

SYLLABUS

Course description

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

Course title	Web & Media Design Area: Skills & Technologies
Course code	96005
Scientific sector	ICAR/13 – Design e comunicazioni multimediali
Degree	Master in Eco-Social Design (LM-12)
Semester	II
Year	1st and 2nd
Credits	6
Modular	No
Lecturer	Matteo Moretti office F4.06.b, e-mail MatMoretti@unibz.it, tel. +39 0471 015309, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/9836-matteo-maria-moretti
Scientific sector of the lecturer	-
Teaching language	English
Teaching assistant (if any)	-
Office hours	-
Teaching language	English
Total lecturing hours	60
Total hours of self-study and/or other individual educational activities	about 90
Attendance	recommended
Prerequisites	-
Course page	https://www.unibz.it/de/faculties/design-art/master-eco-social-design

Course description

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

Educational objectives

Students will be able to:

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

Knowledge will be acquired in the following fields:

- web design and motion design in a transmedia environment;

List of topics covered

Data visualisation
Digital storytelling
Motion Graphic
Visual journalism
Visual storytelling
Web design

Teaching format

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

Learning outcomes

Knowledge and understanding

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

Applying knowledge and understanding

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

Making judgments

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

Communication skills

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

Learning skills

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

Assessment

Oral and Written:

- Oral, physical presentation of the students design project: every student has to deliver a visual journalism design project. For the ones attending the semester project (Projects 2 – Design 2), they may integrate it in their final project, disseminating the latter through a visual journalism artifact.
- Critical discussion of the project, in particular related to the visual storytelling and web design

issues

- Documentation (project presentation text, source files, data)

Assessment language: English

Evaluation criteria and criteria for awarding marks

- Originality, coherence and aesthetic qualities of the design project, in relation the to context and the aims of the project; in particular related to the web and media design process
- Effectiveness in communicating the project, and potential social impact
- Ability to work in a team, with partners and and/or experts

Required readings

<https://eu.alma.exlibrisgroup.com/leganto/readinglist/lists/24001255610001241>

Supplementary readings

Moretti's Reserve Collection

<https://eu.alma.exlibrisgroup.com/leganto/readinglist/lists/24001255610001241>

Adversarial design

Carl DiSalvo 1971-Book 9780262017381 Cambridge, Mass. : MIT Press 2012

Breaking the filter bubble: democracy and design

Bozdag, Engin ; Hoven, Jeroen Article 13881957 Dec 2015

Data Journalism : Inside the global future

Book 9781845496630 Suffolk : Abramis 2015

Il potere dei dati : il data journalism e le nuove forme del comunicare

Davide Ludovisi Book 9788898837212 Orbetello : Effequ 2016

Visual Storytelling

The Functional Art: An introduction to information graphics and visualization

Alberto Cairo 0133041182 (CKB)3460000000120538 New Riders

Visual journalism infographics from the world's best newsrooms and designers

Book 978-3-89955-919-4 Gestalten

Misinformation : Guida alla società dell'informazione e della credulità

Walter Quattrocchi Book 9788891742254 Angeli

The filter bubble : what the Internet is hiding from you
Eli Pariser 9781594203008 New York [etc.] : Penguin Press 2011

How to lie with statistics
Darrell Huff 9780393310726 New York, NY [etc.] : Norton 1993

Convergence culture where old and new media collide
Jenkins, Henry New York Univ Press 2008