

-> *Syllabus in lingua italiana*

Syllabus Course description

Course title	Project VC – B3 Learning from
Course code	97086
Scientific sector and area	Module 1: ICAR/13 disegno industriale Module 2: ICAR/13 disegno industriale Module 3: M-FIL/04 estetica
Degree	Bachelor in Design and Art (L-4)
Semester	Summer semester 2018/19
Year	1 st
Credits	19
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	about 295 (Module 1: about 110, Module 2: about 90, Module 3: about 95)
Prerequisites	have passed the WUP project;
Attendance	not compulsory but recommended

Project description and specific educational objectives	<p><i>The course belongs to the class "caratterizzante" (module 1), "di base" (module 2) and "affine o integrativa" (module 3) in the curriculum in Design.</i></p> <p>PROJECT DESCRIPTION <i>Course description module 1 – Visual Communication:</i></p> <p>LEARNING FROM</p> <p>When presenting <i>Broken Nature</i> — an exhibition at the XXII Milan Triennale on the relationship between design and nature, which will be inaugurated in March 2019 — Paola Antonelli, curator of the New York MOMA, announced that the exhibition will be dedicated to "all the forms of design that we know (fashion, communication, product, visualisation) but also to those that we do not know and that will be born next year," adding, "we will be ready to welcome all new kinds of design with open arms".</p>
--	---

This statement — and a very important one at that — is just one of many that, altogether, are pushing us to imagine design in the future in a very different way from how we think of and experience (as well as study and teach) it today.

These important insights invite us to reflect on potential shifts in the discipline: new directions, new ways of implementing technology, a different kind of professionalism. These insights also invite us to imagine a different future for design schools, that require us to examine our educational methods, tools and places.

Design, also thanks to the new and ever-growing opportunities offered by technology and communication systems, is investigating new relationships with previously unexplored disciplines and environments. While design is becoming ever more ubiquitous, the discipline can no longer claim to offer a solution for everything. In fact, the one-size-fits-all approach of many education systems reveals its cracks and weaknesses. Similarly, design education now faces new challenges and limitations in terms of its relevance, adaptability, accessibility, sustainability and funding.

In this environment, which is both fascinating but also uncertain and in continuous evolution, it is essential for students, teachers and researchers to ask themselves about the role of design and its future, both what we can imagine but also what we do not know about.

The aim of the course is to compare a variety of points of view, perspectives, questions, doubts, reflections, ideas, methodologies, practices and theories about the role of and future teaching of design disciplines.

The course will be made up of three parts:

Learning from SPACE

In the first part (March 2019), students will explore the relationship between space and learning; the different distances between educational institutions and spaces; architecture; places; and a general understanding of the role played by spatial arrangements in education and training.

Learning from TOOLS

In the second part of the course (April 2019), students will have to explore learning tools and practices. Books,

machines, objects and software will all be used as lenses to observe future design changes.

Learning from INVISIBLE

In the last part of the course (May 2019), after having studied spaces and tools, students will go on to speculate on the various opportunities and the new and still invisible directions that design could offer in the future, and to listen to subjects, questions and processes that are normally excluded from the traditional teaching methods of the discipline.

At each stage, the student will be asked to develop a project to be collected and documented in a printed file.

WHAT I CAN LEARN FROM YOU

At the same time as their course project, each student will be asked to develop a personal project. In this part of the course, each student will have to identify a person from the world of education — not necessarily a designer — who is considered to be important, and with whom they will build a visual dialogue on the theme of learning. This "personal" part of the project must also be documented and developed in a printed file.

At the end of the course (June 2019), each student will be required to design a volume that brings together the results of the three phases of the course and their "personal" work.

Educational objectives module 1 – Visual Communication:

The main objective of the course is to ensure that students have an adequate knowledge of general scientific methods and a critical approach towards visual communication and, at the same time, through the more laboratorial part, the course will try to orientate the student towards the acquisition of specific professional knowledge.

The course is organised in order that the students acquire:

- a design methodology in the field of visual communication;
- a solid cultural background where technical-media skills are combined with theoretical reflection;

- the ability to capture and analyse contemporary cultural and social phenomena that characterise design and art;
- skills necessary to manage a project from the ideation phase to the realisation phase;
- technical tools necessary for the realisation of the projects and the necessary interdisciplinary scientific skills;
- a theoretical and socio-cultural education that aims to acquire a solid cultural background where the technical-media skills are combined with a theoretical reflection.

Course description module 2 – Digital publishing & social media:

Following the main concept of the “Learning from” project, this second module will help students to develop and realise different projects according to the three practical exercises of the first module (Learning from space/tools/invisible).

During this module students will analyse and discuss different case studies, approaches and practices developed within the field of design able to push or question the boundaries of the discipline, and to open up new and different understandings or directions of the design practice.

After acquiring new knowledge and perspectives in relation to the three topics of the exercises, each student will try to articulate and visualise a question or a point of view regarding the way design can be taught or learned, through different outputs.

Beside reflecting on the limits of our discipline and the possibilities to change it, through these exercises students will have the opportunity to deal with problems and contents related to typography, editorial design and visual languages, in order to acquire or refresh their graphic skills.

Educational objectives module 2 – Digital publishing & social media:

During this module students will acquire:

- a design methodology in the field of visual communication;
- skills necessary to manage a project from the ideation phase to the realisation phase;
- technical tools necessary for the realisation of the projects and the necessary interdisciplinary scientific skills;

	<ul style="list-style-type: none"> - a theoretical and socio-cultural education that aims to acquire a solid cultural background where the technical-media skills are combined with a theoretical reflection. <p><i>Course description module 3 – Visual Culture:</i></p> <p>What is that a designer needs to know in order to be a designer? What is the specificity of design education in a world where “everybody designs”? What is the role of theory in a practice-based curriculum? What are the different schools in design and what is the difference in terms of intrinsic values (commercial vs social; formal vs informal; codified method vs free expression of oneself) between one and another?</p> <p>The theoretical course will follow step by step the organisation of the whole project. it will begin with a reflection on spaces of learning, with a survey on the history of representation of the educational space as a controlling institution or, on the contrary, as a field for freedom and creativity. it will go on with an inquiry on object and tools as storytellers, in exhibitions and literature. The last part will deal with an overall reflection on design schools and their identity: students will reflect on their role as designers in a changing world through the aid of readings that will be discussed step by step. During all the projects, techniques for interviewing and writing well will be developed.</p> <p><i>Educational objectives module 3 – Visual Culture:</i></p> <p>The objective of the course is to ensure that students have adequate knowledge of general scientific methods and contents.</p> <p>Disciplinary objectives:</p> <ul style="list-style-type: none"> - a solid cultural background where technical-media skills are combined with theoretical reflection; - the ability to capture and analyse contemporary cultural and social phenomena that characterise design and art; - a theoretical and socio-cultural education that aims to acquire a solid cultural background where the technical-media skills are combined with a theoretical reflection.
--	---

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	ICAR/13
Teaching language	Italian
Office hours/Assistance	Tuesday 09.00 - 11.00
List of topics covered	Use of visual communication tools Development of editorial publishing projects Typography and graphic project Educational tools project Brief introduction to critical and speculative design
Teaching format	Lectures, exercises, laboratories, projects.

Module 2	Digital publishing & social media
Lecturer	Andrea Facchetti office F2.06.b, e-mail Andrea.Facchetti@unibz.it tel. +39 0471 015112, web page https://www.unibz.it/en/faculties/design-art/academic-staff/person/38327-andrea-facchetti
Scientific sector of the lecturer	ICAR/13
Teaching language	English
Office hours/Assistance	Mo –Tu: 12:30 – 14:00 by appointment sending an e-mail to: andrea.facchetti@unibz.it
List of topics covered	graphic design, critical design, politics of representation, visual culture, editorial design, design research
Teaching format	Lectures, case studies analysis 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	Tue-Wed 9:00 – 12:00 and by appointment sending an e-mail to: valeria.burgio@unibz.it
List of topics covered	Semiotics of space, visual culture, techniques of storytelling, rhetorics of the image.
Teaching format	Lectures, seminars and exercises.

Learning outcomes	<p><i>Learning outcomes for module 1 – Visual Communication:</i></p> <p><i>Disciplinary abilities</i></p>
--------------------------	---

	<p>Students will be able to apply knowledge related to the design of:</p> <ul style="list-style-type: none"> - graphic design of posters - graphic design of magazines, newspapers - advertising graphics of public and/or social utility - corporate design of O.N.G. organisations - capacity for critical thinking - knowledge of the cultural arena, in particular, the visual communication one - experience in designing exhibitions - flexibility with clients and collaborators - an intuitive and empathetic approach to people. - ability to manage a project (project management); - leadership skills; - capacity for innovation in the framework of a broad understanding of the contemporary cultural arena. <p><i>Knowledge and understanding</i></p> <p>The students will have acquired:</p> <ul style="list-style-type: none"> - a design methodology in the field of visual communication, from the ideation phase to the realisation phase of the project; - the basic knowledge necessary for the realisation of a project in the field of visual communication, from a technical, scientific and theoretical point of view; - the basic knowledge to practice a critical look at their work and to deal with contemporary challenges; - basic knowledge relating to the culture of the project in all its components, but also to the disciplines of a technical, scientific and theoretical nature to be able to continue their study with a master's degree in an international context. <p><i>Ability to apply knowledge and understanding</i></p> <p>Students will be able to:</p> <ul style="list-style-type: none"> - concept, develop, realize a project in the field of visual communication; - finalize to the realization of a completed project in the field of visual communication and the basic knowledge acquired in the technical, scientific and theoretical fields; - understand the main phenomena that characterize today's society, to be able to observe them
--	---

	<p>critically also in an ethical and social perspective and to elaborate appropriate solutions in regards to the project proposal/answer;</p> <ul style="list-style-type: none"> - put to good use and to develop what has been learned during the course of studies towards the possible continuation of the own formation with a magistral degree in the field of design. <p><i>Autonomy of judgment</i> The students must have developed:</p> <ul style="list-style-type: none"> - a good autonomy of judgement aimed at developing one's own design capacity and the set of decisions (technical, scientific and theoretical) necessary to carry out a project to its' conclusion <p>a good autonomy of judgement in the critical evaluation of their work and in their ability to use correct interpretative methods in relation to the contexts in which they will apply their design practice and/or continue their studies, also considering ethical and social aspects.</p> <p><i>Communication skills</i> Students will be able to:</p> <ul style="list-style-type: none"> - present at a professional level their own project in the field of visual communication in the form of an installation, orally and in written form; - communicate and motivate at a professional level the reasons for their choices and motivate them from a formal, technical, scientific and theoretical point of view; - communicate and present at a professional level one's own project in another language in besides to one's own and correctly in a third language. <p><i>Learning skills</i> Students will have:</p> <ul style="list-style-type: none"> - learned at a professional level a design methodology understood as the ability to identify, develop and implement solutions to complex design problems by applying the knowledge acquired in the technical, scientific and theoretical field necessary to establish a professional activity and / or continue their studies with a master's degree;
--	--

- developed a creative attitude and learned how to increase and enhance it according to their own inclinations;
- acquired a basic knowledge of theoretical, scientific and technical disciplines combined with a suitable study methodology to continue their studies with a master's degree;
- learned language skills certified in another language in addition to their own language and in addition fluently and correctly in a third language, essential to carry out their professional activities or continue their studies with the master's degree in the international field.

Learning outcomes for module 2 – Digital publishing & social media:

Students will be able to apply knowledge related to the design of:

- graphic design of posters
- graphic design of magazines, newspapers
- advertising graphics of public and/or social utility
- capacity for critical thinking
- knowledge of the cultural arena, in particular, the visual communication one
- experience in designing exhibitions
- ability to manage a project (project management);
- capacity for innovation in the framework of a broad understanding of the contemporary cultural arena.

Knowledge and understanding

The students will have acquired:

- a design methodology in the field of visual communication, from the ideation phase to the realisation phase of the project;
- the basic knowledge necessary for the realisation of a project in the field of visual communication, from a technical, scientific and theoretical point of view;
- the basic knowledge to practice a critical look at their work and to deal with contemporary challenges;

Ability to apply knowledge and understanding

Students will be able to:

- concept, develop, realize a project in the field of visual communication;
- finalize to the realization of a completed project in the field of visual communication and the basic knowledge acquired in the technical, scientific and theoretical fields;

Autonomy of judgment

The students must have developed:

- a good autonomy of judgement aimed at developing one's own design capacity and the set of decisions (technical, scientific and theoretical) necessary to carry out a project to its' conclusion

a good autonomy of judgement in the critical evaluation of their work and in their ability to use correct interpretative methods in relation to the contexts in which they will apply their design practice and/or continue their studies, also considering ethical and social aspects.

Communication skills

Students will be able to:

- present at a professional level their own project in the field of visual communication in the form of an installation, orally and in written form;
- communicate and motivate at a professional level the reasons for their choices and motivate them from a formal, technical, scientific and theoretical point of view;

Learning skills

Students will have:

- developed a creative attitude and learned how to increase and enhance it according to their own inclinations

Learning outcomes for module 3 – Visual Culture:

Disciplinary skills

Students will be able to apply knowledge related to:

- capacity for critical thinking
- knowledge of the cultural arena, in particular, the artistic one
- knowledge of artistic practice that allows an efficient approach with cultural producers
- experience in designing exhibitions

	<p><i>Knowledge and understanding</i> The students will have acquired:</p> <ul style="list-style-type: none"> - the basic knowledge to practice a critical look at their work and to deal with contemporary challenges; - basic knowledge relating to the culture of the project in all its components, but also to the disciplines of a technical, scientific and theoretical nature to be able to continue their study with a master's degree in an international context. <p>Ability to apply knowledge and understanding Students will be able to:</p> <ul style="list-style-type: none"> - understand the main phenomena that characterize today's society, to be able to observe them critically also in an ethical and social perspective and to elaborate appropriate solutions in regards to the project proposal/answer; <p><i>Autonomy of judgment</i> The students must have developed:</p> <ul style="list-style-type: none"> - a good autonomy of judgement aimed at developing one's own design capacity and the set of decisions (technical, scientific and theoretical) necessary to carry out a project to its' conclusion - a good autonomy of judgement in the critical evaluation of their work and in their ability to use correct interpretative methods in relation to the contexts in which they will apply their design practice and/or continue their studies, also considering ethical and social aspects. <p><i>Communication skills</i> Students will be able to:</p> <ul style="list-style-type: none"> - present at a professional level their own project in the field of product design, visual communication and/or the arts in the form of an installation, orally and in written form; - communicate and motivate at a professional level the reasons for their choices and motivate them from a formal, technical, scientific and theoretical point of view;
--	---

<p>Assessment</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>Assessment details for module 1 – Visual Communication:</i></p> <p>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.</p> <p><i>Assessment details for module 2 – Digital publishing & social media:</i></p> <p>Submission, presentation and discussion of a series of visual output in the field of graphic design. Students must conceive, develop and produce a series of visual artifacts and communication devices related to the subject of the module.</p> <p>There will be individual presentations where students will discuss their projects, explain their conceptual approaches and their technical choices.</p> <p><i>Assessment details for module 3 – Visual Culture</i></p> <p>Students will have to participate and debate about the topics presented. Moreover, they will be asked to read, review and discuss short texts at the beginning or end of every lecture.</p> <p>Short assignments will test their ability to critically analyze a work they consider influential for their own design project through the methodological instruments that have been taught to them.</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><i>Evaluation criteria and criteria for awarding marks for module 1 – Visual Communication:</i></p> <ul style="list-style-type: none"> - Quality of design and graphic presentations - Independence and critical ability of developing and

	<p>arguing the design work in accordance with the given themes</p> <ul style="list-style-type: none"> - Knowledge, understanding and ability of discussing the references proposed during the semester - Presence and engagement during the semester <p><i>Evaluation criteria and criteria for awarding marks for module 2 – Digital publishing & social media:</i></p> <ul style="list-style-type: none"> – conclusiveness of the design concept; – conclusiveness of the formal aspects of the design work; – quality of the technical execution; – clarity of the presentation. <p><i>Evaluation criteria and criteria for awarding marks for module 3 – Visual Culture:</i></p> <p>Ability to connect theoretical contents to the design and production practice.</p> <p>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.</p>
--	--

<p>Required readings</p>	<p><i>Module 1 – Visual Communication:</i></p> <p>Camuffo, Giorgio; Dalla Mura, Maddalena; Mattozzi, Alvise About <i>Learning and design</i>, BuPress, 2014</p> <p>Jacob Lindgren, <i>Extra-curricular</i>, Onomatopée, 2018</p> <p>Autori vari, <i>Abitare</i>, marzo 2013</p> <p><i>Module 2 – Digital publishing & social media:</i></p> <p>Antonelli, Paola, Hunt, Jamer. 2015. <i>Design and Violence</i>. New York: The Museum of Modern Art.</p> <p>Langdon, James. 2014. <i>A School for Design Fiction</i>. Leipzig: Spector Books.</p> <p>Pater, Ruben. 2016. <i>The politics of design</i>. Amsterdam: BIS Publisher.</p> <p><i>Module 3 – Visual culture:</i></p> <p>S. Heller, <i>The education of a graphic designer</i>, Allworth Press, New York 2005.</p>
---------------------------------	---

	<p>H.U. Obrist, <i>Lives of the Artists, Lives of the Architects</i>, Penguin, London 2016.</p> <p>J. Rancière, <i>The Ignorant Schoolmaster: Five Lessons in Intellectual Emancipation</i>, Stanford Univesity Press 1991.</p>
<p>Supplementary readings</p>	<p><i>Module 1 – Visual Communication:</i> </p> <p><i>Module 2 – Digital publishing & social media:</i></p> <p>More suggestions will be given during the course, according to the needs of the single students.</p> <p><i>Module 3 – Visual Culture:</i></p> <p>More suggestions will be given during the course, according to the needs of the single students.</p>

Syllabus

Descrizione del corso

Titolo del corso	PROGETTO CV – B3 Titolo
Codice del corso	97086
Settore scientifico disciplinare del corso	Modulo 1: ICAR/13 disegno industriale Modulo 2: ICAR/13 disegno industriale Modulo 3: M-FIL/04 estetica
Corso di studio	Bachelor in Design and Art (L-4)
Semestre	Semestre estivo 2018/19
Anno del corso	1°
Crediti formativi	19
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	circa 295 (Modulo 1: circa 110, Modulo 2: circa 90, Modulo 3: circa 95)
Corsi propedeutici	aver superato il progetto wup.
Frequenza	non obbligatoria ma raccomandata

Descrizione progetto ed obiettivi formativi specifici: modulo 1 – comunicazione visiva	<p><i>Il corso si inserisce nell'area di apprendimento dei corsi "caratterizzanti" (modulo 1), "di base" (modulo 2) e "affine o integrativa" (modulo 3) del curriculum in Design.</i></p> <p>DESCRIZIONE DEL PROGETTO <i>Descrizione del corso modulo 1 – comunicazione visiva:</i></p> <p>Presentando Broken Nature la mostra dedicata al rapporto tra design e natura che aprirà la XXII Triennale di Milano, Paola Antonelli curatrice del Moma di New York annunciava che l'edizione che sarà inaugurata a marzo del 2019 sarà dedicata a "tutte le forme di design che conosciamo (moda, comunicazione, prodotto, visualizzazione) ma anche a quelle che non conosciamo e che nasceranno l'anno prossimo" e aggiungeva "saremo pronti ad accogliere a braccia aperte tutte le nuove forme di progettazione".</p> <p>Questa é solamente una, sicuramente molto importante, delle tante dichiarazioni che ci spingono ad immaginare il design del futuro in un modo molto diverso da come lo</p>
---	--

stiamo pensando e vivendo, ma anche studiando e insegnando, oggi.

Importanti testimonianze che invitano a riflettere sui possibili cambiamenti della disciplina, sulle nuove direzioni, sulle nuove modalità e applicazione della tecnologia, su una diversa professionalità. Testimonianze che ci invitano a immaginare un futuro diverso per le scuole di design, che ci costringono a interrogarci sui metodi, gli strumenti e sui luoghi di insegnamento.

Il design, grazie anche alle nuove e sempre maggiori opportunità offerte dalla tecnologia e dai sistemi di comunicazione, sta esplorando nuovi rapporti con discipline e ambienti finora inesplorati. Mentre il design diventa pervasivo, la disciplina non può più pretendere di offrire soluzioni a tutto. In effetti, l'approccio "taglia unica" di molti sistemi educativi mostra le sue crepe e le sue debolezze. Allo stesso modo, l'educazione al design si trova ora a superare nuovi vincoli e sfide in termini di pertinenza, adattabilità, accessibilità, sostenibilità e finanze.

In questo ambiente da una parte estremamente interessante ma anche incerto e in continua evoluzione diventa fondamentale, per studenti, docenti, ricercatori interrogarsi sul ruolo e sul futuro del design, quello che possiamo immaginare ma anche quello che non conosciamo del design.

L'obiettivo del corso è quello di mettere a confronto una serie di punti di vista, prospettive, domande, dubbi, riflessioni, idee, metodologie, pratiche e teorie intorno al ruolo e al futuro dell'insegnamento e dell'educazione delle discipline del design.

Il corso sarà organizzato in tre parti.

Learning from SPACE

Nella prima parte (marzo 2019) gli studenti esploreranno il rapporto tra spazio e apprendimento, le diverse distanze tra le figure e gli spazi dell'educazione, le architetture, i luoghi e in generale il ruolo giocato dai dispositivi spaziali nella formazione e nella didattica

Learning from TOOLS

Nella seconda parte del corso (aprile 2019) gli studenti dovranno esplorare gli strumenti e le pratiche per apprendere. Libri, macchine, oggetti, software che

saranno utilizzati come lenti per riuscire a osservare i futuri cambiamenti del design.

Learning from INVISIBLE

Dopo aver lavorato sugli spazi e sugli strumenti, nella ultima parte del corso (maggio 2019) gli studenti dovranno spingersi ad immaginare le diverse opportunità e le nuove e ancora non visibili direzioni che il design potrà offrire in futuro e ad ascoltare soggetti, questioni e processi che normalmente vengono esclusi dai tradizionali metodi d'insegnamento della disciplina".

Ad ogni fase verrà chiesto allo studente di elaborare un progetto che poi sarà raccolto e documentato in un fascicolo a stampa

What I can learn from you.

Contemporaneamente ai progetti del corso ad ogni studente sarà chiesto di sviluppare un progetto personale. In questa parte del corso ogni studente dovrà individuare un personaggio, significativo o ritenuto importante, del mondo dell'educazione, non necessariamente un designer, con il quale costruire un dialogo visivo sul tema dell'apprendimento.

Anche questa parte "personale" del progetto dovrà essere documentata e sviluppata in un fascicolo a stampa.

Alla fine del corso (giugno 2019) ogni studente dovrà progettare un volume che raccolga insieme i risultati delle tre fasi del corso e il lavoro "personale".

Obiettivi formativi modulo 1 – comunicazione visiva:

L'obiettivo principale del corso è assicurare agli studenti una adeguata padronanza dei metodi e degli approcci critici specifici della disciplina della comunicazione visiva e, al tempo stesso, attraverso la parte più laboratoriale, il corso cercherà di orientare lo studente verso le necessarie competenze tecniche della pratica professionale.

Il corso è organizzato affinché gli studenti possano acquisire:

- una propria metodologia progettuale nel campo della comunicazione visiva

	<ul style="list-style-type: none"> - un solido patrimonio culturale dove la competenza tecnico-mediale sposa la riflessione teorica; -la capacità di cogliere e analizzare i fenomeni contemporanei culturali e sociali che caratterizzano la comunicazione visiva; -certificate competenze linguistiche che consentiranno loro di sviluppare una professionalità e/o un percorso di ricerca di dimensione internazionale; -competenze necessarie alla gestione del progetto a partire dalla fase di ideazione fino alla fase di realizzazione dello stesso; -strumenti tecnici necessari alla realizzazione dei progetti e le competenze scientifiche interdisciplinari necessarie; -una formazione teorica e socio-culturale che mira all'acquisizione di un solido patrimonio culturale dove la competenza tecnico-mediale sposa la riflessione teorica.
--	---

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/it/faculties/design-art/academic-staff/person/31103-giorgio-camuffo
Settore scientifico disciplinare del docente	ICAR/13
Lingua ufficiale del corso	Italiano
Orario di ricevimento/Assistenza	Martedì 09.00 - 11.00
Lista degli argomenti trattati	Utilizzo degli strumenti di comunicazione visiva Sviluppo di progetti editoriali Tipografia e progetto grafico Progetto strumenti didattici Breve introduzione al design critico e speculativo
Attività didattiche previste	Lezioni, esercitazioni, laboratori, progetti.
Modulo 2	-> <i>vedi syllabus in lingua inglese</i>
Modulo 3	-> <i>vedi syllabus in lingua inglese</i>
Risultati di apprendimento attesi	Risultati di apprendimento attesi relativi al modulo 1 – comunicazione visiva: <i>Capacità disciplinari</i>

Gli studenti saranno in grado di applicare conoscenze legate alla progettazione di:

- progettazione grafica di manifesti
- progettazione grafica di riviste, giornali
- grafica pubblicitaria di utilità pubblica e/o sociale
- immagine coordinata di organizzazioni O.N.G
- capacità di percezione critica
- conoscenza della scena culturale, in particolare di quella della comunicazione visiva
- esperienza nella progettazione di mostre
- flessibilità con committenti e collaboratori
- approccio intuitivo e empatico con le persone.
- capacità di gestire un progetto (project management);
- competenze di leadership;
- capacità d'innovazione nel contesto di una vasta conoscenza della scena culturale contemporanea

Conoscenza e comprensione

Gli studenti avranno acquisito:

- una metodologia progettuale nel campo del design del prodotto, della comunicazione visiva e/o dell'arte visiva, dalla fase di ideazione alla fase di realizzazione del progetto;
- le conoscenze di base necessarie alla realizzazione di un progetto nel campo del design del prodotto, della comunicazione visiva e/o dell'arte visiva, dal punto di vista tecnico, scientifico e teorico;
- le conoscenze di base per esercitare uno sguardo critico rispetto al proprio lavoro e per confrontarsi con la complessità contemporanea;
- le conoscenze di base relative sia alla cultura di progetto in tutte le sue componenti, ma anche alle discipline di carattere tecnico, scientifico e teorico per proseguire il proprio corso di studi con una laurea magistrale in un contesto internazionale.

Capacità di applicare conoscenza e comprensione

Gli studenti saranno in grado di:

- ideare, sviluppare, realizzare un progetto nel campo del design del prodotto, della comunicazione visiva, e/o delle arti visive;
- finalizzare alla realizzazione di un progetto compiuto nel campo del design del prodotto, della comunicazione visiva e/o dell'arte visiva le conoscenze di base acquisite in campo tecnico, scientifico e teorico;

- cogliere i principali fenomeni che caratterizzano la società attuale, saperli osservare criticamente anche in una prospettiva etica e sociale ed elaborare soluzioni adeguate sul piano della proposta/risposta progettuale;
- mettere a frutto e sviluppare quanto appreso nel corso di studi nell'eventuale proseguimento della propria formazione con la laurea magistrale nell'ambito del design.

Autonomia di giudizio

Gli studenti avranno sviluppato:

- una buona autonomia di giudizio finalizzata allo sviluppo della propria capacità progettuale e all'insieme di decisioni (tecniche, scientifiche e teoriche) necessarie per portare un progetto a compimento;
- una buona autonomia di giudizio sia nella valutazione critica del proprio lavoro, sia nella capacità di utilizzare corretti strumenti interpretativi rispetto ai contesti dove andranno ad applicare la propria pratica progettuale e/o a proseguire i propri studi valutandone anche aspetti di carattere etico e sociale.

Abilità comunicative

Gli studenti saranno in grado di:

- presentare ad un livello professionale un proprio progetto realizzato nel campo del design del prodotto, della comunicazione visiva e/o delle arti in forma di installazione, oralmente e per iscritto;
- comunicare ed argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista formale, tecnico, scientifico e teorico;
- comunicare e presentare ad un livello professionale un proprio progetto in un'altra lingua oltre alla propria e correttamente in una terza lingua.

Capacità di apprendimento

Gli studenti avranno:

- appreso ad un livello professionale una metodologia progettuale intesa come capacità di individuare, sviluppare e realizzare soluzioni a problemi progettuali di carattere complesso applicando le conoscenze acquisite in campo tecnico, scientifico e teorico necessarie per poter avviare un'attività professionale

	<p>e/o proseguire il proprio corso di studi con la laurea magistrale;</p> <ul style="list-style-type: none"> -sviluppato un'attitudine creativa e appreso le modalità per incrementarla e valorizzarla secondo le proprie inclinazioni; -acquisito una conoscenza di base di discipline di carattere teorico, scientifico e tecnico unita ad una metodologia di studio adeguata a proseguire il proprio percorso di studi con la laurea magistrale; -appreso competenze linguistiche certificate in un'altra lingua oltre alla propria in maniera fluida e correttamente in una terza lingua indispensabili per svolgere la propria attività professionale o proseguire il percorso di studi con la laurea magistrale in ambito internazionale.
<p>Metodo d'esame</p>	<p><i>Metodo d'esame relativo al modulo 1 – comunicazione visiva:</i></p> <p>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 maturato una interpretazione personale dei temi affrontati.</p>
<p>Lingua dell'esame</p>	<p>Italiano</p>
<p>Criteri di misurazione e criteri di attribuzione del voto</p>	<p><i>Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 1 – comunicazione visiva:</i></p> <ul style="list-style-type: none"> - 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.
<p>Bibliografia fondamentale</p>	<p><i>Modulo 1 – comunicazione visiva:</i></p> <p>Camuffo, Giorgio; Dalla Mura, Maddalena; Mattozzi, Alvise <i>About Learning and design</i>, BuPress, 2014</p> <p>Camuffo, Giorgio; Dalla Mura, Maddalena; Design e apprendimento creativo. Questioni ed esperienze. <i>Guerini</i>, 2017</p>

	Jacob Lindgren, <i>Extra-curricular</i> , Onomatopee, 2018 Autori vari, <i>Abitare</i> , marzo 2013
Bibliografia consigliata	<i>Modulo 1 – comunicazione visiva:</i>