

-> [*Syllabus in deutscher Sprache*](#)

-> [*Syllabus in lingua italiana*](#)

Syllabus

Course description

Course title	Project VC – B1 Lets Get Real!
Course code	97005
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	II
Year	1st, 2nd or 3rd
Credits	22
Modular	Yes

Teaching language	Module 1: German Module 2: Italian Module 3: English
Total lecturing hours	180 (Module 1: 90, Module 2: 60, Module 3: 30)
Total hours of self-study and / or other individual educational activities	370 (Module 1: about 210, Module 2: about 65, Module 3: about 95)
Attendance	not compulsory but recommended
Prerequisites	<i>For students enrolled from 2012/13 onwards:</i> passed WUP courses (warm up project + descriptive geometry + methods and techniques of representation); <i>for students enrolled from 2016/17 onwards:</i> passed WUP project;
Course page	-

Project description and specific educational objectives	<p>The course belongs to the class “caratterizzante” (module 1 and module 2) and “di base” (module 3) in the curriculum in Design.</p> <p>PROJECT DESCRIPTION <i>Course description module 1 – Visual Communication:</i> The project «Lets Get Real!» will explore the design field of communication design. The project is based on an series interdisciplinary workshops with cultural companies and touristic institutions of South Tyrol. The students will therefore apply their knowledge to real-life projects. The projects will be realised and presented to the public by the end of the semester. The Project will furthermore cover topic such as information design, visual identity, story telling, visual vocabulary and photography.</p>
--	--

	<p><i>Educational objectives module 1 – Visual Communication:</i></p> <ul style="list-style-type: none"> • the acquisition of a design methodology in the field of visual communication • the development of an independent and rigorous study pathway • the acquisition of the essential basic knowledge to be able to carry out a project in the field of visual communication • 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 corporate image and corporate design • the acquisition of the knowledge and understanding of design processes for advertising • the acquisition of the basic knowledge concerning the culture of design in all its aspects • the acquisition of the basic knowledge concerning the culture of design in all its aspects <p><i>Course description module 2 – Interactive and Motion Graphics:</i></p> <p>The student will create videos illustrating and documenting the work of the main project modules. The student will work primarily with After Effects and Premiere to cut, edit and animate elements in the scene. During the course we will analyze several case studies of video storytelling. We will analyze the different phases needed to tell a story through a 30 sec video: from concept, to writing, from the storyboard to digital production.</p> <p>The lectures will be dedicated to showing the use of the software through frontal lectures, tutorials and exercises.</p> <p><i>Educational objectives module 2 – Interactive and Motion Graphics:</i></p> <ul style="list-style-type: none"> • 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 (After Effects, Premiere, Illustrator, storytelling techniques) • the acquisition of the knowledge and understanding of:
--	---

	<ul style="list-style-type: none"> ✓ Design processes for graphical interfaces, UI-Design ✓ Design processes for video and motion graphics ✓ Process of information design ✓ Storytelling <ul style="list-style-type: none"> • the acquisition of the basic knowledge concerning the culture of design in all its aspects <p><i>Course description module 3 – Theories and Languages of Visual Communication:</i></p> <ul style="list-style-type: none"> • 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 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 are 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. <p><i>Educational objectives module 3 – Theories and Languages of Visual Communication:</i></p> <ul style="list-style-type: none"> • 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
--	---

Module 1	Visual Communication
-----------------	-----------------------------

Lecturer	Antonino Benincasa office F3.01.a, e-mail Antonino.Benincasa@unibz.it , tel. +39 0471 015196, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/879-antonino-benincasa
Scientific sector of the lecturer	ICAR/13
Teaching language	German
Office hours	
Teaching assistant (if any)	-
Office hours	-
List of topics covered	<ul style="list-style-type: none"> - methods and techniques of information design, with a focus on information visualization and visual story telling - practical introductions into infographics and data visualization, typography, illustration, branding
Teaching format	Frontal lectures, workshops, reviews and exercises

Module 2	Interactive & Motion Graphics
Lecturer	Francesco Paolo Paternoster office F3.01.b, e-mail FrancescoPaolo.Paternoster2@unibz.it , tel. +39 0471 01319, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/36396-francesco-paolo-paternoster
Scientific sector of the lecturer	INF/01
Teaching language	Italian
Office hours	During the project days 18:00 – 19:00 by appointment
Teaching assistant (if any)	-
Office hours	-
List of topics covered	After Effects, Premiere, methods of storytelling
Teaching format	Project-oriented teaching, lectures, presentations by the students, exercises

Module 3	Theories and Languages of Visual Communication
Lecturer	Emanuela De Cecco office F3.02, e-mail emanuela.dececco@unibz.it , tel. +39 0471 015222, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/11539-emanuela-de-cecco
Scientific sector of the lecturer	-
Teaching language	English
Office hours	Available. In atelier and on appointment. Please send an e-mail: edececco@unibz.it
Teaching assistant (if any)	-
Office hours	-
List of topics covered	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 related to the students' projects.
Teaching format	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).
Learning outcomes	<p><i>Learning outcomes for Module 1 – Visual Communication:</i></p> <ul style="list-style-type: none"> • 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 projects in visual communication with traditional (analogical) graphics • knowledge of the technical and scientific aspects of the design of corporate identity • knowledge of the technical and scientific aspects of graphic design for advertising • present at a professional level their own project realized in the field of visual communication in the form of an installation, both oral and written • communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical point of view <p><i>Learning outcomes for module 2 – Interactive and Motion Graphics:</i></p> <ul style="list-style-type: none"> • 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 (After Effects, Premiere, methods of storytelling) • 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 design video and motion graphics

	<ul style="list-style-type: none"> • 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, JavaScript, processing) • communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical point of view <p><i>Learning outcomes for module 3 – Theories and Languages of Visual Communication:</i></p> <ul style="list-style-type: none"> • 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
Assessment	<p><i>Assessment details for module 1 – Visual Communication:</i></p> <p>Public presentation of all the projects modules realized during the course. Only projects that have been uploaded to the semester website will be evaluated.</p> <p><i>Assessment details for module 2 – Interactive and Motion Graphics:</i></p> <ul style="list-style-type: none"> • Quality of the video produced • technical qualities for the presentation • clarity • individual development • active participation and quality of its contributions • proper use of tools and new skills <p><i>Assessment details for module 3 – Theories and Languages of Visual Communication:</i></p> <ul style="list-style-type: none"> • A short text written (c.a. 2000 characters, space included) in a clear and appropriate language has to be done individually, for each 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 each project, doubts and difficulties included. • It's an exercise of self evaluation to develop the consciousness of the process activated in it's entirety: explaining motivations, making clear the reasons for each specific decision, considering the cultural and visual cultural references. • The texts has to be delivered to the lecturer soon after the end of each the single project, and at least one day before the exam.
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	<i>The evaluation of the single modules does not result in three separate marks, but will add up to the overall project evaluation. There is only one final overall mark for the project which is agreed by the three professors, who evaluate the project according to the following criteria:</i>

	<p><i>Evaluation criteria and criteria for awarding marks for module 1 – Visual Communication:</i></p> <p>Evaluation criteria for the presentation:</p> <ul style="list-style-type: none"> - conclusiveness of the conceptual design - conclusiveness of the formal aspects of the design work - quality of the technical execution and clarity of the presentation <p><u>Evaluation criteria of the colloquium:</u> Following the presentation, the lectures will ask questions in relation to the issue of the project. This colloquium will last for about 10 minutes. The questions will mainly concern the theoretical and creative aspects of design work. In the colloquium, students will principally be asked to present the conceptual conclusiveness of their design work.</p> <p><u>Evaluation criteria of the abstracts:</u></p> <ul style="list-style-type: none"> - The abstracts are to be delivered in the following teaching languages: German, Italian, English. - All abstracts must be uploaded to the semester website. Not or incomplete uploaded abstracts will penalize the final mark of the exam. - The abstracts must be layouted in an Adobe InDesign template that the lecturer will hand out at the end the course. <p><u>Evaluation criteria of the written exam:</u></p> <ul style="list-style-type: none"> - The score of correct answers. <p><i>Evaluation criteria and criteria for awarding marks for module 2 – Interactive and Motion Graphics:</i></p> <p>For the own work:</p> <ul style="list-style-type: none"> • originality • appropriateness • formal aesthetic quality • technical quality <p>For the presentation:</p> <ul style="list-style-type: none"> • clarity • convincingness <p>For the process during the whole semester</p> <ul style="list-style-type: none"> • individual development • active participation and quality of contributions • correct use of the tools and new competences
--	---

	<p><i>Evaluation criteria and criteria for awarding marks for module 3 – Theories and Languages of Visual Communication:</i></p> <p>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.</p> <p>Therefore the specific evaluations related to the <i>Theories and Languages of Visual Communication</i> module are influenced and influence the whole evaluation of the results of the project and of the planning path done by the students.</p> <p>Regarding specifically Theories and Languages of Visual Communication I will consider:</p> <ul style="list-style-type: none"> • 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).
<p>Required readings</p>	<p><i>Module 1 – Visual Communication:</i></p> <p>-Stop stealing sheepe & find out how type works Erik Spiekermann; E. M. Ginger / Library AM 23000 S755(2) +</p> <p>Buchstaben kommen selten allein Indra Kupferschmid / Library AM 23000 K96</p> <p>Detailtypografie Friedrich Forssman, Ralf de Jong</p> <p>Kunst und Sehen eine Psychologie des schöpferischen Auges Rudolf Arnheim / Library CX 7500 A748</p> <p>Typography - when who how Friedrich Friedl / Library AM 23000 F911</p> <p><i>Module 2 – Interactive and Motion Graphics:</i></p>

	<p>After Effects tutorials:</p> <ul style="list-style-type: none"> - Video Copilot: http://www.videocopilot.net/ - Lynda.com, After Effects essential training - Digital Storytelling: Capturing Lives, Creating Community <p>Module 3 – Theories and Languages of Visual Communication:</p> <p>Stuart Hall, The Work of Representation cap 1., pp 15-73, in S. Hall (ed. by), Representation. Cultural Representations and Signifying Practices, Sage, London, 2007.</p> <p>L. Cartwright, M. Sturken Practices Of Looking: An Introduction To Visual Culture, Oxford University Press, 2001, 2009. (more details will be given during the course)</p> <p>M. Joly, Introduzione all'analisi dell'immagine, Lindau, Torino, 1999. (more details will be given during the course)</p> <p>All these texts are available in the reserve collection.</p> <p>Further readings related to the topic of the project can be communicated during the course.</p> <p>-</p>
Supplementary readings	<p>Module 1 – Visual Communication:</p> <p>-Readings will be communicated and assigned in class during the course.</p> <p>Module 2 – Interactive and Motion Graphics:</p> <p>-</p> <p>Module 3 – Theories and Languages of Visual Communication:</p> <p>Further readings related to the topic of the project can be communicated during the course.</p>

Syllabus Descrizione del corso

Titolo del corso	PROGETTO CV – B1 LET'S GET REAL!
Codice del corso	97005

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	II
Anno del corso	I, II o III
Crediti formativi	22
Modulare	Si

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, Modulo 3: circa 95)
Corsi propedeutici	<i>Per studenti immatricolati a partire dall'a.a. 2012/13: avere superato i corsi wup (progetto + geometria descrittiva + metodi e tecniche di rappresentazione); per gli studenti immatricolati a partire dall'a.a. 2016/17: aver superato il progetto wup.</i>
Frequenza	non obbligatoria ma raccomandata
Sito web del corso	-

Descrizione progetto ed obiettivi formativi specifici: modulo 2 – interactive & motion graphics	<p>Il corso si inserisce nell'area di apprendimento dei corsi "caratterizzante" (modulo 1 e 2) e "di base" (modulo 3) del curriculum in design.</p> <p>DESCRIZIONE DEL PROGETTO <i>Descrizione del corso modulo 2 – interactive & motion graphics:</i></p> <p>Durante il corso lo studente creerà degli short video che documentano il processo di ricerca e sviluppo del concept dei singoli moduli del progetto principale.</p> <p>Lo studente imparerà a scrivere la sequenza narrativa del video, progettare uno storyboard e realizzare il video attraverso l'uso di camere digitali e software come After Effects e Premiere.</p> <p>La struttura delle lezioni sarà dedicata a mostrare l'uso dei software attraverso lezioni frontali, tutorial dal vivo ed esercizi.</p> <p><i>Obiettivi formativi modulo 2 – interactive & motion graphics:</i></p> <ul style="list-style-type: none"> • acquisire le conoscenze di base necessarie alla realizzazione di un progetto nel campo del design della comunicazione visiva
--	--

	<ul style="list-style-type: none"> • acquisire le conoscenze di relative alle discipline di carattere tecnico, scientifico • acquisire la conoscenza e comprensione dei: <ul style="list-style-type: none"> ✓ processi del design per le interfacce grafiche, UI-Design (user-interface Design) ✓ processi del design per la progettazione video e di motion graphics ✓ processi dell'information design • acquisizione delle conoscenze di base relative alla cultura di progetto in tutte le sue componenti
--	--

Modulo 1	-> vedi versione inglese e tedesca
-----------------	------------------------------------

Modulo 2	<i>Interactive & motion graphic</i>
Docente	Francesco Paolo Paternoster office F3.01.b, e-mail FrancescoPaolo.Paternoster2@unibz.it , tel. +39 0471 01319, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/36396-francesco-paolo-paternoster
Settore scientifico disciplinare del docente	INF/01
Lingua ufficiale del corso	Italiano
Orario di ricevimento	Lun - Merc. 18:00-19:00 su appuntamento
Collaboratore didattico (se previsto)	-
Orario di ricevimento	-
Lista degli argomenti trattati	After Effects, Premiere, methods of storytelling
Attività didattiche previste	Lezioni frontali, presentazioni, esercizi

Modulo 3	-> vedi versione inglese
-----------------	--------------------------

Risultati di apprendimento attesi	<i>Risultati di apprendimento attesi relativi al modulo 2 – interactive & motion graphics:</i> <ul style="list-style-type: none"> • 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 (After Effects, Premiere, storytelling) • sapere analizzare, ideare e sviluppare progetti nell'ambito della comunicazione visiva multimediale (web, video, motion graphics) • sapere analizzare, ideare e sviluppare progetti nell'ambito dell'information design • conoscenza degli aspetti tecnico-scientifici del design per le interfacce grafiche, UI-Design (user-
--	--

	<p>interfacce design)</p> <ul style="list-style-type: none"> • conoscenza degli aspetti tecnico-scientifici del design per la progettazione grafico-strutturale • conoscenza degli aspetti tecnico-scientifici del design per la progettazione video e di motion graphics • conoscenza degli aspetti tecnico-scientifici dell'information design • 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, motion graphics, basi di linguaggio di programmazione per la grafica – HTML, CSS, javascript, processing) • comunicare e argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista formale, tecnico
Metodo d'esame	<p><i>Metodo d'esame relativo al modulo 2 – interactive & motion graphics:</i></p> <p>Presentazione e discussione del proprio lavoro:</p> <ul style="list-style-type: none"> • Qualità del video • Qualità della presentazione • Sviluppo individuale • partecipazione attiva e qualità dei contributi • uso proprio degli strumenti e delle nuove abilità
Lingua dell'esame	corrisponde alla lingua d'insegnamento
Criteri di misurazione e criteri di attribuzione del voto	<p><i>La valutazione dei singoli moduli non costituisce un voto a sé stante, ma è parte integrante della votazione complessiva del progetto. Il voto finale del progetto è unico ed è definito sulla base del coordinamento tra i tre docenti che valutano il progetto secondo questi criteri:</i></p> <p><i>Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 2 – interactive & motion graphics:</i></p> <p>Per il proprio lavoro:</p> <ul style="list-style-type: none"> • originalità • appropriatezza • qualità della forma estetica • qualità tecniche per la presentazione • chiarezza

	<ul style="list-style-type: none"> capacità di convincimento <p>Per il processo durante l'intero semestre:</p> <ul style="list-style-type: none"> 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
Bibliografia fondamentale	<p><i>Modulo 2 – interactive & motion graphics:</i></p> <ul style="list-style-type: none"> - Video Copilot: http://www.videocopilot.net/ - Lynda.com, After Effects essential training
Bibliografia consigliata	<p><i>Modulo 2 – interactive & motion graphics:</i></p> <ul style="list-style-type: none"> - Digital Storytelling: Capturing Lives, Creating Community