

Syllabus

Course description

Course title	STUDIO B "IMAGE" Fake for Real* A project on image narratives and strategies of fake
Course code	97062
Scientific sector	Module 1: L-ART/06 Module 2: ICAR/13 Module 3: L-ART/06
Degree	Bachelor in Design and Art (L-4)
Semester	I
Year	1st, 2nd or 3rd
Credits	20
Modular	Yes

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

Studio description and specific educational objectives	<p>The course belongs to the class "caratterizzante" in the curriculum in Art.</p> <p>STUDIO DESCRIPTION</p> <p><i>Course description module 1 – Photography/Video:</i></p> <p><i>Fake news, alternative facts, post-truth</i> – we are confronted on a daily basis with the repercussions of these notions and related strategies such as deception, bluff, imitation, plagiarism and propaganda. During this course we will explore this spectrum of phenomena, critically analysing and discussing the role of images in social, political, scientific and cultural contexts. With reference to historical and contemporary image narratives, we will examine concepts of authenticity and fake.</p>
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We will study and practically explore artistic strategies adapting, imitating, parodying and playing with the notion and implications of fake. Works by The Yes Men, Allan Kaprow, Orson Welles, Broomberg & Chanarin, Thomas Demand and many others will be critically discussed. We will analyse artistic methods and strategies related to the course's topics and discuss the student projects with a professional artist or curator. We will test whether fake as a complex artistic strategy can be a potentially useful tool of analysis and thought.

This course offers a deep exploration of photography and video in contemporary social, political and art contexts. The complex relationship between image-taker/maker and image as decisive means of communication will be playfully explored.

Constructive critical thinking and discussion will form the heart of our course, along with practical experimentation with still and moving images. The project is understood as a hands-on laboratory and open studio. Students will be introduced to different forms of visual narrative and will be encouraged to experiment with images in different contexts such as print, online and spatial situations. Each student will develop individual working processes from initial idea to final presentation within a personal long-term project.

***Educational objectives module 1 –
Photography/Video:***

Creation:

- Advanced ability to transfer individual concepts into strong, surprising works of art
- Inventiveness concerning subject, approach and materials
- Playful and sophisticated use of language/text/sound in relation to images
- Profound knowledge of contemporary technical skills such as (digital) photo, video, light and sound systems and development of personal formal criteria in relation to each project
- Refined artistic practice of different forms of analysis, expression and presentation

Contexts and concepts:

- Strong awareness of socially relevant discourses, their contexts and implications

- Advanced ability to develop a personal idea into a concept
- Advanced understanding of the coherence of intentions, choice of means, process and result
- Advanced ability to relate conceptually to the public/viewer as well as different communities
- Refined ability to locate personal work/strategies/methods within larger contexts
- Growing ability to theoretically explore own and others' ideas and concepts
- Development of an independent and challenging study path

General skills:

- Ability to give, receive and process constructive criticism
- Ability to integrate reviews and critique in the work process
- Assumption of responsibility
- Investigative attitude
- Development of long-term interests/endurance
- Communication/presentation skills
- Proactive attitude/behaviour

Course description module 2 – Visual communication:

The course is committed to the introduction of some principles to acquire the main tools for an autonomous development of a visual communication project. Through a series of frontal lectures and of exercises directly related to the main topic "Fake for Real", the course focuses on the definition of some basic instruments and the ability to use them. Starting both from specifically produced outputs and from already existing materials (online archives, open data,...) the students will have the opportunity to embrace complexity without reducing or over-simplify it and avoiding standard solutions, trying to figure out which media could suit the desired message in the best way.

At the same time, the exercises will be an opportunity to analyze – and possibly stress – different media; to experiment with design and printing techniques; to acquire an essential basic knowledge of the major design softwares and methods.

Educational objectives Module 2 – Visual communication:

- The acquisition of the essential basic knowledge to be able to carry out a project in the field of visual communication, with a special focus on book and editorial design, use of basic graphic design elements, elements of typography and graphic syntax. [SEP]
- Know how to analyse, design and develop textual-graphic objects [SEP]
- Know how to develop and carry out the technical aspects of visual communication which are both analogical and multimedia [SEP]
- Communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical, scientific and theoretical point of view [SEP]
- Develop an aware attitude in order to articulate and argue well-structured projects and to build relationships between different topics and subjects.

Course description module 3 – Media theory:

“The medium is the message” - starting with a review of this famous, but above all enlightening, statement by Marshall McLuhan, the course seeks to reverse the trend of analyzing media exclusively as carriers of contents. This trend appears to have spread in conjunction with the phenomenon of fake news, the dissemination of the notion of post-truth and the continuous diffusion of conspiracy theories.

Through McLuhan’s theories, this course will analyze different media theories and technological contexts bearing in mind that every medium exerts an influence on the cognitive processes and the perception of space and time. In addition, every medium also exerts a direct influence on the organization of the social space. Therefore, it plays a primary role in social conflicts, in the production of value, and in the development of narratives. And the latter aim sometimes at transforming, or regenerating, the ideologies, that is the ways of understanding society.

This course aims at providing students with the fundamental notions to approach the analysis, the history, and the criticism of media. By analyzing the development

of media technologies, during the lessons, we will compare and discuss diverse theories and the socio-technological context that generated them. Every theory will be examined as the product of specific socio-political, technological, and cultural contexts in order to better understand the close-knit relationship that exists between technology, ways of production of value, media, and social structures. Particular emphasis will be placed on the notion of technological determinism which will be examined through the relationship between technologies, media and social transformation. Through the same notion, it will highlight the double nature of media, meaning that media could be, at the same time, instruments of freedom or instruments of social control.

More importantly, the course will pinpoint that every technological progress made in the field of media contributes to radically transforming the notion of objectivity. With respect to this important topic, the course will deal with the relationship that exists between language, communication, and the organization of the social space. It will also examine how, in this framework, the notion of objectivity is used as a vector to guide public opinion towards the consensus. Therefore, a substantial part of the course will deal with some examples of social struggles, the role played by media in those particular contexts, and the development of the media activism as a response to particular socio-economical, political, and communication contexts. This survey will aim at giving to the class the theoretical instruments to perform a critical analysis of our digital media context and to understand how media are transforming every social field.

Educational objectives module 3 – Media theory:

- The acquisition of the essential basic knowledge of looking critically at their own work and to deal with the complexities of the contemporary media society
- The acquisition of the knowledge and understanding of different media context as well as theoretical subjects
- To have the ability to grasp the main phenomena that characterizes our hypermedia society and to analyze them from a social and ethical perspective
- The acquisition of the basic knowledge concerning the culture of design in all its aspects
- Knowledge of the important aspects of the history and analysis of mass media

	<ul style="list-style-type: none"> • Know how to apply the research methods and results in the project and to the various areas of the project itself • To develop independent judgments in the critical evaluation of their work by using appropriate interpretive tools with respect to different contexts • Communicate at a professional level and argue the reasons for their choices from a formal, technical scientific, and theoretical point of view
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Module 1	Photography/Video:
Lecturer	Eva Leitolf office C1.03.a, e-mail Eva.Leitolf@unibz.it , tel. +39 0471 015327, webpage http://www.unibz.it/en/designart/people/StaffDetails.html
Scientific sector of the lecturer	L-ART/06
Teaching language	German
Office hours	Monday and Tuesday, 17:00-19:00 and by appointment (teaching week)
Teaching assistant (if any)	Giulia Cordin
Office hours	See below
List of topics covered	Expanded photography/moving images in social, political and cultural contexts; images and text/sound; forms of presentation; phenomena and artistic strategies of fake; methodology of long term project
Teaching format	Frontal lectures, assignments/exercises, group and one to one critiques, presentations

Module 2	Visual Communication
Lecturer	Giulia Cordin office C1.03.a, e-mail Giulia.Cordin@unibz.it , tel. +39 0471 015333, webpage http://www.unibz.it/en/designart/people/StaffDetails.html
Scientific sector of the lecturer	ICAR/13
Teaching language	Italian
Office hours	Mondays to Wednesdays on appointment
Teaching assistant (if any)	-
Office hours	-
List of topics covered	Knowledge of different graphic media; knowledge of different printing methods and techniques; basic elements of typography both as a functional reading system and as an expressive system, hierarchy of content and images
Teaching format	Exercises, in-group discussions and seminar lectures

Module 3	Media Theory
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Lecturer	German A. Duarte Penaranda office F3.04, e-mail GDuarte@unibz.it, tel. +39 0471 015226/ -27 , webpage http://www.unibz.it/en/designart/people/StaffDetails.html
Scientific sector of the lecturer	- L-ART/06
Teaching language	English
Office hours	Monday and Tuesday 15:30 -17:00 (teaching week)
Teaching assistant (if any)	-
Office hours	-
List of topics covered	Media theory, media history, mass media, communication, cyberculture, media sociology
Teaching format	Frontal Lectures

Learning outcomes	<p><i>Learning outcomes for module 1 – Photography/Video:</i></p> <p><u><i>Knowledge and understanding</i></u> Students will understand the photographic image as a medium related to different historical and contemporary contexts within a changing framework of politics of representation. They will deepen their understanding of different forms of image narratives as well as comprehend various strategies of fake. They will acquire an individual project methodology in the field of visual art.</p> <p><u><i>Applying knowledge and understanding</i></u> Students will be able to apply their acquired technical, theoretical and practical knowledge to produce own strong artistic projects from concept to realization as well as to develop methods to document their own formation processes. Students will acquire the ability to recognize and critically evaluate socially relevant phenomena and transfer them constructively into an individual artistic project.</p> <p><u><i>Making judgments</i></u> Through constant constructive critical discourse, students will be able to critically question own concepts/work as well as the concepts/works of others and start to develop individual criteria for quality. Students will learn to experience and evaluate their own artistic approach in relation to historical and contemporary artistic practices. By analyzing various uses of fake within mass/social media as well as by looking at fake as an artistic strategy students will be able to differentiate between various</p>
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forms of (mis-)information, propaganda and fake as a constructive tool to instigate discourse.

Communication skills

Students will learn to give and receive constructive critique as well as to explain and defend own ideas and decisions from a conceptual, formal and technical point of view in plenary presentations and discussions. They will be able to present their personal project orally, in writing as well as in the form of a spatial presentation.

Learning skills

Students will be able to independently research and conceptually follow own interests/ideas and represent them within a personal artistic process. They will develop an individual creative methodology to identify, explore and realize artistic solutions for complex formal and conceptual challenges.

Learning outcomes for module 2 – Visual communication:

Knowledge and understanding

Knowledge of the technical-cultural issues related to the field

Applying knowledge and understanding

Acquisition of the essential basic knowledge to carry out a project of visual communication
 Reaching the necessary ability to analyse, conceive and develop visual communication projects

Making judgments

Judgment autonomy arising in the coherence of the final decisions taken in regards to the artistic theme proposed by the exercises.

Communication skills

Manage, develop and realize independently a visual project both individually and working in group
 Critically observe the main phenomena that characterize society and develop appropriate solutions/ answers
 Develop a critical point of view both in the evaluation of the own work and in the ability to choose the correct interpretative tools in relation to the artistic practice
 Communicate and argue the process that leads to the artistic and design choices. Motivate them from a formal, technical, scientific and theoretical point of view
 Develop a creative attitude and learn how to increase and enhance it according to the own inclinations

Learning skills

Learning skills acquired through the application of the artistic issues examined during the frontal lectures in regards to cultural and technical aspects.

Learning outcomes for module 3 – Media theory:

Knowledge and understanding

It is expected that students show a global understanding and a critical approach to historical media phenomena. Further, it is expected that students demonstrate an understanding of contemporary ways of informing within the frame of digital technology.

Applying knowledge and understanding

To improve student's understanding of the socio-political role played by media through their history. To broaden a student's gamut of theoretical knowledge within the field of media and enable them to apply this knowledge to any professional situation that requires a theoretical expertise. To improve the skills of analyzing, structuring, and orally presenting concepts and ideas in professional situations.

Making judgments

The student will be able to analyze, interpret, and pertinently apply concepts to cultural products and media experiences. The student will be able to choose techniques and strategies to create or to analyze social phenomena in the field of media.

A further expected outcome is to enable the student to critically understand the socio-cultural impact of media technologies, and, consequently to approach them ethically and responsibly.

Communication skills

The course's expected learning outcome is that the students further develop their communication skills. Students should be able to clearly communicate, at a professional level, projects, information, concepts, and solutions related to the questions of media society.

Learning skills

Students will improve their research methods, as well as how to pertinently apply them during the development of projects and research projects concerning different fields of media.

<p>Assessment</p>	<p><i>Assessment details for module 1 – Photography/Video:</i></p> <ul style="list-style-type: none"> • Production of artistic work (e.g. photographic prints, video, digital formats etc.) • Several presentations of own artistic work in plenary critique sessions as well as one to one meetings with teacher • Presentation of researched topics to class • End of semester presentation in individual form of presentation/exhibition, (self-)/evaluation of results <p><i>Assessment details for module 2 – Visual communication:</i></p> <p>During the final exam the students will discuss the exercises carried out during the course. Detailed information about the single exercises and the final presentation will be handed out during the course</p> <p><i>Assessment details for module 3 – Media theory:</i></p> <ul style="list-style-type: none"> • Oral examination
<p>Assessment language</p>	<p>The same as the teaching language</p>
<p>Evaluation criteria and criteria for awarding marks</p>	<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><i>Evaluation criteria and criteria for awarding marks for module 1 – Photography/Video:</i></p> <ul style="list-style-type: none"> • Strength and clarity of artistic concepts • Coherence of concept, choice of means and resulting art work • Innovativeness/inventiveness concerning subject, approach and materials • Virtuosity of technical skills • Mastery of oral presentation: ability to summarize, evaluate, and establish relationships between topics and own artistic practice • Ability to work in a team • Capability of integrating reviews and crits in the work process • Skills in critical thinking and adequate communication to peers

	<ul style="list-style-type: none"> • Creativity of artistic processes and presentation of results • Proactive attitude/behavior • Taking on responsibilities • Development of long-term interests <p><i>Evaluation criteria and criteria for awarding marks for module 2 – Visual communication:</i></p> <p>The final assessment is based on the content of all the exercises and the final output of the main project according to the following criteria:</p> <ul style="list-style-type: none"> • Active participation and quality of contributions • Analysis and observation ability of the student • Completeness and coherence in the design concept • Clarity in the presentation of the process that leads to the final choices • Technical-formal quality of the exercises • Correct use of new tools and competences <p><i>Evaluation criteria and criteria for awarding marks for module 3 – Media theory:</i></p> <ul style="list-style-type: none"> • Ability to summarize and present concepts and theories presented in the required readings • Ability to establish relationships between theories and socio-technological contexts • Clarity in presenting and structuring ideas
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Required readings	<p><i>Module 1 – Photography/Video:</i></p> <ul style="list-style-type: none"> - David Shields, <i>War is Beautiful. The New York Times Pictorial Guide to the Glamour of Armed Conflict</i> (2015) - Hartwig Fischer, <i>Covering the Real. Kunst und Pressebild von Warhol bis Tillmans</i> (2005) - Sigrid Schneider, Stefanie Grebe, <i>Wirklich Wahr! Realitätsversprechen von Fotografien</i> (2004) - Rudolf Herz, Hoffmann & Hitler. <i>Fotografie als Medium des Führer-Mythos</i> (1994) <p>Books will be made available during the course.</p> <p><i>Module 2 – Visual communication:</i></p> <p>Required readings will be announced and presented in class</p>
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	<p>Module 3 – Media theory:</p> <ul style="list-style-type: none"> - Marshall McLuhan, <i>Understanding Media. The Extensions of Man</i> (1964) <p>A series of papers and book chapters that will be communicated and posted on the reserve collection.</p>
<p>Supplementary readings</p>	<p>Module 1 – Photography/Video:</p> <ul style="list-style-type: none"> - Marshall McLuhan, Quentin Fiore, <i>Das Medium ist Massage</i> (1969) - Jean Baudrillard, <i>Agonie des Realen</i> (1978) - Judith Mair, Silke Becker, <i>Fake for Real *. Über die private und politische Taktik des So-tun-als-ob</i> (2005) (*borrowed by E.L. for the course title) - Jonas Staal, <i>Post-Propaganda</i> (2010) - Stephanie Weber, Matthias Mühling, <i>After the Fact. Propaganda im 21. Jahrhundert</i> (2017) <p>Books will be made available during the course.</p> <p>Module 2 – Visual communication:</p> <p>For further interest about the issues handled during the course it is recommended to read the texts that will be included in the course reserve collection</p> <p>Module 3 – Media theory:</p> <ul style="list-style-type: none"> - A series of texts that will be communicated and posted on the reserve collection.