

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

Course description

Course title	Project VC – C1 Speed up - slow down
Course code	97007
Scientific sector and area	Module 1: ICAR/13 disegno industriale Module 2: ICAR/17 disegno Module 3: M-FIL/04 estetica
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 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;
Attendance	not compulsory but recommended
Course page	-

Project description and specific educational objectives	The course belongs to the class "caratterizzante" (module 1) and "di base" (module 2 and 3) in the curriculum in Design. PROJECT DESCRIPTION Course description module 1 – Visual Communication: Speed up - slow down Life is speeding up due to our obsession with more and more technology and efficiency. Designers are demanding computers that are getting faster and faster. For this rapid acceleration of our lives, we can blame the Internet, mobile communications, instant messengers, globalization, fast food, low-cost travel, or whatever and whomever we want. Do you feel that your life is getting out of control?
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	<p>Do you feel that you need to constantly increase your efficiency by working and reacting faster and faster? Do you get the feeling that you have less and less time to enjoy life?</p> <p>We have adopted a lifestyle that demands a 24/T availability of services and consumer goods. We live in the culture of coffee to go, multitasking, microwave, high-speed trains and ever new world records. The human being aspires to higher, faster and further, and the yearning for winning seconds, minutes and time. The result is stress, anxiety, lack of sleep, a blurring of the boundaries between work and private life, an imbalance of work and life and, conversely, the desire to slow things down and get out of the spiral of speed.</p> <p>Curiously, there has been a relatively little public discussion about this dramatic speeding-up of society. People may complain about how busy they are and how overloaded modern life has become, but speed is still viewed as generally positive, something that will help us all enrich our lives. Journalists, business leaders, politicians, and opinion leaders feed our imaginations with visions of the new world of instantaneous communications and high speed in all fields of life.</p> <p>Even many activists who are sceptical of the wonders of modern progress, the personages who patiently remind us that less is more and small is beautiful, look on speed as an undeniable asset in achieving a better society.</p> <p>The communication design project «Speed up - slow down» will explore the field between "Speed up by Design" and "Slow down by Design". Students will explore and shape their own ideas and thoughts in design on how society deals with the social phenomenon of «Speed up and slow down».</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 and typography.• The acquisition of the essential basic knowledge to be able to carry out a project in the field of visual communication• the acquisition of knowledge and understanding in the field of communication design• the acquisition of the knowledge and understanding in the field of corporate design
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	<ul style="list-style-type: none">• the acquisition of the knowledge and understanding in the field of editorial design• the acquisition of the knowledge and understanding in the field of typography <p>Course description module 2 – Graphic Design: A series of lectures and exercise with themes and topics directly related to the topic of the main project, we will do research and critical investigations, develop concepts and discover the principles and elements of graphic design to serve the project results, developing an own personal design methodology.</p> <p>Educational objectives module 2 – Graphic Design:</p> <ul style="list-style-type: none">• the acquisition of a design methodology in the field of visual communication• the acquisition of the basic knowledge concerning the technical and scientific subjects such as: editorial design, layout and typography, branding and visual identity, principles and elements of graphic design to serve the project results.• the acquisition of the knowledge and understanding of:<ul style="list-style-type: none">○ design processes for corporate image○ design processes for publishing• the acquisition of the basic knowledge concerning the culture of design in all its aspects
	<p>Course description module 3 – Visual Culture:</p> <p>-</p> <p>Educational objectives Module 3 – Visual Culture:</p> <ul style="list-style-type: none">• 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 the theoretical subjects• the acquisition of the basic knowledge concerning the culture of design in all its aspects

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	Tuesday's 18:00 – 20:00
Teaching assistant (if any)	-
Office hours	-
List of topics covered	Methods and techniques of communication design, with a focus on typography, branding, editorial design and visual storytelling
Teaching format	<ul style="list-style-type: none"> • Projects • Frontal lectures • Exercises • Workshops

Module 2	Graphic Design
Lecturer	Emilio Grazzi office F3.01.b, e-mail emilio.gazzi@unibz.it , tel. +39 0471 015---, web page https://www.unibz.it/en/faculties/design-art/academic-staff/person/38338-emilio-gazzi
Scientific sector of the lecturer	ICAR/17
Teaching language	Italian
Office hours	Office hours will be published in the reserve collection
Teaching assistant (if any)	-
Office hours	-
List of topics covered	Graphic design fundamentals, branding and visual identity, typography and micro-typography, design and layout techniques, design methods
Teaching format	Frontal lectures, reviews and exercises

Module 3	Visual Culture
Lecturer	Valeria Burgio (TO BE UPDATED BY SECRETARIAT) office F5.09, e-mail valeria.burgio@unibz.it , tel. +39 0471 015305, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/32141-valeria-burgio
Scientific sector of the lecturer	M-FIL/05
Teaching language	English
Office hours	-
Teaching assistant (if any)	-

Office hours	-
List of topics covered	-
Teaching format	-

Learning outcomes	<p>Learning outcomes for Module 1 – Visual Communication:</p> <ul style="list-style-type: none"> • to have the ability to design, develop and implement a project in the field of visual communication • know how to analyze, design and develop projects in visual communication within the area of print and graphic design • knowledge of the technical and scientific aspects of the design of corporate identity/branding • knowledge of the technical and scientific aspects of the design of editorial design • knowledge of the technical and scientific aspects of typesetting and printing, lettering, layout, information design, photography & storytelling, editing and retouching of images and photos • 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 <p>Learning outcomes for module 2 – Graphic Design</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 following technical and scientific subjects: editorial design, layout and typography, branding and visual identity, principles and elements of graphic design to serve the project results • ability to develop and use technical aspect in the field of visual communication, and graphic design (typography, layout, editorial design) • Knowledge of the technical and scientific aspects of the design of corporate identity • communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical, scientific point of view <p>Learning outcomes for module 3 – Visual Culture</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 theoretical subjects • to have the ability to grasp the main phenomena that characterize today's society and to know how
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	<p>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</p> <ul style="list-style-type: none"> • knowledge of the historical and theoretical 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
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Assessment	<p>Assessment details for Module 1 – Visual Communication:</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>Assessment details for module 2 – Graphic Design:</p> <p>- Evaluation of each assignment given during the semester - Evaluation of the whole process and methodology developed by each student - Evaluation of the participation, team-working skills and ability of reasoning and claiming ideas</p> <p>Assessment details for module 3 – Visual Culture:</p>
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	<p><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>

	<p>Evaluation criteria and criteria for awarding marks for Module 1 – Visual Communication:</p> <p>Evaluation criteria for the student's design work:</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>Evaluation criteria for the colloquium:</p> <p>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.</p> <p>In the colloquium, students will principally be asked to present the conceptual conclusiveness of their design work.</p> <p>Evaluation criteria for the abstracts:</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 layout in an Adobe InDesign template that the lecturer will hand out at the end the course. <p>Evaluation criteria and criteria for awarding marks for module 2 – Graphic Design:</p> <p>All evaluation criteria of module 1 will be applied, with a strong focus on typography and layout design of every assignment.</p> <p>Evaluation criteria and criteria for awarding marks for module 3 – Visual Culture:</p>
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Required readings	<p>Module 1 – Visual Communication:</p> <ul style="list-style-type: none">-The Elements of Typographic Style Robert Bringhurst-Gli elementi dello stile tipografico Robert Bringhurst <p>Module 2 – Graphic Design:</p> <ul style="list-style-type: none">- Graphic design. A concise history Richard Hollis
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	<p>- Abecedario, la grafica del Novecento. Sergio Polano, Pierpaolo Vetta</p> <p>Module 3 – Visual Culture:</p> <p>-</p>
Supplementary readings	<p>Module 1 – Visual Communication:</p> <p>- Buchstaben kommen selten allein Indra Kuferschmid</p> <p>- Lesetypografie Hans Peter Willberg</p> <p>Module 2 – Graphic Design:</p> <p>- Other readings will be published in Reserve Collection</p> <p>Module 3 – Visual Culture:</p> <p>-</p>

Syllabus Beschreibung der Lehrveranstaltung

Titel der Lehrveranstaltung	Projekt VK – C1 Speed up - slow down
Code der Lehrveranstaltung	97007
Wissenschaftlich-disziplinärer Bereich der Lehrveranstaltung	Modul 1: ICAR/13 Industriedesign Modul 2: ICAR/17 Zeichnen Modul 3: M-FIL/04 Ästhetik
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); <i>Für ab dem ak. Jahr 2016/17 immatrikulierte Studierende:</i> WUP-Projekt
Link zur Lehrveranstaltung	-

Kursbeschreibung und spezifische Bildungsziele: Modul 1 – Visuelle Kommunikation	<p>Die Lehrveranstaltung zählt zum Bildungsbereich der kennzeichnenden Fächer (Modul 1) sowie der Grundfächer (Modul 2 und 3) und ist Teil des Studienzweigs Design.</p> <p>KURSBEREICH Kursbeschreibung Modul 1 – Visuelle Kommunikation:</p> <p>Speed up - slow down</p> <p>Das Leben beschleunigt sich auf Grund unserer Besessenheit nach immer mehr Technologie und Effizienz. Designer verlangen nach Computern, die immer schneller werden. Für diese rasante Beschleunigung unseres Lebens können wir das Internet, die mobile Kommunikation, Instant messenger, Globalisierung, Fast Food, Low-Cost-Reisen beschuldigen, oder was auch immer wir wollen. Hast du das Gefühl, dass dein Leben außer Kontrolle gerät? Hast du das Gefühl, dass du ständig deine Effizienz steigern musst, indem du immer schneller funktionieren und reagieren sollst? Wirst du das Gefühl nicht los, immer</p>
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	<p>weniger Zeit zu habe, dein Leben zu genießen? Wir haben uns einen Lebensstil angeeignet, der uns eine 24h / 7 Tage Verfügbarkeit von Dienstleistungen und Konsumgüter abverlangt.</p> <p>Wir leben in Kultur von Coffee to go, Multitasking, Mikrowelle, Hochgeschwindigkeitszüge und immer neuen Weltrekorden. Der Mensch strebt immer höher, immer schneller und immer weiter nach dem Gewinnen von Sekunden, Minuten und Zeit. Das Ergebnis ist Stress, Angst, Schlafmangel, ein Verschwimmen der Grenzen zwischen Arbeit und Privatleben, ein Ungleichgewicht von Arbeit und Leben und umgekehrt der Wunsch, die Dinge zu verlangsamen und dem Ausstieg aus der Spirale der Geschwindigkeit.</p> <p>Seltsamerweise herrscht eine relativ geringe öffentliche Diskussion über diese dramatische Beschleunigung unserer Gesellschaft. Die Menschen mögen sich beschweren, wie beschäftigt sie sind und wie überladen das moderne Leben geworden ist, aber Geschwindigkeit wird immer noch allgemein als etwas Positives angesehen. Geschwindigkeit wird in unsere Gesellschaft als etwas angesehen, das uns hilft, unser Leben zu verbessern. Journalisten, Manager, Politiker und Meinungsführer beflügeln unsere Phantasie mit Visionen dieser neuen Welt der instant Kommunikation und der Hochgeschwindigkeit auf allen Gebieten.</p> <p>Selbst viele Aktivisten und Persönlichkeiten, die den Wundern des modernen Fortschritts skeptisch gegenüberstehen und uns geduldig daran erinnern, dass «less is more» und das «small is beautiful» ist, sehen die Geschwindigkeit als unbestreitbaren Vorteil, um eine bessere Gesellschaft zu erreichen.</p> <p>Das Kommunikationsdesign-Projekt «Speed up – slow down» wird das Feld zwischen «Speed up by Design» und «Slow down by Design» erforschen. Die Studierenden werden eigene Ideen und Gedanken zum Umgang der Gesellschaft mit diesem sozialen Phänomen untersuchen und gestalterisch umsetzen.</p>
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Bildungsziele Modul 1 – Visuelle Kommunikation:

- Erwerb einer Projektmethodologie im Bereich der Visuellen Kommunikation und Typografie
- Erwerb von Grundkenntnissen um ein Projekt im Bereich der visuellen Kommunikation durchführen zu können
- Erwerb von Fachwissen und Fertigkeiten im Bereich Communication

	<ul style="list-style-type: none"> • Erwerb von Fachwissen und Fertigkeiten im Bereich Corporate Design • Erwerb von Fachwissen und Fertigkeiten im Bereich Editorial Design • Erwerb von Fachwissen und Fertigkeiten im Bereich Typografie
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Modul 1	Visuelle Kommunikation
Dozent	Antonino Benincasa Büro 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
Wissenschaftlich disziplinärer Bereich des Dozenten	ICAR/13
Unterrichtssprache	Deutsch
Sprechzeiten	Dienstag 18:00 – 20:00 Uhr
Wissenschaftlicher Mitarbeiter (wenn vorgesehen)	-
Sprechzeiten	-
Auflistung der behandelten Themen	Methoden und Techniken des Kommunikationsdesigns mit den Schwerpunkten Typografie, Branding, Editorial Design und Visual Storytelling
Unterrichtsform	<ul style="list-style-type: none"> • Projekte • Vorlesungen • Übungen • Workshops

Modul 2	-> siehe Syllabus in englischer und italienischer Sprache
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Modul 3	-> siehe Syllabus in englischer
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Erwartete Lernergebnisse	Erwartete Lernergebnisse für Modul 1 – Visuelle Kommunikation: <ul style="list-style-type: none"> • In der Lage zu sein, ein Projekt im Bereich Visuelle Kommunikation zu konzipieren, zu entwickeln und auszuführen • In der Lage zu sein, Projekte im Bereich der Visuellen Kommunikation und im Bereich Print und Druck analysieren, konzipieren und entwickeln zu können
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	<ul style="list-style-type: none"> • In der Lage zu sein, Projekte im Bereich des Corporate Design/Branding analysieren, konzipieren und entwickeln zu können • Kenntnisse der technischen-wissenschaftlichen Aspekte des Editorials-Designs • Kenntnisse der technischen-wissenschaftlichen Aspekte von Satztechnik und Druck, Lettering, Layout, Information-Design, Fotografie & storytelling, Bearbeitung und Retusche von Bildern und Fotos • auf einem professionellen Niveau eigene Projekte im Bereich der visuellen Kommunikation sowohl mündlich, schriftlichen und in Form einer Installation präsentieren zu können
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Art der Prüfung	Art der Prüfung – Modul 1 – Visuelle Kommunikation: - Öffentliche Präsentation aller Projektmodule. - Es werden nur Projekte bewertet, die auf die Website des Semesters hochgeladen wurden.
Prüfungssprache	entspricht der Unterrichtssprache
Bewertungskriterien und Kriterien für die Notenermittlung	<p><i>Die Bewertung der einzelnen Module führt nicht zu einer getrennten Benotung, sondern fließt in die Gesamtbewertung des Projektes ein. Es wird eine Note für das gesamte Projekt und in Absprache zwischen den drei Lehrenden zugewiesen, welche das Projekt aufgrund folgender Kriterien bewerten:</i></p> <p>Bewertungskriterien und Kriterien für die Notenermittlung für Modul 1 - Visuelle Kommunikation:</p> <p>Bewertungskriterien für die Designarbeit:</p> <ul style="list-style-type: none"> - Schlüssigkeit des gestalterischen Konzeptes - Formal-ästhetischen Schlüssigkeit der Entwurfsarbeit - Qualität der technischen Ausführung und Klarheit der Präsentation <p>Bewertungskriterien des Kolloquiums:</p> <ul style="list-style-type: none"> - Im Anschluss an die Präsentation werden Fragen zum Thema des Projekts gestellt. Das Kolloquium dauert etwa 10 Minuten. Die Fragen betreffen hauptsächlich die theoretischen und gestalterischen Aspekte der Entwurfsarbeit.

	<p>- Im Kolloquium werden die Studierenden aufgefordert, die konzeptionelle Schlüssigkeit ihrer Entwurfsarbeit zu präsentieren.</p> <p>Bewertungskriterien der Abstracts:</p> <ul style="list-style-type: none">- Alle Abstracts müssen auf die Website des Semesters hochgeladen werden. Nicht vollständig hochgeladene Abstracts wirken sich negativ auf die Endnote aus.- Die Abstracts sollen in folgenden Unterrichtssprachen geliefert werden: Deutsch, Italienisch, Englisch.- Die Abstracts müssen in einer Adobe InDesign-Vorlage erstellt werden, die der Dozent am Ende des Kurses zur Verfügung stellt.
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Pflichtliteratur	Modul 1 - Visuelle Kommunikation: - The Elements of Typographic Robert Bringhurst - Gli elementi dello stile tipografico Robert Bringhurst
Weiterführende Literatur	Modul 1 - Visuelle Kommunikation: - Buchstaben kommen selten allein Indra Kuferschmid - Lesetypografie Hans Peter Willberg

Syllabus Descrizione del corso

Titolo del corso	PROGETTO CV – C1 Speed up - slow down
Codice del corso	97007
Settore scientifico disciplinare del corso	Module 1: ICAR/13 disegno industriale Module 2: ICAR/17 disegno Module 3: M-FIL/04 estetica
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, Module 3: circa 95)
Corsi propedeutici	<i>Per studenti immatricolati a partire dall'a.a. 2012/13:</i> avere superato i corsi wup (progetto + geometria descrittiva + metodi e tecniche di rappresentazione); <i>per gli studenti immatricolati a partire dall'a.a. 2016/17:</i> aver superato il progetto wup.
Frequenza	non obbligatoria ma raccomandata
Sito web del corso	

Descrizione progetto ed obiettivi formativi specifici: modulo 2 – Graphic design	<p>Il corso si inserisce nell'area di apprendimento dei corsi "caratterizzanti" (modulo 1) e "di base" (modulo 2 e 3) del curriculum in design.</p> <p>DESCRIZIONE DEL PROGETTO</p> <p><i>Descrizione del corso modulo 2 – graphic design:</i></p> <p>Una serie di lezioni ed esercizi indirizzati e relazionati alla tematica del progetto. Il corso prevede ricerca e analisi critica, sviluppo di concetti e nozioni dei principi cardini del graphic design, sempre finalizzati al progetto principale. Inoltre, il corso intende esaminare la corrispondenza tra l'importanza di una cultura grafica comparata ai trends contemporanei e allo sviluppo di una metodologia di progettazione di base.</p> <p><i>Obiettivi formativi modulo 2 – graphic design:</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
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	<ul style="list-style-type: none"> • acquisire le conoscenze di relative alle seguenti discipline di carattere tecnico, scientifico design editoriale, layout e tipografia, branding e identità visiva, sviluppo dei concetti e conoscenza dei principi della progettazione. • acquisire la conoscenza e comprensione dei: <ul style="list-style-type: none"> ✓ processi del design per l'immagine coordinata ✓ processi del design per l'editoria • acquisizione delle conoscenze di base relative alla cultura di progetto in tutte le sue componenti
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Modulo 1	-> vedi syllabus in lingua inglese e tedesca
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Modulo 2	<i>Graphic design</i>
Docente	Emilio Grazzi ufficio F3.01.b, e-mail emilio.gazzi@unibz.it , tel. +39 0471 015---, web page https://www.unibz.it/en/faculties/design-art/academic-staff/person/38338-emilio-grazzi
Settore scientifico disciplinare del docente	ICAR/17
Lingua ufficiale del corso	Italiano
Orario di ricevimento	L'orario di ricevimento sarà pubblicato in Reserve Collection.
Collaboratore didattico (<i>se previsto</i>)	-
Orario di ricevimento	-
Lista degli argomenti trattati	Fondamenti di graphic design, branding e identità visiva, tipografia e micro-tipografia, design e tecniche di layout, metodologia di design.
Attività didattiche previste	Lezioni frontali, esercizi e revisioni

Modulo 3	-> vedi syllabus in lingua inglese
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Risultati di apprendimento attesi	Risultati di apprendimento attesi relativi al modulo 2 – graphic design
	<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: traduzione visiva, progettazione, identità coordinata, impaginazione, metodologia, presentazione, ricerca per scopi di graphic design, sviluppo dei concept e conoscenza dei principi della progettazione • conoscenza degli aspetti tecnico-scientifici del design per l'immagine coordinata

	<ul style="list-style-type: none"> • sapere sviluppare e padroneggiare gli aspetti tecnici nell'ambito della comunicazione visiva e della grafica (tipografia, layout, progettazione editoriale) • comunicare e argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista formale, tecnico, scientifico
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Metodo d'esame	Metodo d'esame relativo al modulo 2 – graphic design: <ul style="list-style-type: none"> - Valutazione complessiva della presentazione finale del corso di comunicazione visiva. - Valutazione di tutti gli esercizi necessari a sostenere l'esame di graphic design. - Valutazione del processo (crescita, partecipazione, sviluppo, indipendenza, team-working) - Valutazione della presentazione finale (confezione degli elaborati, capacità di argomentare ecc.)
Lingua dell'esame Criteri di misurazione e criteri di attribuzione del voto	corrisponde alla lingua d'insegnamento Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 2 – graphic design: <p><i>La valutazione dei singoli moduli non costituisce un voto a se 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>Criteri di misurazione e criteri di attribuzione del voto per il Modulo 1 – Visual Communication:</p> <p>Criteri di valutazione per il lavoro dello studente:</p> <ul style="list-style-type: none"> - Compiutezza del concept - Compiutezza degli aspetti formali del progetto - Qualità dell'esecuzione tecnica e chiarezza della presentazione <p>Criteri di valutazione per il colloquio:</p> <p>In seguito alla presentazione dei lavori, I docenti chiederanno domande in relazione al progetto. Durata del colloquio: circa 10. Le domande riguarderanno principalmente gli aspetti teorici e pratici del progetto.</p>

	<p>Durante il colloquio, agli studenti viene richiesto sostanzialmente di presentare le conclusioni del loro progetto.</p> <p>Criteri di valutazione per gli abstract:</p> <ul style="list-style-type: none">- Gli abstract saranno consegnati nelle seguenti lingue di insegnamento: tedesco, italiano e inglese.- Tutti gli abstract devono essere caricati online nel sito del semestre. Il mancato o incompleto caricamento dell'abstract penalizzerà il voto finale dell'esame.- Gli abstract devono essere formattati su un template Adobe InDesign che il docente fornirà alla fine del corso. <p>Evaluation criteria and criteria for awarding marks for module 2 – Graphic Design:</p> <p>Verranno applicati tutti I criteri di valutazione del modulo 1, con particolare attenzione alla progettazione tipografica ed editoriale di tutti gli elaborati presentati.</p> <p>Evaluation criteria and criteria for awarding marks for module 3 – Visual Culture:</p>
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Bibliografia fondamentale	<p>Modulo 2 – graphic design:</p> <ul style="list-style-type: none">- Graphic design. A concise history Richard Hollis- Abecedario, la grafica del Novecento Sergio Polano, Pierpaolo Vetta
Bibliografia consigliata	<p>Modulo 2 – graphic design:</p> <p>Ulteriori letture verranno segnalate in Reserve Collection.</p>