SYLLABUS

Course description

The course belongs to the class "caratterizzante" (alternativa) in the MA in Eco-Social Design (LM-12). This course is a compulsory optional subject in the area "Skills & Technologies"

Course title	**Web & Media Design** **Area: Skills & Technologies**
Course code	**96005**
Scientific sector	**ICAR/13 – Design e comunicazioni multimediali**
Degree	**Master in Eco-Social Design (LM-12)**
Semester	**II**
Year	**1st and 2nd**
Credits	**6**
Modular	**No**
Lecturer	**Matteo Moretti** office F4.06.b, e-mail MatMoretti@unibz.it, tel. +39 0471 015309, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/9836-matteo-maria-moretti
Scientific sector of the lecturer	**-**
Teaching language	**English**
Teaching assistant (if any)	-
Office hours	-
Teaching language	**English**
Total lecturing hours	**60**
Total hours of self-study and/or other individual educational activities	**about 90**
Attendance	**not compulsory but strongly recommended**
Prerequisites	**-**
Course page	**https://www.unibz.it/de/faculties/design-art/master-eco-social-**

	design

Course description

In the frame of media and web design, the course will focus on new integrated and transmedia practices that converge in the so called "visual Journalism". A hybrid discipline that merges journalism, design and social sciences, to return the complexity of social phenomena to a wider public in a more entertaining and engaging way. Through a practice based and playful approach the course will guide students in the web design and motion graphic world, providing the basic skills necessary for a further personal exploration. Indeed, the approach is based on the learn by doing model to supports the crafting and the narration of digital stories able to open a debate among the local population/community on multifaceted issues.

Educational objectives

The educational objectives need to refer to the Dublin Descriptors: please confirm or delete/adapt

Students will be able to:
- collaborate with experts and other designers to develop and implement an integrated project;
- prototype and partially implement projects;
- propose and develop projects which will contribute to local development while considering the global context, starting from a "glocal" vision, which "focuses on the global and planetary dimension and the local one at the same time" (from the Dizionario Treccani);
- integrate socio-economic aspects and sustainability requirements in project design while considering the tension, which occurs between the local and the global dimensions;
- use hardware and software tools for designing, prototyping, producing small serial products, managing and presenting projects;
- develop an individual way of thinking, leading to critical judgements and self-assessments;
- balance inspiration and systematic planning;
- balance more intuitive ways of working with more analytical ones;
- balance both emotions and functions in design and communication;
- communicate, multilingually in a convincing way, through a variety of modalities (written, oral, visual);
- talk to experts about the project;
- read experts' articles, studies and reports related to one's own project issues and integrate those analysis with one's own project design;
- build up mock-up or web platform prototypes and other interactive applications;
- use relevant software and hardware tools and systems productively;
- understand specialist literature so as to integrate it within their own research project;

Knowledge will be acquired in the following fields:
- web design and motion design in a transmedia environment;

List of topics covered
Data visualisation
Digital storytelling
Motion Graphic
Visual journalism
Visual storytelling
Web design

Teaching format
Project-work with a balanced mix of lectures, exercises, presentations and reviews

Learning outcomes
The learning outcomes need to refer to the Dublin Descriptors.

Knowledge and understanding
Students will acquire knowledge of tools through the visual journalism practice, their importance in the craft of design artifacts able to impact on the society.

Applying knowledge and understanding
Students will be able to apply acquired knowledge in the development of their own projects in web and media design.

Making judgments
Students will acquire the ability to choose the most appropriate materials and techniques to meet the goals of their projects, and to critically review other projects in web and media design.

Communication skills
Students will be able to communicate their design choices, concerning design choices and processes, using a specific terminology and with adequate technical/strategic arguments.

Learning skills
Students will learn how to approach questions of related to web and media design practices and processes. The will know how the gather the knowledge and the skills needed in a specific project, and know when to involve experts.

Assessment
Please indicate the assessment details that are foreseen by your classes during this semester

Oral and Written:
• Oral, physical presentation of the students design project: every student has to deliver a visual

journalism design project. For the ones are attending the semester project (Projects 2 – Design 2), they may integrate it in their final project, disseminating the latter through a visual journalism artifact.
- Critical discussion of the project, in particular related to the visual storytelling and web design issues
- Documentation (project presentation text, source files, data)

Assessment language: English

Evaluation criteria and criteria for awarding marks
Exemplary criteria (please adapt or reinvent):
- Originality, coherence and aesthetic qualities of the design project, in relation the to context and the aims of the project; in particular related to the web and media design process
- Effectiveness in communicating the project, and potential social impact
- Ability to work in a team, with partners and and/or experts

Required readings
https://eu.alma.exlibrisgroup.com/leganto/readinglist/lists/24001255610001241

Supplementary readings
Information Diet - Clay A. Johnson