

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

Syllabus

Course description

Course title	Project VC – C2 Öffenen atelier
Course code	97008
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: Italian Module 2: English 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	xxxxxxxxxxxxxxxxxxxxxxxxxx

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 <i>Course description module 1 – Visual Communication:</i> <i>In a changing world, everyone designs: every individual and every collective subject, from enterprises to institutions, from communities to cities and regions, has to commit in order to define and improve a project of life.</i> In a situation of great social, economic and technological changes, the project and the design process have taken different directions. In recent years we have seen young
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designers increasingly engaged in co-planning practices, interested in sharing with other people the skills and the knowledge acquired during their studies or their professional practice. Convinced that the true design capacity consists in building practices and models that help to design and to activate the world in which we live, many designers look at the project as an open, continuous and evolving process.

This is the framework of **Öffenen atelier**, a project in collaboration with the Vispa Teresa, an association that is active in the area of Bolzano Casanova.

During the course the students will design objects, activities, interventions in collaboration with different subjects who live in the Casanova district. In this course students will have the opportunity to experiment with new forms of design and to share doubts, skills and practices with designers, urban planners, philosophers, but also with associations and with people who live or frequent the neighborhood.

On the one hand, **Öffenen atelier** (open atelier) wants to stimulate students to engage in the social dimension and to deal with some issues that are particularly relevant to the social policies of the city of Bolzano; on the other hand, it wants the students to develop a communication and exhibition project about one of these topics, to be implemented in the public space.

Working in pairs and collaborating with the inhabitants of the neighborhood, the students will identify new perspectives and methods for communicating different aspects of these issues to the citizens, also reflecting on the urban context in which they intervene.

The course is organized in three phases:

1. A first 'preliminary' phase of preparation, with a dense cycle of lectures, conferences, meetings with experts, excursions and short workshops held by international designers. In this period the students will also begin to dialogue with the citizens and the social groups of the Casanova neighborhood in order to collect materials, information and useful contents for the final project.
2. A second phase of 'concept' during which - on the basis of the materials and information collected - the students will develop a series of concepts and proposals for communication and exhibition projects related to the chosen themes, reflecting

on the relationship with the public and on the urban space where they will do their intervention (studying the contexts of the five districts of Bolzano).

3. The third phase of 'project', during which the students will develop the project and all the materials necessary for its realization.

At the end of the course the students will be able to organize an event/exhibition, in which all the projects co-designed with the inhabitants of the neighborhood will be displayed.

EXCURSION

Project C2 SS17/18 — Marseille

Date: from 25th to 29th March 2018 Participants: at least 60% of the total project students.

Professors: Giorgio Camuffo and Gianluca Camillini (400€ each)

Costs: we suppose a refund of € 140 per student, the total cost varies depending on the participants.

Short description: Marseille, the capital of culture 2013, has succeeded in the daring aim of transforming itself from a city characterised by high crime level, into the second cultural centre of the entire nation, where today it represents the reference point for art and design in France. This also thanks to the urban requalification process adopted in the most disadvantaged neighbourhoods of the city, through the use of cultural mediators and participatory design planning. The program includes the visit of public and private institutions and figures directly related to the aforementioned premise, which operates in the cultural sectors, with particular attention to visual communication, aimed to the citizens and the city. Based on this brief introduction, the excursion is therefore to be considered as a fundamental part of the semester with propaedeutic values for their participants.

Hypothetical schedule of the visit:

- Le Dernier Cri (independent designer and published <http://www.lederniercri.org/catalog.html>)
- Fotokino (ICultural association and archive <http://www.fotokino.org/>)
- Aurelien De Bat (Illustrator, curator and cultural mediator > <http://www.aureliendebat.fr/>)
- Formes Vives > <http://www.formes-vives.org/>

Educational objectives module 1 – Visual Communication:

- _ 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 basic knowledge concerning
- _ The culture of design in all its aspects
- _ 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 publishing
- ✓ design processes for exhibition graphics
- ✓ process for information design

- _ The acquisition of the basic knowledge concerning the culture of design in all its aspects

Course description module 2 – Graphic Design:

A series of lectures and exercise with themes and topics directly related to the topic of the project, we will do research and critical investigations, developing concepts and discover the principles and elements of graphic design to serve the project results.

Educational objectives module 2 – Graphic Design:

- 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: graphic and editorial design, publishing and self-publishing, storytelling, illustration, printing techniques.
- the acquisition of the knowledge and understanding of:
 - ✓ design processes for publishing
 - ✓ design processes for exhibition graphics
- the acquisition of the basic knowledge concerning the culture of design in all its aspects

Course description module 3 – Visual Culture:

The course will accompany step by step the design process, trying to broaden students' consideration of the problems implied in dealing with urban space and local communities in a peripheral area. The contents of the theoretical suggestions given will deal with relational aesthetics and participatory practices. In particular, we will focus on topological semiotics and poetics of

	resemantization of the urban space. Since one of the design products the students will conceive will be a magazine, a particular attention will be reserved to writing and editorial practices in a journalistic context. <i>Educational objectives module 3 – Visual Culture:</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 the theoretical subjects of relational aesthetics and topological semiotics. • the acquisition of the basic knowledge concerning the culture of design in all its aspects
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Module 1	Visual Communication
Lecturer	Giorgio Camuffo office F2.06.a, e-mail Giorgio.Camuffo@unibz.it , tel. +39 0471 015193, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/31103-giorgio-camuffo
Scientific sector of the lecturer	-
Teaching language	Italian
Office hours	
Teaching assistant (if any)	-
Office hours	-
List of topics covered	Co-design, critical design and adversarial design; design activism; exhibit and editorial design.
Teaching format	Lectures, seminars, workshops,

Module 2	Graphic Design
Lecturer	Gianluca Camillini office F2.06.b, e-mail gianluca.camillini@unibz.it , tel. +39 0471 015249, web page https://www.unibz.it/en/faculties/design-art/academic-staff/person/33908-gianluca-camillini
Scientific sector of the lecturer	ICAR/17
Teaching language	English
Office hours	Every Tuesday 13:00 – 18:00 on appointment sending an e-mail to: gianluca.camillini@unibz.it
List of topics covered	Graphic and editorial design fundamentals, graphic design for public use, participatory design, typography and illustration, printing and storytelling techniques, basic skills of research techniques and of the main graphic design software.

Teaching format	Frontal lectures, reviews and exercises
Module 3	Visual Culture
Lecturer	Valeria Burgio office F2.06.b, 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/04
Teaching language	English
Office hours	Every Tuesday 9:00 – 12:00 on appointment sending an e-mail to: valeria.burgio@unibz.it
Teaching assistant (if any)	-
Office hours	-
List of topics covered	Design aesthetics, semiotics of space (=topological semiotics), relational aesthetics.
Teaching format	Frontal lectures, exercises, individual monitoring.
Learning outcomes	<i>Learning outcomes for module 1 – Visual Communication:</i> • 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 concerning museums and exhibitions • know how to analyze, design and develop information design projects • knowledge of the technical and scientific aspects of the design for publishing • knowledge of the technical and scientific aspects of the design of exhibition graphics • knowledge of the technical and scientific aspects of the design for user experience (UX-Design) • 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) • present at a professional level their own project realized in the field of visual communication in the form of installation, both oral and written • communicate at a professional level and argue the reasons for their choices and justify them from a

	formal, technical point of view <i>Learning outcomes for module 2 – Graphic Design:</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 technical and scientific subjects (graphic and editorial design, publishing and self-publishing, storytelling, illustration, printing techniques). • Know how to analyze, design and develop projects in visual communication and with traditional (analogical) graphics • Knowledge of the technical and scientific aspects of graphic design for advertising • Knowledge of the technical and scientific aspects of the design of corporate identity • 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, scientific point of view <i>Learning outcomes for module 3 – Visual Culture:</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 theoretical subjects • 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 design • knowledge of the important sociological, semiotic and anthropological aspects • 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
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	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>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> <i>Assessment details for module 1 – Visual Communication:</i> Oral. Final exam requires the delivery, presentation and discussion of the projects carried out during the semester as well as of their documentation. Students will be asked to answer a number of questions to assess the understanding of the topics covered during the semester. Students will present their work according to instructions that will be provided during the semester and will argue the projects, proving to have critically developed the references proposed during the semester and to have gained a personal interpretation of the proposed design themes. <i>Assessment details for module 2 – Graphic Design:</i> Public presentation of all projects realized during the course and all materials produced within the course of Visual Communication. Evaluation of the exercises given during the course. Evaluation of the whole design process done during the semester (participation, team-working, development and educational growth) Evaluation of the final presentation <i>Assessment details for module 3 – Visual Culture</i> After having carried out inspections and surveys in the urban area, every student will conduct an (or more) interview and write a text about an inhabitant of the place. This will be considered as part of the documentation collected for the final assignment, which will be the design of an activity conceived in relationship to the needs of a community. As a final assignment for the theoretical part, every student will have to write a text of about 5,000 strokes

	presenting their concept and design process.
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	<i>Evaluation criteria and criteria for awarding marks for module 1 – Visual Communication:</i> There is only one final overall mark for the project. The evaluation and marking criteria are the following: - Quality of design and graphic presentations - Independence and critical ability of developing and arguing the design work in accordance with the given themes - Knowledge, understanding and ability of discussing the references proposed during the semester - Presence and engagement during the semester <i>Evaluation criteria and criteria for awarding marks for module 2 – Graphic Design:</i> — (10 % of the final grade) Presentation/Colloquium: Clarity of the presentation and argumentation, vividness of the presentation tools, answering of questions — (10 % of the final grade) Documentation: Clarity and design quality of the documentation through text, image, illustration and/or video — (10 % of the final grade) • The overall process and the method developed by the students through the entire module • The active participation and the ability to work independently as well as in a teamwork. — (70 % of the final grade) Final project/final project-prototypes/outputs of assignments and exercises given/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. <i>Evaluation criteria and criteria for awarding marks for module 3 – Visual Culture:</i> Ability to connect theoretical contents to the design and production practice. Ability to conceive good concepts and to explain them properly, recognizing visual strategies, sources of inspiration and reconstructing design process backwards. Part of the mark is also related to the participation to discussions, debates and exercises in class and in the demonstration of curiosity and insight.

Required readings	Module 1 – Visual Communication: Manzini Enzo, 2016 <i>Design, When Everybody Designs: An Introduction to Design for Social Innovation</i>: Mit Press Resnick, Elizabeth. 2016. <i>Developing Citizen Designers</i>. New York and London: Bloomsbury Publishing. Ruben, Peter. 2016. <i>The Politics of Design: A (Not So) Global Manual for Visual Communication</i>. Amsterdam: BIS Publishers. Shea, Andrew. 2012. <i>Designing for Social Change</i>. New York: Princeton Architectural Press. Thompson, Nato. 2017. <i>Culture as Weapon</i>. Melville House Publishing. Module 2 – Graphic Design: Required readings will be provided directly to the students during the semester Module 3 – Visual Culture: Only suggested readings, see in "Supplementary Readings")
Supplementary readings <i>Please insert if there are any</i>	Module 1 – Visual Communication: - Module 2 – Graphic Design: Further readings will be provided directly to the students during the semester Module 3 – Visual Culture: For the writing laboratory: Claudio Giunta, <i>Come non scrivere</i>, Milano: Utet, 2018. On the meaning of urban space and practices of reconstruction of meaning: M. de Certeau, <i>L'invenzione del quotidiano</i>. Roma, edizioni lavoro, 2001 (ed. or. <i>L'invention du quotidien</i>, 1990). F. Careri, <i>Walkscapes, Camminare come pratica estetica</i>. Torino, Einaudi, 2006. M. Foucault, <i>Spazi altri. I luoghi delle eterotopie</i>. Mimesis, Milano, 2001 (ed. or. <i>Espaces autres</i>, 1967). G. Perec, <i>Specie di spazi</i>. Torino, Bollati Boringhieri, 2008 (ed. or. <i>Especies d'espaces</i>, 1974). J. Rykwert, <i>L'idea di città</i>. Adelphi, Milano, 2002 (ed. or. <i>The idea of a town</i>, 1976).

Syllabus Descrizione del corso

Titolo del corso	PROGETTO VC – C2 Öffenen Atelier
Codice del corso	97008
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, 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	XXXXXXXXXX

Descrizione progetto ed obiettivi formativi specifici: modulo 1 – comunicazione visiva	Il corso si inserisce nell'area di apprendimento dei corsi "caratterizzanti" (modulo 1) e "di base" (modulo 2 e 3) del curriculum in design. DESCRIZIONE DEL PROGETTO <i>Descrizione del corso modulo 1 – comunicazione visiva:</i> <i>In un mondo che cambia ognuno progetta: ogni individuo e ogni soggetto collettivo, dalle imprese alle istituzioni, dalle comunità alle città e alle regioni, deve impegnarsi a definire e migliorare un progetto di vita.</i> In una situazione di grandi cambiamenti sociali, economici e tecnologici, il progetto e il progettare hanno assunto diverse direzioni. Negli ultimi anni abbiamo visto giovani designer sempre più impegnati nelle pratiche di co-progettazione, interessati a condividere con altri le proprie capacità e le conoscenze acquisite negli studi o nella
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pratica professionale.

Convinti che la vera capacità progettuale sia quella di costruire pratiche e modelli che aiutino a progettare e attivare il mondo in cui si vive, molti designer guardano al progetto come processo aperto, continuo e in divenire.

In questo quadro si inserisce Offen Atelier, un progetto che il corso..... questo semestre in collaborazione con l'associazione Vispa Teresa attiva in modo diversi nel quartiere periferico di Bolzano Casanova.

Durante il corso gli studenti dovranno progettare oggetti, attività, interventi in collaborazione con soggetti diversi che vivono nel quartiere Casanova. In questo corso gli studenti avranno la possibilità di sperimentare nuove forme di progettazione e di condividere dubbi, capacità e pratiche con designer, urbanisti, filosofi ma anche con associazioni e con personaggi che abitano o frequentano il quartiere.

öffnen Atelier, atelier aperto, vuole da un lato sollecitare gli studenti a impegnarsi nella dimensione del sociale e a confrontarsi con alcune tematiche particolarmente rilevanti per le politiche sociali della città di Bolzano; dall'altro, far sviluppare agli studenti un progetto di comunicazione ed espositivo su una di tali tematiche, da realizzare nello spazio pubblico.

Lavorando in coppia, e collaborando con gli abitanti del quartiere, gli studenti individueranno prospettive e modalità inedite per comunicare alla cittadinanza aspetti diversi di queste tematiche, riflettendo anche sul contesto urbano nel quale intervenire (all'interno delle circoscrizioni cittadine).

1. Una prima fase 'propedeutica' e di preparazione, con un ciclo serrato di lezioni frontali, conferenze, incontri con esperti, escursioni e brevi workshop tenuti da designer internazionali. In questo periodo inoltre gli studenti cominceranno a dialogare con i cittadini e con i gruppi sociali del quartiere casanova, per la raccolta di materiali, informazioni e contenuti utili al progetto finale.

2. Una seconda fase di 'concept' durante la quale – sulla base dei materiali e delle informazioni raccolti – gli studenti dovranno sviluppare una serie di concept e proposte di progetti di comunicazione ed espositivi relativi

ai temi scelti, riflettendo sulla relazione con il pubblico e sullo spazio cittadino in cui realizzare il loro intervento (studiando i contesti delle cinque circoscrizioni di Bolzano).

3. La terza fase di ‘progetto’, durante la quale gli studenti svilupperanno il progetto e tutti i materiali necessari per la sua realizzazione.

ESCURSIONE:

Project C1 SS17/18 — Marsiglia

Data: dal 25 al 29 marzo 2018

Partecipanti: almeno il 60% degli studenti totali di progetto.

Docenti: Giorgio Camuffo and Gianluca Camillini (400€ cad.)

Costi: si ipotizza un rimborso di 140€ a studente, il costo totale varia a seconda dei partecipanti.

Breve descrizione: Marsiglia, capitale della cultura 2013, è riuscita nell’audace intento di trasformarsi da città con i più alti valori di criminalità a terzo centro culturale dell’intera nazione, essendo oggi punto di riferimento artistico della Francia del sud. Questo grazie alle pratiche di riqualificazione urbana e di coinvolgimento adottate nei quartieri più disagiati della città anche tramite l’utilizzo di mediatori culturali e progettazione partecipata. Il programma prevede la visita di enti e figure pubbliche e private inerenti alla premessa di cui sopra, che operino quindi nei settori culturali, con particolare attenzione alla comunicazione visiva, volti al cittadino e alla città. Sulla base di questa breve premessa, l’escursione è quindi da considerarsi parte del progetto costituita da una fondamentale valenza propedeutica.

Ipotetico programma della visita:

- Le Dernier Cri (independent designer and published <http://www.lederniercri.org/catalog.html>)
- Fotokino (Associazione culturale and archive <http://www.fotokino.org/>)
- Aurelien De Bat (Illustrator, curator and cultural mediator > <http://www.aureliendebat.fr/>)
- Formes Vives > <http://www.formes-vives.org/>

Obiettivi formativi modulo 1 – comunicazione visiva:

Acquisire una metodologia progettuale nel campo della comunicazione visiva

- Sviluppo di un percorso autonomo e rigoroso
- Acquisire le conoscenze di base necessarie alla realizzazione di un progetto nel campo del design della comunicazione visiva

	• Acquisire una metodologia progettuale nel campo della comunicazione visiva • Acquisire la conoscenza e comprensione dei: ✓ Processi del design per la grafica pubblicitaria ✓ Processi del design per l'immagine coordinata ✓ Processi del design per l'editoria ✓ Processi del design per la grafica di allestimento ✓ Processi dell'information design • Acquisizione delle conoscenze di base relative alla cultura di progetto in tutte le sue componenti
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Modulo 1	<i>Comunicazione visiva</i>
Docente	Giorgio Camuffo office F2.06.a, e-mail Giorgio.Camuffo@unibz.it, tel. +39 0471 015193, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/31103-giorgio-camuffo
Settore scientifico disciplinare del docente	-
Lingua ufficiale del corso	Italiano
Orario di ricevimento	
Collaboratore didattico (se previsto)	-
Orario di ricevimento	-
Lista degli argomenti trattati	<i>Co-design</i> , critical design and adversarial design; design activism; design editoriale e exhibit design.
Attività didattiche previste	Lezioni, seminari e workshops.

Modulo 2	-> vedi syllabus in lingua inglese
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Modulo 3	-> vedi syllabus in lingua inglese
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Risultati di apprendimento attesi	Risultati di apprendimento attesi relativi al modulo 1 – comunicazione visiva: • essere in grado di ideare, sviluppare, realizzare un progetto nel campo della comunicazione visiva • ideazione, sviluppo e realizzazione di un progetto nel campo del design della comunicazione visiva • saper analizzare, ideare e sviluppare progetti curatoriali ed espositivi • saper analizzare, ideare e sviluppare progetti
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	nell'ambito dell'information design • conoscenza degli aspetti tecnico-scientifici del design per l'editoria • conoscenza degli aspetti tecnico-scientifici del design per la grafica di allestimento • 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) • presentare ad un livello professionale un proprio progetto realizzato nel campo della comunicazione visiva in forma di installazione, oralmente e per iscritto • comunicare e argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista formale, tecnico, scientifico • presentare ad un livello professionale un proprio progetto realizzato nel campo della comunicazione visiva in forma di installazione, oralmente e per iscritto • 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	<i>Metodo d'esame relativo al modulo 1 – comunicazione visiva:</i> Orale. L'esame prevede la consegna, la presentazione e la discussione dei progetti realizzati durante il semestre e della relativa documentazione. Saranno fatte domande da parte dei docenti volte alla discussione dei temi trattati e a verificare la rielaborazione da parte degli studenti di quanto fatto durante il corso e con il progetto finale. Gli studenti dovranno predisporre i progetti secondo indicazioni che saranno fornite durante il semestre e dovranno argomentare i progetti, dimostrando di avere elaborato criticamente i riferimenti proposti durante il semestre e di avere
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	maturato una interpretazione personale dei temi affrontati.
Lingua dell'esame	corrisponde alla lingua d'insegnamento
Criteri di misurazione e criteri di attribuzione del voto	<i>Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 1 – comunicazione visiva:</i> Il corso prevede l'attribuzione di un voto di esame unico. I criteri di misurazione e attribuzione relativamente ai progetti richiesti: - Qualità della progettazione grafica e delle presentazioni; - Autonomia e capacità critica di elaborazione, sviluppo e argomentazione del tema progettuale; - Conoscenza e capacità di discussione dei riferimenti proposti durante il corso; - Impegno e partecipazione durante il semestre.
Bibliografia fondamentale	<i>Modulo 1 – comunicazione visiva:</i> Manzini Enzo, 2016 Design, <i>When Everybody Designs: An Introduction to Design for Social Innovation</i>: Mit Press Resnick, Elizabeth. 2016. <i>Developing Citizen Designers</i>. New York and London: Bloomsbury Publishing. Ruben, Peter. 2016. <i>The Politics of Design: A (Not So) Global Manual for Visual Communication</i>. Amsterdam: BIS Publishers. Shea, Andrew. 2012. <i>Designing for Social Change</i>. New York: Princeton Architectural Press. Thompson, Nato. 2017. <i>Culture as Weapon</i>. Melville House Publishing. -
Bibliografia consigliata	<i>Modulo 1 – comunicazione visiva:</i> -