

- > Syllabus in deutscher Sprache
- > Syllabus in lingua italiana

Syllabus

Course description

Course title	Project VC – B1 The image of the city
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)
Prerequisites	<i>For students enrolled from ac. year 2012/13 onwards:</i> passed WUP courses (warm up project + descriptive geometry + methods and techniques of representation)
Attendance	not compulsory but recommended
Course page	-

Project description and specific educational objectives	The course belongs to the class "caratterizzante" (module 1 and module 2) and "di base" (3) in the curriculum in Design. PROJECT DESCRIPTION <i>Course description module 1 – Visual Communication:</i> The project deals with the requirements of and expectations towards graphic identities for institutions, companies and, in this case, cities. What features characterize 'corporate design'? In which sense does brand development and branding differentiate from it? What are the visual criteria for the development of trademarks? How is an image style determined? A 'visual identity' design aims to express the significance and the image of an institution, thus making it recognizable in different media. This requires a graphic translation, which strives to be simple as well as adaptable. The relevance of the visual
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	outcome is determined by the amount of flexibility attained despite the required uniformity In the studio we will deal with different aspects of corporate design dealing with realistic and applicable tasks. Accompanied by thematic introductions and workshops, each participant develops a suitable idea conceptionally and visually to the presentation stage. The course is designed for acquiring professional skills and knowledge. <i>Educational objectives Module 1 – Visual Communication:</i> • 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 <i>Course description module 2 – Interactive & Motion Graphics:</i> A series of lectures and exercises with themes and topics directly related to the main subject of the project “Das Bild der Stadt”; we will research and make critical investigations, develop concepts and discover the principles and elements of graphic design for making storytelling and basic visual journalism to achieve the project results. Furthermore, the course will examine the correspondence between the importance of a graphic culture connected to contemporary graphic, covering aspects of visual storytelling, type setting, use of analogue and digital technology and old and new ways of communication.
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Educational objectives module 2 – Interactive & Motion Graphics:

the acquisition of the essential basic knowledge to be able to carry out a project in the field of visual communication

- to have the ability to finalise the implementation of a project undertaken in the field of visual communication with the basic knowledge acquired in the technical and scientific subjects
- the acquisition of the basic knowledge concerning the culture of design in all its aspects
- know how to analyse, design and develop projects in visual communication and with traditional graphics
- 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, type setting, layout, illustration techniques, information design, photography, imaging and photo retouching)

Course description module 3 – Theories and Languages of Visual Communication:

The course gives a general overview of scientific contents concerning research methods for design students in relation to the topic of the project and to the so called "narratology and storytelling".

Description: working title: "hidden stories of Bolzano"
Administrative institutions of all cities and the majority of larger municipalities communicate their image of the city / municipality in different media. Amongst the cities there is a competition for new inhabitants, tourists and companies, because all this people are able to increase and secure the income of the cities in a direct and indirect way. The more attractive a city is, the higher is the income of the administration of the city. For this reason, advertising and marketing studios use all possibilities, means of communication and different ways to communicate to present the optimum image of the city. The core business or philosophy of this marketing concepts are the keywords "identity" and "authenticity". The authentic is direct, unadulterated and unique, and the inhabitants of the cities should identify themselves with this specific and collective attributes. To identify means to accept and acknowledge. The person who identifies himself with his city participates in the life of the city and contributes to a positive development of the urban community.

	The authentic is a sum of different values and stories , which are partly evident to “read” but often hidden under or behind the everyday live of all the citizens. To find this stories and values is possible, if we observe carefully, if we observe with other means than the normal ones and if we dig out the hidden stories and histories of the city. For this reson, we will go on the search for the mysterious stories of the city of Bolzano and we will reseach the surfaces and the deeper historical, human and aesthetic layers with the aim to spread out materials that looks on the first glance like broken pieces and fragments. We will use all well tested and new methods / procedures too, which are available for design students. There are no restrictions and requirements in relation to methods and used media to give large space to the implausibility and unimaginability. The second phase of the course consists of a scientific and designerly analysis of the fragments and traces with the target to write narrations which in the thirs phase can create new identities. Whether is new identities can be adapted to the jet existing of the image of the city or if there is a chance to “write” and create a new big story of Bolzano is of course in the beginning of the course completely open. <i>Educational objectives Module 3 – Theories and Languages of Visual Communication:</i> • the acquisition of a design methodology 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 theories and languages of visual communication, artistic research and narratology • the acquisition of basic skills to write essays • the acquisition of the basic knowledge concerning the culture of design in all its aspects
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Module 1	Visual Communication
Lecturer	Christian Upmeier office F3.05.a, e-mail christian.upmeier@unibz.it, tel. +39 0471 015213, webpage http://www.unibz.it/en/design-art/people/StaffDetails.html?personid=5343&hstf=5343
Scientific sector of the lecturer	ICAR/13
Teaching language	German
Office hours	During the project days: Monday, 11:00–12:00

Teaching hours and days	Monday, 14:00–17:00; Tuesday, 9:00–12:00
Teaching assistant (if any)	-
Office hours	-
List of topics covered	Design for trademarks, corporate design, concept, advertising and typography
Teaching format	workshops, lectures, projects and reviews

Module 2	Interactive & Motion Graphics
Lecturer	Gianluca Seta office F3.05.b, e-mail gianluca.seta@unibz.it, tel. +39 0471 015195, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/34470-gianluca-seta
Scientific sector of the lecturer	INF01
Teaching language	Italian
Office hours	From Mon to Wed 10:00–18:00
Teaching hours and days	Wed 10:00–14:00.
Teaching assistant (if any)	-
Office hours	Mon - Tue 18:00 - 19:00. On appointment
List of topics covered	Design for trademarks, corporate design, concept, advertising and typography, basic Design, production techniques
Teaching format	frontal lectures, exercises, labs, projects

Module 3	Theories and Languages of Visual Communication
Lecturer	Gerhard Glüher office F5.06, e-mail gerhard.glueher@unibz.it, tel. +39 0471 015140, webpage http://www.unibz.it/en/design-art/people/StaffDetails.html?personid=889&hstf=889
Scientific sector of the lecturer	M-FIL/05
Teaching language	English
Office hours	After the classes and thursday 2.00 p.m. – 4.00 p.m.
Teaching hours and days	Tuesday 2.00 p.m. – 4.00 p.m. and on demand during presentations and group project criticism with the professors of module 1 and 2
Teaching assistant (if any)	-
Office hours	-
List of topics covered	Research methods for design and visual communication Experimental methods for media investigations Semiology and aesthetic of visual forms and messages Visual storytelling Text as a medium in visual communication
Teaching format	Frontal lectures, exercises, labs, field trips, plenary discussions

Learning outcomes	<i>Learning outcomes for Module 1 – Visual Communication:</i>
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	• 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 <i>Learning outcomes for module 2 – Interactive & Motion Graphics:</i> Knowledge and understanding The students will be able to : • know the basic techniques and the basic methods of graphic design. • recognize and understand qualities of works in the field of brand design and visual story telling • use the methods and techniques of graphic design for printing. • knows how to use the elements of visual communication like the colors, the typography, the charts, the use of the shapes, etc. • recognize and understand the visual language of graphics design <i>Learning outcomes for module 3 – Theories and Languages of Visual Communication:</i> • 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 theory and semiology 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
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	foundations of design • knowledge of the important sociological, semiotic and anthropological aspects • 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	<i>Assessment details for Module 1 – Visual Communication:</i> — Final Presentation/Colloquium: The 10-minute public presentation covers the detailed explanation and verbal illustration of the final project. Furthermore, it analyzes the task and the process of the project from start to finish, defines the aims to be communicated and gives the reasons for the concepts and the final project. — Documentation: The documentation consists of three parts, to be fulfilled with the exam. A sketchbook (physical) documenting the design process; a 12-page leporello (physical) containing research, design (images of prototypes) and strategy. Thirdly a complete documentation of texts, data and high-resolution images onto the project server of the university. — Final project/final project-prototypes: The individually prepared design of all tasks treated in the project. Generally the prototypes include: brand-icon and name, tagline/slogan, color-scheme, typography/font, visual language/imagery and applications in form of an image-poster (scale 1 : 1), stationary (scale 1 : 1), programmeflyer (scale 1 : 1), image trailer (30–120s) and a prototype of the website <i>Assessment details for module 2 – Interactive & Motion Graphics:</i> presentation and discussion of the own work: • originality

	• coherence • technical qualities for the presentation • clarity • influencing skills for the process throughout the semester: • individual development • active participation and quality of its contributions • proper use of tools and new skills <i>Assessment details for module 3 – Theories and Languages of Visual Communication:</i> Permanent presence in class is not compulsory but the class can only then successfully be completed, if students are willing to participate especially in the first four to six weeks in doing intense medial, archival and experimental field trips in the city of Bolzano. It is necessary to handle (or to learn to handle) technical media and analogous methods to documents the research processes and results and the will to transform the visual and audio research material into written forms. It is compulsory to develop a detailed map and archive of the individual design / artistic research process, to complete this process during the semester, to develop the concept of story telling and narratology in relation to the individual fields of research and to adapt this concept to the requirements of module 1. It is compulsory to write a series of stories, scientific documentation and a final new story of Bolzano, related to the individual concepts.
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> Evaluation criteria and criteria for awarding marks for Module 1 – Visual Communication: — (10 % of the final grade) Presentation/Colloquium: Clarity of the presentation and argumentation, vividness of the presentation tools, answering of questions — (20 % of the final grade) Documentation: Clarity and design quality of the documentation through text, image, illustration and/or video — (70 % of the final grade) Final project/final project-prototypes/documentation: Clarity of the analysis and concept on the basis of

	prerequisites and research; level of the design quality of the project outcomes in relation to their complexity, originality, technical execution and the semester in which the project has been realized. Evaluation criteria and criteria for awarding marks for module 2 – Interactive & 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 • quality of team dynamics and individual role in it • 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: for the part of the research: (40% of the final mark) - innovative design research methods - a professional and logical arrangement and analysis of the material outcome for the use of the media: (40% of the final mark) - professional effort of appropriate techniques - ability to use the language of the different media - ability to criticise the individual medial results - ability to use the language of the media in a correct and creative way for the presentation and results: (20% of the final mark) - technical quality, appropriate to design in a professional manner - traceability of the concepts - logical form and objectiveness of the arguments
Required readings	Module 1 – Visual Communication: https://login.unibz.it/cas/login?service=https%3A%2F%2F eu.alma.exlibrisgroup.com%2Finfra%2FcasRedirect?ctx=/I eganto Module 2 – Interactive & Motion Graphics: Robert Bringhurst, Gli elementi dello stile tipografico, Giovanni Lussu, Farsi un libro. Propedeutica dell'autoproduzione: orientamenti e spunti per un'impresa

	consapevole, Stampa Alternativa Bruno Munari, Da Cosa Nasce Cosa, Editori Laterza Raymond Queneau, Esercizi di Stile, Einaudi <i>Module 3 – Theories and Languages of Visual Communication:</i> Books are collected in the physical reserve collection in the University library (see index of the course); essays, manuscripts and visual material will be provided on demand in the class.
Supplementary readings	<i>Module 1 – Visual Communication:</i> Will be handed out in the course <i>Module 2 – Interactive & Motion Graphics:</i> Readings will be communicated and assigned in class during the course. <i>Module 3 – Theories and Languages of Visual Communication:</i> none

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Beschreibung der Lehrveranstaltung

Titel der Lehrveranstaltung	Projekt VK – B1 The image of the city
Code der Lehrveranstaltung	97005
Wissenschaftlich-disziplinärer Bereich der Lehrveranstaltung	Module 1: ICAR/13 disegno industriale Module 2: INF/01 informatica Module 3: M-FIL/05 filosofia e teoria dei linguaggi
Studiengang	Bachelor in Design und Künste (L-4)
Semester	2
Studienjahr	1., 2. oder 3.
Kreditpunkte	22
Modular	Ja

Gesamtanzahl der Vorlesungsstunden	180 (Modul 1: 90, Modul 2: 60, Modul 3: 30)
Gesamtanzahl der Stunden für das Eigenstudium und andere individuelle Bildungstätigkeiten	370 (Modul 1: ca. 210, Modul 2: ca. 65, Modul 3: ca. 95)
Anwesenheit	nicht verpflichtend, aber empfohlen
Voraussetzungen	<i>Für ab dem ak. Jahr 2012/13 immatrikulierte Studierende:</i> 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 Modul 2) sowie der Grundfächer (Modul 3) und ist Teil des Studiengangs Design. KURSBESCHREIBUNG <i>Kursbeschreibung Modul 1 – Visuelle Kommunikation:</i> Das Projekt beschäftigt sich mit den Anforderungen und Erwartungen an grafische Erscheinungsbilder für Institutionen, Unternehmen und, in diesem Fall, Städten. Welche Merkmale prägen ein »Corporate Design«? Wie verhält es sich gegenüber Markenentwicklung und »Branding«? Was sind die visuellen Kriterien für die Entwicklung von Zeichen? Was bestimmt einen Bildstil? In der »Visual Identity« strebt das Design an, Bedeutung und Selbstverständnis einer Institution sichtbar, damit in verschiedenen Medien wiedererkennbar zu machen. Erforderlich dafür ist eine grafische Übersetzung, die immer vereinfachend aber auch wandelbar ist. Das Designergebnis ist überzeugend, wenn darin der Wandel trotz der Einheitlichkeit gelingt.
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	Im Projekt bearbeiten wir verschiedene Aspekte von Corporate Design an praxisnahen Aufgabenstellungen. Begleitet von thematischen Einführungen und praktischen Übungen entwickelt jeder Teilnehmende einen eignen Entwurf argumentativ und gestalterisch bis zur Präsentationsreife. Die Lehrveranstaltung dient dem Erwerb von spezifischen beruflichen Kompetenzen. Bildungsziele Modul 1 – Visuelle Kommunikation: • Erwerb einer Projektmethodologie im Bereich der Visuellen Kommunikation • Entwicklung einer individuellen und eigenständigen Arbeitsweise in den Projekten • Erwerb von Grundkenntnissen bezüglich einer Projektkultur im Design in all ihren Bestandteilen • Erwerb einer Projektmethodologie im Bereich der Visuellen Kommunikation, vor der Ideenfindung bis zur Realisierung des Projekts • Erwerb des Fachwissens und Fertigkeiten für das Design im Corporate Design/Branding • Erwerb des Fachwissens und Fertigkeiten für das Design in der Werbegraphik • Erwerb der Grundkenntnisse einer Projektkultur im Design in allen ihren Teilen
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Modul 1	Visuelle Kommunikation
Dozent	Christian Upmeier Büro F3.05.a, E-Mail christian.upmeier@unibz.it, tel. +39 0471 015213, Webseite http://www.unibz.it/de/design-art/people/StaffDetails.html?personid=5343&hstf=5343
Wissenschaftlich disziplinärer Bereich des Dozenten	ICAR/13
Unterrichtssprache	Deutsch
Sprechzeiten	Montag, 11–12 Uhr (während der Projektstage)
Unterrichtszeiten und -tage	Montag, 14–17 Uhr; Dienstag, 9–12 Uhr
Wissenschaftlicher Mitarbeiter (wenn vorgesehen)	-
Sprechzeiten	-
Auflistung der behandelten Themen	Gestaltung von Markenzeichen, Corporate Design, Konzeption, Werbung und Typografie
Unterrichtsform	Workshops, Vorlesungen, Projektarbeit und Zwischenpräsentationen

Modul 2	-> siehe Syllabus in englischer und italienischer Sprache
Modul 3	-> siehe Syllabus in englischer Sprache
Erwartete Lernergebnisse	<i>Erwartete Lernergebnisse für Modul 1 – Visuelle Kommunikation:</i> • In der Lage zu sein, ein Projekt im Bereich Visuelle Kommunikation zu konzipieren, zu entwickeln und auszuführen • Konzeption, Entwicklung und Realisierung eines Projekts im Bereich der Visuellen Kommunikation • In der Lage zu sein, Projekte im Bereich der Visuellen Kommunikation und der herkömmlichen Grafik (analog) analysieren, konzipieren und entwickeln zu können • In der Lage zu sein, Projekte im Bereich des Corporate Design/Branding analysieren, konzipieren und entwickeln zu können • Kenntnisse der technischen-wissenschaftlichen Aspekte des Designs für die Werbegraphik • Kenntnisse der technischen-wissenschaftlichen Aspekte des Designs im Corporate Design/Branding • In der Lage zu sein im Bereich des Information-Designs analysieren, konzipieren und entwickeln zu können • In professioneller Weise ein eigenes Projekt im Bereich der Visuellen Kommunikation 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 Gesichtspunkt begründen zu können
Art der Prüfung	<i>Art der Prüfung – Modul 1 – Visuelle Kommunikation:</i> — Endpräsentation/Kolloquium: Die öffentliche Präsentation von 10 Minuten Dauer umfasst die detaillierte Argumentation der eigenen Entwürfe. Sie analysiert die Ausgangslage der Aufgabe, definiert die Kommunikationsziele, begründet das Konzept und erläutert den Entwurf. — Dokumentation: Die Dokumentation besteht aus drei Teilen, die bis zur Prüfung erbracht werden: Ein über den Designprozess geführtes Skizzenbuch (physisch). Eine 12-seitiger Leporello (physisch), in dem die Recherche, die Strategie und der Entwurf (Abbildungen der Entwurfsmodelle) enthalten sind. Eine Kopie der Texte;

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Descrizione del corso

Titolo del corso	PROGETTO CV – B1 The image of the city
Codice del corso	97005
Settore scientifico disciplinare del corso	Module 1: ICAR/13 disegno industriale Module 2: INF/01 informatica Module 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)</i>
Frequenza	non obbligatoria ma raccomandata
Sito web del corso	<i>Si prega di indicare eventuale sito web</i>

Descrizione progetto ed obiettivi formativi specifici: modulo 2 – Graphic design	Il corso si inserisce nell'area di apprendimento dei corsi "caratterizzanti" (modulo 1 e modulo 2) e "di base" (modulo 3) del curriculum in design. DESCRIZIONE DEL PROGETTO Descrizione del corso modulo 2 – Interactive & Motion Graphics: Una serie di lectures e di esercizi sui temi direttamente relazionati all'argomento del progetto. Faremo ricerca e un'indagine critica sviluppando dei concepts scoprendo i principi e gli elementi del graphic design utili al raggiungimento dei risultati. Il corso intende esaminare la corrispondenza tra l'importanza della cultura grafica connessa al design grafico contemporaneo, ricoprendo aspetti di editorial design, type setting e information design. 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 • essere in grado di finalizzare alla realizzazione di un
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	progetto compiuto nel campo del design della comunicazione visiva le conoscenze di base acquisite in campo tecnico e scientifico • acquisizione delle conoscenze di base relative alla cultura di progetto in tutte le sue componenti • saper analizzare, ideare e sviluppare progetti nell'ambito della grafica da stampa • 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).
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Modulo 1	-> vedi syllabus in lingua inglese e tedesca
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Modulo 2	<i>Interactive & Motion Graphics</i>
Docente	Gianluca Seta office F3.05.b, e-mail gianluca.seta@unibz.it, tel. +39 0471 015195, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/34470-gianluca-seta
Settore scientifico disciplinare del docente	INF/01
Lingua ufficiale del corso	Italiano
Orario di ricevimento	Lunedì–Mercoledì 10:00–18:00
Orario d'insegnamento	Mercoledì 10:00–14:00
Collaboratore didattico (<i>se previsto</i>)	-
Orario di ricevimento	Lun-Mart dall' 18 alle 19 su appuntamento
Lista degli argomenti trattati	Design per identità visive, corporate design, concept, pubblicità, tipografia, basic design, tecniche di produzione e di stampa
Attività didattiche previste	lezioni, esercitazioni, laboratori, progetti, etc

Modulo 3	-> vedi syllabus in lingua inglese
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Risultati di apprendimento attesi	<i>Risultati di apprendimento attesi relativi al modulo 2 – Interactive & Motion Graphics:</i> Conoscenza e comprensione: Gli studenti saranno in grado di: • conoscere le tecniche di base e i metodi di base del graphic design • riconoscere e capire la qualità dei lavori nel campo del desktop publishing e del visual storytelling • usare i metodi e le tecniche del graphic design per la stampa • conoscere l'utilizzo degli elementi della comunicazione visiva come i colori, la tipografia, i grafici, l'uso delle forme, ecc.
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	• riconoscere e capire il linguaggio visivo del graphic design conoscenza degli aspetti tecnico-scientifici del design per le interfacce grafiche, UI-Design (user-interfacce design) • comunicare e argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista formale, tecnico
Metodo d'esame	Metodo d'esame relativo al modulo 2 – Interactive & Motion Graphics: L'esame avverrà tramite colloquio in cui ci sarà una discussione critica del lavoro svolto durante l'anno.
Lingua dell'esame	corrisponde alla lingua d'insegnamento
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
Bibliografia fondamentale	Modulo 2 – Interactive & Motion Graphics: Robert Bringhurst, Gli elementi dello stile tipografico, Giovanni Lussu, Farsi un libro. Propedeutica dell'autoproduzione: orientamenti e spunti per un'impresa consapevole, Stampa Alternativa
Bibliografia consigliata	Modulo 2 – Interactive & Motion Graphics: -