolo Paternoster</th>
</tr>
</thead>
<tbody>
<tr>
<td>office</td>
<td>C1.06.a, e-mail <a href="mailto:FrancescoPaolo.Paternoster2@unibz.it">FrancescoPaolo.Paternoster2@unibz.it</a>, tel. +39 0471 01319, webpage <a href="https://next.unibz.it/it/faculties/design-art/academic-staff/person/36396-francesco-paolo-paternoster">https://next.unibz.it/it/faculties/design-art/academic-staff/person/36396-francesco-paolo-paternoster</a></td>
</tr>
<tr>
<td>Scientific sector of the lecturer</td>
<td>INF/01</td>
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<tr>
<td>Teaching language</td>
<td>Italian</td>
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<tr>
<td>Office hours</td>
<td>Mon – Wed 18:00 – 19:00 by appointment</td>
</tr>
<tr>
<td>Teaching assistant (if any)</td>
<td>-</td>
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<tr>
<td>Office hours</td>
<td>-</td>
</tr>
<tr>
<td>List of topics covered</td>
<td>Elements of generative design, Interaction, Video, storytelling</td>
</tr>
<tr>
<td>Teaching format</td>
<td>Frontal lectures, presentations, exercises. Workshops will be organised to introduce to the knowledge of software or code</td>
</tr>
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</table>

### Module 3  
**Theories and Languages of Visual Communication**

<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Emanuela De Cecco</th>
</tr>
</thead>
<tbody>
<tr>
<td>office</td>
<td>F3.02, e-mail <a href="mailto:emanuela.dececco@unibz.it">emanuela.dececco@unibz.it</a>, tel. +39 0471 015222, webpage <a href="https://next.unibz.it/it/faculties/design-art/academic-staff/person/11539-emanuela-de-cecco">https://next.unibz.it/it/faculties/design-art/academic-staff/person/11539-emanuela-de-cecco</a></td>
</tr>
<tr>
<td>Scientific sector of the lecturer</td>
<td>L-ART/03</td>
</tr>
<tr>
<td>Teaching language</td>
<td>English</td>
</tr>
<tr>
<td>Office hours</td>
<td>On appointment. Please send an e-mail: <a href="mailto:edececco@unibz.it">edececco@unibz.it</a></td>
</tr>
<tr>
<td>Teaching assistant (if any)</td>
<td>-</td>
</tr>
<tr>
<td>Office hours</td>
<td>-</td>
</tr>
<tr>
<td>List of topics covered</td>
<td>Concepts belonging the Theories and Languages of Visual communication’s field (sign: symbol, icon, index (Peirce), denotation and connotation/contemporary mythologies (Barthes) how we look, construction of the meaning; presentation and representation, construction of identity, natural vs cultural, power relations (Hall/Foucault); performative aspects of visual communication (Austin).</td>
</tr>
</tbody>
</table>
## Teaching format

Seminar lectures; with the colleagues in a first phase activation of discussions or short exercises on the topic of the project; then activation of discussions or short exercises on the development of the students’ projects.

## Learning outcomes

**Learning outcomes for module 1 – Visual Communication:**

- to have the ability to design, develop and implement a project in the field of visual communication
- design, develop and implement a project in the field of visual communication
- know how to analyze, design and develop packaging projects from a product design and graphical perspective
- know how to analyze, design and develop multimedia visual communication projects (web, video, motion graphics)
- know how to analyze, design and develop information design projects
- knowledge of the technical and scientific aspects of the design of corporate identity
- knowledge of the technical and scientific aspects of editorial design
- Knowledge of the technical and scientific aspects of the design of exhibition graphics
- knowledge of the technical and scientific aspects of web design
- knowledge of the technical and scientific aspects of design video and motion graphics projects
- knowledge of the technical and scientific aspects of information design
- know how to carry out packaging projects and graphical perspective
- know how to develop and carry out the technical aspects of visual communication and graphic design which are both traditional (analogical) and multimedia (typography, lettering, layout, illustration techniques, information design, photography, imaging and photo retouching, video motion graphics, basic programming languages for graphics – HTML, CSS, JavaScript, processing)
- present at a professional level of their own project realized in the field of visual communication in the form of installation, both oral and written
- communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical, scientific point of view
- know how to collaborate within a design team
Learning outcomes for module 2 – Interactive and Motion Graphics:

- to have the ability to finalize the implementation of a project undertaken in the field of visual communication with the basic knowledge acquired in the technical and scientific subjects
- know how to analyze, design and develop packaging projects and graphical perspective
- know how to analyze, design and develop multimedia visual communication projects (web, video, motion graphics)
- know how to analyze, design and develop information design projects
- Knowledge of the technical and scientific aspects of the design of graphical interfaces, UI-Design (user-interface Design)
- Knowledge of the technical and scientific aspects of web design
- Knowledge of the technical and scientific aspects of design video and motion graphics
- Knowledge of the technical and scientific aspects of information design
- Know how to develop and carry out the technical aspects of visual communication and graphic design which are both traditional (analogical) and multimedia (typography, lettering, layout, illustration techniques, information design, photography, imaging and photo retouching, video motion graphics, basic programming languages for graphics – HTML, CSS, processing)
- communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical point of view
- Learn how to search for suitable sources for the creation of a coherent design concept
- Learn to work in groups and divide the tasks effectively, depending on the capabilities of each student
- Learn how to present project in a professional way
- Problem solving

Learning outcomes for module 3 – Theories and Languages of Visual Communication:

- To have the ability to finalize the implementation of a project undertaken in the field of visual communication with the basic knowledge acquired
in the field of theories and Languages of Visual Communication

- to have the ability to grasp the main phenomena that characterize today’s society and to know how to look at these critically, also from a social and ethical perspective, and to develop appropriate solutions in terms of the proposal / response of the project
- knowledge of the historical and theoretical foundations of Visual Communication
- knowledge of the basic sociological, semiotic and anthropological aspects
- know how to analyze (critically), define and contextualize their projects
- know how to apply methods of empirical research in the socio-cultural sciences
- know how to present critical and planning analysis orally
- know how to present written critical and planning analysis
- know how to apply the research methods and results in the project to the various areas of the project itself
- develop a good independent judgment, both in the critical evaluation of their work and in the ability to use the appropriate interpretive tools with respect to the contexts where they are going to apply their own design practice and / or to continue their studies, assessing also the social and ethical aspects
- communicate at a professional level and argue the reasons for their choices and justify them from a theoretical point of view

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Assessment details for module 1 – Visual Communication:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Submission, presentation and discussion of a final project. Students must conceive, develop and produce a visual communication project. There will be final individual presentations where the students will discuss their projects, explain their conceptual approaches and prove that they have developed critical reflection on the topic and references proposed during the semester.</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Assessment details for module 2 – Interactive and Motion Graphics:</th>
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</thead>
<tbody>
<tr>
<td>Each team of students will present and discuss their project</td>
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<table>
<thead>
<tr>
<th>Assessment</th>
<th>Assessment details for module 3 – Theories and</th>
</tr>
</thead>
</table>
Languages of Visual Communication:

- A short text written (c.a. 2000-max 3000 characters, space included) in a clear and appropriate language has to be done individually, for each exercise and for the final project.
- With this text the students have to retrace backwards the complete development of the process: from the starting idea to the definition of the subject, to the final version of the project, doubts and difficulties included.
- It’s an exercise of self-evaluation to develop the consciousness of the process activated in its entirety: explaining motivations, making clears the reasons for each specific decision, considering the cultural and visual cultural references.
- The texts have to be delivered to the lecturer soon after the end of the single exercise, and at least one day before the exam.

Assessment language
The same as the teaching language

Evaluation criteria and criteria for awarding marks

Evaluation criteria and criteria for awarding marks for module 1 – Visual Communication:

- conclusiveness of the design concept
- conclusiveness of the formal aspects of the design work
- quality of the technical execution
- clarity of the presentation

Evaluation criteria and criteria for awarding marks for module 2 – Interactive and Motion Graphics:

For the own work:

- originality
- appropriateness
- formal aesthetic quality
- technical quality

For the presentation:

- clarity
- convincingness
- For the process during the whole semester
- individual development
- active participation and quality of contributions
- correct use of the tools and new competences

Evaluation criteria and criteria for awarding marks for module 3 – Theories and Languages of Visual Communication:

The mark for this exam is only one, consequently the evaluations concerning each module doesn’t lead to an autonomous mark but have to be
connected and integrated in the whole evaluation of the three modules. Therefore, the specific evaluations related to the *Theories and Languages of Visual Communication* module are influenced and influence the whole evaluation of the results of the project and of the planning path done by the students.

Regarding specifically Theories and Languages of Visual Communication I will consider:

- The ability of in-depth analysis emerging from the texts in its entirety.
- The use of references connected to the theories and languages of visual communications’ field indicated in the bibliography of the course and not only.
- The clarity of the language through which this analysis is done in the written text and orally (in the final presentation).

### Required readings

#### Module 1 – Visual Communication:

- (engl. Only)

#### Module 2 – Interactive and Motion Graphics:

- Casey Reas; Ben Fry. Processing: a programming handbook for visual designers and artists. The MIT Press
- John Maeda. Le leggi della semplicità, Mondadori

Manual:

- Processing: a programming handbook for visual designers and artists. (PDF version) http://www.hrenatroh.net/curso/processing/proces
Further readings related to the topic of the project will be communicated during the course.

**Module 3 – Theories and Languages of Visual Communication:**


M. Joly, *Introduzione all’analisi dell’immagine*, Lindau, Torino, 1999. (more details will be given during the course)

All these texts are available in the reserve collection: http://aws.unibz.it/rc/index.asp

Further readings related to the topic of the project will be communicated during the course.

**Supplementary readings**

**Module 1 – Visual Communication:**
Further readings related to the topic of the project will be communicated during the course.

**Module 2 – Interactive and Motion Graphics:**
Further readings related to the topic of the project will be communicated during the course.

**Module 3 – Theories and Languages of Visual Communication:**
Further readings related to the topic of the project will be communicated during the course.
Syllabus
Beschreibung der Lehrveranstaltung

<table>
<thead>
<tr>
<th>Titel der Lehrveranstaltung</th>
<th>Outline!</th>
</tr>
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<tbody>
<tr>
<td>Code der Lehrveranstaltung</td>
<td>97105</td>
</tr>
<tr>
<td>Wissenschaftlich-</td>
<td>Modul 1: ICAR/13 Industrielle Formgebung</td>
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<tr>
<td>disziplinärer Bereich der</td>
<td>Modul 2: INF/01 Informatik</td>
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<tr>
<td>Lehrveranstaltung</td>
<td>Modul 3: M-FIL/05 Sprachphilosophie und Sprachtheorien</td>
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<td>Bachelor in Design und Künste (L-4)</td>
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<td>Semester</td>
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</tr>
<tr>
<td>Studienjahr</td>
<td>1., 2. oder 3.</td>
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<td>Kreditpunkte</td>
<td>22</td>
</tr>
<tr>
<td>Modular</td>
<td>Ja</td>
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</tbody>
</table>

| Gesamtanzahl der            | 180 (Modul 1: 90, Modul 2: 60, Modul 3: 30) |
| Vorlesungsstunden           | |
| Gesamtanzahl der Stunden    | 370 (Modul 1: ca. 210, Modul 2: ca. 65, Modul 3: ca. 95) |
| für das Eigenstudium und    | |
| andere individuelle         | |
| Bildungstätigkeiten         | |
| Anwesenheit                 | nicht verpflichtend, aber empfohlen |
| Voraussetzungen             | Für ab dem ak. Jahr 2012/13 immatrikulierte Studierende: die WUP-Kurse (Projekt + Darstellende Geometrie + Darstellungsmethoden und –techniken) |
| Link zur Lehrveranstaltung  | - |

Kursbeschreibung und spezifische Bildungsziele:
Modul 1 – Visuelle Kommunikation

Die Lehrveranstaltung zählt zum Bildungsbereich der kennzeichnenden Fächer (Modul 1 und 2) sowie der Grundfächer (Modul 3) und ist Teil des Studienzweigs Design.

**KURSBESCHREIBUNG**

*Kursbeschreibung Modul 1 – Visuelle Kommunikation:*


Diesen Effekt auf den Bereich der visuellen Kommunikation zu übertragen, ist die Aufforderung dieses Projektes.
«Outline» ergibt sich aus der Kontur eines bestehenden Etwas (z.B. ein Objekt, eine Fläche), das verloren, herausgeschnitten oder verborgen worden ist. Das Thema spielt mit dem menschlichen Erinnerungsvermögen, es zitiert das nicht sichtbare Objekt und lässt in dem Moment den Betrachter darüber reflektieren.


Die Ergebnisse des Projektes werden am Semesterende in einer Präsentation vorgestellt.

**Bildungsziele Modul 1 – Visuelle Kommunikation:**

- Erwerb einer Projektmethodologie im Bereich der Visuellen Kommunikation
- Erwerb von Grundkenntnissen zur Realisierung eines Projekts im Bereich der visuellen Kommunikation
- Entwicklung einer individuellen und eigenständigen Arbeitsweise in den Projekten
- Erwerb einer Projektmethodologie im Bereich der Visuellen Kommunikation, von der Ideenfindung bis zur Realisierung des Projekts
- Erwerb des Fachwissens und Fertigkeiten für das:
  - Typografie / Schriftgestaltung
  - Corporate Design
  - Editorial Design
  - Ausstellungsdesign / Ausstellungsgrafik
  - Verpackungsdesign
<table>
<thead>
<tr>
<th>Modul 1</th>
<th>Visuelle Kommunikation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dozent</td>
<td>Thomas Mayfried</td>
</tr>
<tr>
<td></td>
<td>office C1.06.a, e-mail <a href="mailto:thomas.mayfried@unibz.it">thomas.mayfried@unibz.it</a>, tel. +39 0471 015---, webpage <a href="http://www.unibz.it/en/design">http://www.unibz.it/en/design</a></td>
</tr>
<tr>
<td>Wissenschaftlich disziplinärer Bereich des Dozenten</td>
<td>ICAR/13</td>
</tr>
<tr>
<td>Unterrichtssprache</td>
<td>Deutsch</td>
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<td>Sprechzeiten</td>
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<tr>
<td>Wissenschaftlicher Mitarbeiter (wenn vorgesehen)</td>
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</tr>
<tr>
<td>Sprechzeiten</td>
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</tr>
<tr>
<td>Unterrichtsform</td>
<td>Vorlesungen, praktische Übungen, Projektarbeit, Workshops</td>
</tr>
</tbody>
</table>

| Modul 2 | -> siehe Syllabus in englischer und italienischer Sprache |

| Modul 3 | -> siehe Syllabus in englische Sprache |

<table>
<thead>
<tr>
<th>Erwartete Lernergebnisse</th>
<th>Erwartete Lernergebnisse für Modul 1 – Visuelle Kommunikation:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• In der Lage zu sein, ein Projekt im Bereich der Visuellen Kommunikation zu konzipieren, zu entwickeln und auszuführen</td>
</tr>
<tr>
<td></td>
<td>• Konzeption, Entwicklung und Realisierung eines Projekts im Bereich der Visuellen Kommunikation</td>
</tr>
<tr>
<td></td>
<td>• In der Lage zu sein, Verpackungsprojekte (Produkt und Grafik) analysieren, konzipieren und entwickeln zu können</td>
</tr>
</tbody>
</table>
- In der Lage zu sein, Projekte im Bereich der multimediaalen Visuellen Kommunikation analysieren, konzipieren und entwickeln zu können (Web, Video, Motion Graphics)
- In der Lage zu sein im Bereich des Information-Designs analysieren, konzipieren und entwickeln zu können
- Kenntnisse der technischen-wissenschaftlichen Aspekte des Designs im Corporate Design
- Kenntnisse der technischen-wissenschaftlichen Aspekte des Editorial Designs
- Kenntnisse der technischen-wissenschaftlichen Aspekte des Ausstellungsdesigns / Ausstellungsgrafik
- Kenntnisse der technischen-wissenschaftlichen Aspekte des Designs für die graphisch-strukturelle Planung von Web-Seiten
- Kenntnisse der technischen-wissenschaftlichen Aspekte des Designs für die Planung von Video und von Motion Graphics
- Kenntnisse der technischen-wissenschaftlichen Aspekte des Informationsdesigns
- Verpackungsprojekte bezogen auf ihre Produkte und ihre graphische Aufmachung realisieren zu können
- Technische Aspekte in den traditionellen (analog) und multimediaalen Formen der Visuellen Kommunikation und der Grafik (Satz und Druck, Lettering, Layout, Illustrationstechniken, Information-Design, Fotografie, Bearbeitung und Retusche von Bildern und Fotos, Video, Motion Graphics, Grundlagen der Programmiersprachen für die Grafik (HTML, CSS, JavaScript, Processing) entwickeln und realisieren zu können
- In professioneller Weise ein eigenes Projekt im Bereich der Visuellen Kommunikation und/oder der Visuellen Künste in Form einer räumlichen Installation, sowie mündlich und schriftlich vorstellen zu können
- In professioneller Weise die Gründe der eigenen Entscheidungen kommunizieren und argumentieren und sie unter formellen, technischem, wissenschaftlichem Gesichtspunkt begründen zu können
- In der Lage zu sein, mit anderen in einem Design-Team zusammenzuarbeiten.

<table>
<thead>
<tr>
<th>Art der Prüfung</th>
<th>Art der Prüfung – Modul 1 – Visuelle Kommunikation:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tbody>
</table>

15/21

<table>
<thead>
<tr>
<th>Prüfungssprache</th>
<th>entspricht der Unterrichtssprache</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bewertungskriterien und Kriterien für die Notenermittlung</td>
<td></td>
</tr>
</tbody>
</table>

**Bewertungskriterien und Kriterien für die Notenermittlung für Modul 1 - Visuelle Kommunikation:**

- Schlüssigkeit des Design-Konzepts
- Schlüssigkeit der formalen Aspekte des Entwurfs
- Qualität der technischen Ausführung
- **Klarheit der Präsentation**

<table>
<thead>
<tr>
<th>Pflichtliteratur</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Modul 1 - Visuelle Kommunikation:</strong></td>
</tr>
</tbody>
</table>

- *(engl. only)*

<table>
<thead>
<tr>
<th>Weiterführende Literatur</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Modul 1 - Visuelle Kommunikation:</strong></td>
</tr>
</tbody>
</table>

Weitere Literatur zum Thema wird während des Semesters angegeben.
**Syllabus**

**Descrizione del corso**

<table>
<thead>
<tr>
<th>Titolo del corso</th>
<th>PROGETTO CV – B1 Outline!</th>
</tr>
</thead>
<tbody>
<tr>
<td>Codice del corso</td>
<td>97105</td>
</tr>
</tbody>
</table>
| Settore scientifico disciplinare del corso | Modulo 1: ICAR/13 disegno industriale  
Modulo 2: INF/01 informatica  
Modulo 3: M-FIL/05 filosofia e teoria dei linguaggi |
| Corso di studio | Bachelor in Design and Art (L-4) |
| Semestre | I |
| Anno del corso | I, II o III |
| Crediti formativi | 22 |
| Modulare | Sì |

| Numero totale di ore di lezione | 180 (Modulo 1: 90, Modulo 2: 60, Modulo 3: 30) |
| Monte ore totale di studio individuale o di altre attività didattiche individuali inerenti | 370 (Modulo 1: circa 210, Modulo 2: circa 65, Module 3: circa 95) |
| Corsi propedeutici | Per studenti immatricolati a partire dall’a.a. 2012/13: avere superato i corsi wup (progetto + geometria descrittiva + metodi e tecniche di rappresentazione) |
| Frequenza | non obbligatoria ma raccomandata |
| Sito web del corso | - |

**Descrizione progetto ed obiettivi formativi specifici: modulo 2 – interactive & motion graphics**

Il corso si inserisce nell’area di apprendimento dei corsi “caratterizzante” (modulo 1 e 2) e “di base” (modulo 3) del curriculum in design.

**DESCRIZIONE DEL PROGETTO**

*Descrizione del corso modulo 2 – interactive & motion graphics:*

La forza di gravità, la forza cinetica, la forza centrifuga, sono strumenti che possono essere utilizzati per la creazione di artefatti visivi.

Gli studenti indagheranno gli infiniti modi di fare interagire oggetti analogici, digitali e forze della natura, per produrre artefatti visivi e interattivi che hanno come tema “La linea”.

Gli studenti potranno lavorare in team, affronteranno una fase di analisi di casi studio, ricerca del concept e test funzionali alla creazione dell’artefatto.

In modo più specifico, si potranno creare macchine, strutture, video, poster, installazioni, sculture interattive, motion, tutto incentrato sulla riproduzione digitale o
logica della linea. Ogni team di studenti dovrà documentare il funzionamento del suo artefatto attraverso un video.

Il corso consisterà in lezioni frontali, esercizi pratici e workshop per la conoscenza di alcuni software o linguaggi di programmazione.

L'obiettivo di questo modulo è stimolare gli studenti nella ricerca di nuovi approcci alla Comunicazione Visiva, attraverso l’interazione e l’uso di media differenti (analogici e digitali).

**Obiettivi formativi modulo 2 – interactive & motion graphics:**

- acquisire le conoscenze di base necessarie alla realizzazione di un progetto nel campo del design della comunicazione visiva
- acquisire le conoscenze di relative alle discipline di carattere tecnico, scientifico
- acquisire la conoscenza e comprensione dei:
  - processi del design per l’interazione uomo-oggetto
  - sapere analizzare, ideare e sviluppare progetti nell’ambito della comunicazione visiva multimediale e tradizionale
  - elementi di design generativo
  - processi del design per la progettazione video e di motion graphics
  - processi dell’information design
  - realizzare gli aspetti tecnici nell’ambito della comunicazione visiva e della grafica sia tradizionale (analogica) che multimediale (tipografia, lettering, layout, tecniche di illustrazione, fotografia, trattamento di immagini e foto ritocco, video, motion graphics)
  - comunicare e argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista formale, tecnico, scientifico e teorico
- acquisizione delle conoscenze di base relative alla cultura di progetto in tutte le sue componenti

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**Modulo 1**

-&gt; vedi versione inglese e tedesca

**Modulo 2**

*Interactive & motion graphic*

**Docente**

Francesco Paolo Paternoster
office C1.06.a, e-mail
[FrancescoPaolo.Paternoster2@unibz.it](mailto:FrancescoPaolo.Paternoster2@unibz.it), tel. +39 0471 01319, webpage [https://next.unibz.it/it/faculties/design-](https://next.unibz.it/it/faculties/design-).
<table>
<thead>
<tr>
<th>Settore scientifico disciplinare del docente</th>
<th>INF/01</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lingua ufficiale del corso</td>
<td>Italiano</td>
</tr>
<tr>
<td>Orario di ricevimento</td>
<td>Lun - Merc. 18:00-19:00 su appuntamento</td>
</tr>
<tr>
<td>Collaboratore didattico (se previsto)</td>
<td>-</td>
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</tbody>
</table>

**Lista degli argomenti trattati:**
- Elementi di design generativo,
- Interaction,
- Video,
- storytelling

**Attività didattiche previste:**
Il corso prevede lezioni frontali, esercizi pratici e workshop per la conoscenza di software o linguaggi di programmazione.

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**Modulo 3**
-> vedi versione inglese

<table>
<thead>
<tr>
<th>Risultati di apprendimento attesi</th>
<th>Risultati di apprendimento attesi relativi al modulo 2 – interactive &amp; motion graphics:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• essere in grado di finalizzare alla realizzazione di un progetto compiuto nel campo del design della comunicazione visiva le conoscenze di base acquisite in campo tecnico e scientifico dell’Interaction Design</td>
</tr>
<tr>
<td></td>
<td>• sapere analizzare, ideare e sviluppare progetti d’imballaggio e di grafica</td>
</tr>
<tr>
<td></td>
<td>• sapere analizzare, ideare e sviluppare progetti nell’ambito della comunicazione visiva multimediale (web, video, motion graphics)</td>
</tr>
<tr>
<td></td>
<td>• sapere analizzare, ideare e sviluppare progetti nell’ambito dell’information design</td>
</tr>
<tr>
<td></td>
<td>• conoscenza degli aspetti tecnico-scientifici del design per le interfacce grafiche, UI-Design (user-interface design)</td>
</tr>
<tr>
<td></td>
<td>• conoscenza degli aspetti tecnico-scientifici del design per la progettazione grafico-strutturale</td>
</tr>
<tr>
<td></td>
<td>• conoscenza degli aspetti tecnico-scientifici del design per la progettazione video e di motion graphics</td>
</tr>
<tr>
<td></td>
<td>• conoscenza degli aspetti tecnico-scientifici dell’information design</td>
</tr>
<tr>
<td></td>
<td>• sapere sviluppare e realizzare gli aspetti tecnici nell’ambito della comunicazione visiva e della grafica sia tradizionale (analogica) che multimediale (tipografia, lettering, layout, tecniche di illustrazione, information design, fotografia, trattamento di immagini e foto ritocco, video,</td>
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</tbody>
</table>
motion graphics, basi di linguaggio di programmazione per la grafica – HTML, CSS, processing)

- comunicare e argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista formale, tecnico
- Saper ricercare le fonti adatte per la creazione di un design concept coerente
- Imparare a lavorare in gruppo e dividersi i compiti in modo efficace, a seconda delle capacità dei componenti del gruppo stesso
- Imparare a presentare il proprio progetto in modo professionale
- Risolvere in modo autonomo i problemi

<table>
<thead>
<tr>
<th>Metodo d’esame</th>
<th>Metodo d’esame relativo al modulo 2 – interactive &amp; motion graphics: Ogni team di studenti dovrà presentare e discutere il proprio progetto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lingua dell’esame</td>
<td>corrisponde alla lingua d’insegnamento</td>
</tr>
</tbody>
</table>
| Criteri di misurazione e criteri di attribuzione del voto | Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 2 – interactive & motion graphics: per il proprio lavoro:

  - originalità
  - appropriatezza
  - qualità della forma estetica
  - qualità tecniche per la presentazione
  - chiarezza
  - capacità di convincimento

per il processo durante l’intero semestre:

  - qualità della dinamicità del team e del ruolo individuale
  - sviluppo individuale
  - partecipazione attiva e qualità dei propri contributi
  - corretto uso degli strumenti e delle nuove competenze |

<table>
<thead>
<tr>
<th>Bibliografia fondamentale</th>
<th>Modulo 2 – interactive &amp; motion graphics:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Casey Reas; Ben Fry. <em>Processing: a programming handbook for visual designers and artists</em>. The MIT Press</td>
</tr>
<tr>
<td></td>
<td>John Maeda. <em>Le leggi della semplicità</em>, Mondadori</td>
</tr>
</tbody>
</table>
### Manual:
- *Processing: a programming handbook for visual designers and artists.* (PDF version)
  [http://www.hrenatoh.net/courso/processing/processing_benfry.pdf](http://www.hrenatoh.net/courso/processing/processing_benfry.pdf)

### Web sites/tutorials:
- Daniel Shiffman: [http://shiffman.net/](http://shiffman.net/)
- [http://formandcode.com/](http://formandcode.com/)
- [http://www.creativeapplications.net/](http://www.creativeapplications.net/)

### Bibliografia consigliata

**Modulo 2 – interactive & motion graphics:**
Le letture saranno comunicate e assegnate in classe durante il corso