

-> *Syllabus in deutscher Sprache*
-> *Syllabus in lingua italiana*

Syllabus Course description

Course title	Project VC – B1 D is for Design
Course code	97105
Scientific sector and area	Module 1: ICAR/13 disegno industriale Module 2: INF/01 informatica Module 3: M-FIL/05 filosofia e teoria dei linguaggi
Degree	Bachelor in Design and Art (L-4)
Semester	Winter semester 2018/19
Year	2 nd , 3 rd
Credits	22
Modular	Yes

Teaching language	Module 1: German Module 2: Italian Module 3: German
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>From 3rd semester have passed the WUP-project and all WUP-courses</i>
Attendance	not compulsory but recommended

Project description and specific educational objectives	<p>The course belongs to the class “caratterizzante” (module 1 and module 2) and “di base” (module 3) in the curriculum in Design.</p> <p>PROJECT DESCRIPTION Course description module 1 – Visual Communication: The project deals with the requirements of and expectations towards graphic identities for institutions, companies. Which features characterize ‘corporate design’? In which sense does brand development and branding differentiate from it? What are the conceptual and visual criteria for the development of trademarks? How is an ‘image style’ determined? A ‘visual identity’ design aims to express the significance and the image of an institution, thus making it recognizable in different media. This requires a graphic translation, which strives to be simple as well as adaptable. The relevance of the visual outcome is determined by the amount of flexibility attained despite the required uniformity.</p>
----------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

In the studio we will work on different aspects of corporate design dealing with realistic and applicable tasks. Accompanied by thematic introductions and workshops, each participant develops a suitable idea conceptionally and visually to the presentation stage.

The course is designed for acquiring professional skills and knowledge.

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 essential basic knowledge to be able to carry out a project in the field of visual communication
- the acquisition of the knowledge and understanding of design processes for corporate image and corporate design
- the acquisition of the basic knowledge concerning the culture of design in all its aspects

Course description module 2 –

Interactive & Motion Graphics:

A series of lectures and exercises with themes and topics directly related to the main subject of the project. We will research and make critical investigations, develop concepts and discover the principles and elements of graphic design for making storytelling and brand design to achieve the project results. Furthermore, the course will examine the correspondence between the importance of a graphic culture connected to contemporary graphic, covering aspects of visual storytelling, type setting, use of analogue and digital technology and old and new ways of communication.

Educational objectives module 2 –

Interactive & Motion Graphics:

- the acquisition of the essential basic knowledge to be able to carry out a project in the field of visual communication
- to have the ability to finalise the implementation of a project undertaken in the field of visual communication with the basic knowledge acquired in the technical and scientific subjects
- the acquisition of the basic knowledge concerning the culture of design in all its aspects

	<ul style="list-style-type: none"> • know how to analyse, design and develop projects in visual communication and with traditional graphics • 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, type setting, layout, illustration techniques, information design, photography, imaging and photo retouching) <p>Course description module 3 – Theories and Languages of Visual Communication: The lecture serves to provide general and fundamental scientific methods and contents. A special focus is gives to contemporary theories about signs, media with images and the semantics of everyday objects. A second focus is put to basic contents about the so called “iconic turn” and the so called “material culture theories”. Selected essays by Marshal McLuhan, Vilem Flusser and Jean Baudrillard serve as basic frame to develop design-theoretical discourses in the lectures</p> <p>Educational objectives Module 3 – Theories and Languages of Visual Communication:</p> <ul style="list-style-type: none"> • the acquisition of a design methodology in the field of visual communication • the acquisition of the basic knowledge so as to be able to look critically at their own work and to deal with the complexities of contemporary society • the acquisition of the basic knowledge concerning Media Theories • the acquisition of the basic knowledge concerning the theories of signs and semiotics • The acquisition of the basic knowledge concerning scientific research for design practices • the acquisition of the basic knowledge concerning the culture of design in all its aspects
--	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Module 1	Visual Communication
Lecturer	Christian Upmeier office F3.05.a, e-mail christian.upmeier@unibz.it, tel. +39 0471 015213, webpage https://www.unibz.it/it/faculties/design-art/academic-staff/person/5343-christian-upmeier
Scientific sector of the lecturer	ICAR/13
Teaching language	German
Assistance/Office hours	Tuesday, 14:00–17:00 (during the days of the project)
Teaching hours and days	Monday, 14:00–17:00; Tuesday, 9:00–12:00
List of topics covered	Design for trademarks, corporate design, concept,

	advertising and typography
Teaching format	workshops, lectures, projects and reviews

Module 2	Interactive & Motion Graphics
Lecturer	Gianluca Seta office F3.05.b, e-mail gianluca.seta@unibz.it, tel. +39 0471 015195, webpage https://www.unibz.it/it/faculties/design-art/academic-staff/person/34470-gianluca-seta
Teaching language	Italian
Assistance/Office hours	Monday from 1pm to 7pm. Tuesday from 9am to 7pm. Wednesday from 2pm to 7 pm.
List of topics covered	Metadesign, Graphic Design, Typography. Branding, Print Techniques
Teaching format	frontal lectures, exercises, labs, projects

Module 3	Theories and Languages of Visual Communication
Lecturer	Gerhard Glüher office F1.05, e-mail gerhard.glueher@unibz.it, tel. +39 0471 015140, webpage https://www.unibz.it/it/faculties/design-art/academic-staff/person/889-gerhard-glueher
Scientific sector of the lecturer	M-FIL/05
Teaching language	German
Assistance/Office hours	Monday 2.00 p.m. – 4.00 p.m.; Tuesday 10.00 a.m. – 12.00 a.m. (prior notification via mail) and after the lecture
List of topics covered	- The iconic turn - media theories of the 20 th century and contemporary discourses about different genres of images - Marshal McLuhans theory about “understanding media”, this means to explain, how media are understood and how they function - Vilém Flusser's theory about “Kommunikologie” - Jean Baudrillard and his book about “Das System der Dinge” - Everyday Objects as messages or as “tangible narrators”
Teaching format	Frontal lectures, exercises, seminars

Learning outcomes	Learning outcomes for Module 1 – Visual Communication: <ul style="list-style-type: none"> • to have the ability to design, develop and implement a project in the field of visual communication • know how to analyze, design and develop projects in visual communication with traditional (analogical) graphics
--------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

- knowledge of the technical and scientific aspects of the design of corporate identity
- present at a professional level their own project realized in the field of visual communication in the form of an installation, both oral and written
- communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical point of view

Learning outcomes for module 2 –

Interactive & Motion Graphics:

Knowledge and understanding

The students will able to :

- know the basic techniques and the basic methods of graphic design.
- recognize and understand qualities of works in the field of brand design and visual story telling
- use the methods and techniques of graphic design for printing.
- knows how to use the elements of visual communication like the colors, the typography, the charts, the use of the shapes, etc.
- recognize and understand the visual language of graphics design

Learning outcomes for module 3 – Theories and Languages of Visual Communication:

- 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 scientific subjects: Media theory, communication theory and “material culture”
- 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
- know how to present critical and planning analysis orally
- know how to present written critical and planning analysis
- know how to apply the research methods and results in the project to the various areas of the project itself
- develop a good independent judgment, both in the critical evaluation of their work and in the ability to

	<p>use the appropriate interpretive tools with respect to the contexts where they are going to apply their own design practice and / or to continue their studies, assessing also the social and ethical aspects</p> <ul style="list-style-type: none"> • communicate at a professional level and argue the reasons for their choices and justify them from a theoretical point of view
--	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

<p>Assessment</p>	<p>Assessment details for Module 1 – Visual Communication:</p> <p>— Intermediate Presentation/Colloquium: 10-minute public PDF-presentation of the basic visual identity elements for the Kunstgewerbemuseum, containing research, concept and the proposed 1 or 2 designs (Tagline; Trademark (if applicable); Word mark; Colour; Typography/Typeface; 5th element/Pattern (if applicable); Imagery (for documentation of the collection + for communication of the museum’s identity) (1024 x 768 px)</p> <p>— Final Presentation/Colloquium: The 10-minute public presentation covers the detailed explanation and verbal illustration of the final project. Furthermore, it analyzes the task and the process of the project from start to finish, defines the aims to be communicated and gives the reasons for the concepts and the final project.</p> <p>— Documentation: The documentation consists of four parts, to be fulfilled with the exam. A sketchbook (physical) documenting the design process; an A5 flyer with a concept text (5000 strokes) (physical) a PDF-presentation of the final design, containing research, strategy and the design (images of prototypes). Fourthly a complete documentation of texts, data and high-resolution images onto the project server of the university.</p> <p>— Final project/final project-prototypes: The individually prepared design of all tasks treated in the project. Generally the prototypes include: brand-icon and name, tagline/slogan, color-scheme, typography/font, visual language/imagery and applications in form of an image-poster (scale 1 : 1), stationary (scale 1 : 1), programmeflyer (scale 1 : 1), banner and a prototype of an app.</p> <p>Assessment details for module 2 – Interactive & Motion Graphics:</p> <ul style="list-style-type: none"> • presentation and discussion of the own work: • originality • coherence • technical qualities for the presentation • clarity • influencing skills for the process throughout the
--------------------------	--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>semester:</p> <ul style="list-style-type: none"> • individual development • active participation and quality of its contributions • proper use of tools and new skills <p>1) For the intermediate exam students have to present the three artifacts about poster, the booklet and catalogue concerning the exercises about brand and photograph. 2) In the final presentation of the end of the course, they have to produce all artifacts and a small documentation about the entire process of their work.</p> <p>Assessment details for module 3 – Theories and Languages of Visual Communication: <i>Intermediate exam/colloquium:</i> 10-minute public presentation with three parts: Part one: it is compulsory to write a scientific essay about the history and the contemporary situation of the Berlin Museum of Applied arts. Part two: it is compulsory to present a poster with designed sketches of signs which should deal with the semantic identity of the above mentioned museum in Berlin. Part three: it is compulsory to mount six collages . This pieces must contain abstract and iconic colour codes and colour patterns, which could work as colour communication for real or fictitious clients</p> <p><i>Final exam:</i> It is compulsory to create a story with images and / or objects. The protagonist of this story an every-day object of the 20th century, which is not any longer used or does exist seldom. A three dimensional installation on a table must be created, and this installation must convey the historical and cultural context of the protagonist. It is not allowed to use text, film and video and sound. Additionally must a text with 3500-4000 characters be written, which describes in an objective manner the narrative visual concept of the installation. This text can be written in german or english language.</p>
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	<p><i>The evaluation of the single modules does not result in three separate marks, but will add up to the overall project evaluation. There is only one final overall mark for the project which is agreed by the three professors, who evaluate the project according to the following criteria:</i></p> <p>Evaluation criteria and criteria for awarding marks for Module 1 – Visual Communication:</p>

Intermediate exam (30%)

— (20 % of the final grade)

Presentation/Colloquium: Clarity of the presentation and argumentation, vividness of the presentation tools, answering of questions

— (80 % of the final grade)

PDF-presentation: Clarity of the analysis and concept on the basis of prerequisites and research; level of the design quality of the intermediate project outcomes in relation to their complexity, originality, technical execution and the semester in which the project has been realized.

Completeness of the designs elaborated.

Final exam (70%)

— (10 % of the final grade)

Presentation/Colloquium: Clarity of the presentation and argumentation, vividness of the presentation tools, answering of questions

— (20 % of the final grade)

Documentation: Depth of research and idea finding in the sketch book; clarity and design quality of the PDF-documentation and the concept text.

— (70 % of the final grade)

Final project/final project-prototypes/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.

Evaluation criteria and criteria for awarding marks for module 2 – Interactive & Motion Graphics:

for the own work:

- originality
- appropriateness
- formal aesthetic quality
- technical quality
- for the presentation:
 - clarity
 - convincingness
- for the process during the whole semester
 - quality of team dynamics and individual role in it
 - individual development
 - active participation and quality of contributions
 - correct use of the tools and new competences

For the process during the whole semester
quality of team dynamics and individual role in it
individual development
active participation and quality of contributions
correct use of the tools and new competences

	<p>1) Intermediate exam: - 20% of the final grade. Presentation/Colloquium: Design quality of the three artifacts of the first part of the semester (Poster, Booklet and Catalogue). The students have to explain the motivations of the design choices through the quality of the work.</p> <p>2) final exam: - 80% of the final grade. Final project/final project-prototypes/documentation: Clarity of concept; level of the design quality of the project outcomes in relation to their complexity, originality, technical execution.</p> <p>Evaluation criteria and criteria for awarding marks for module 3 – Theories and Languages of Visual Communication:</p> <p>Intermediate exam: (30% of the final grade)... Recherche and essay: - correctness of the analysis of the used sources - a logical structure of the text and a comprehensible summary of the actual corporate design of the museum. Concerning the poster: Traceability of the messages and creativity of the ideas. Concerning the colour collages: the visual identity of the clients must be traceable as colour-message and the idea must be explained clearly.</p> <p>Final exam: (70% of the final grade). Concerning the installation will be examined: - technical quality, which should be comparable with a professional praxis of a designer or artist. - Traceability of the story. - The research about the object must be argued in a logical way. Concerning the text: logic structure and content and a correct form</p>
--	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Required readings	<p>Module 1 – Visual Communication: https://login.unibz.it/cas/login?service=https%3A%2F%2F eu.alma.exlibrisgroup.com%2Finfra%2FcasRedirect?ctx=/leganto -</p> <p>Module 2 – Interactive & Motion Graphics: Robert Bringhurst, Gli elementi dello stile tipografico, Giovanni Lussu, Farsi un libro. Propedeutica dell'autoproduzione: orientamenti e spunti per un'impresa consapevole, Stampa Alternativa Bruno Munari, Da Cosa Nasce Cosa, Editori Laterza Raymond Queneau, Esercizi di Stile, Einaudi</p>
--------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>Module 3 – Theories and Languages of Visual Communication:</p> <ul style="list-style-type: none"> - Marshall McLuhan: Die magischen Kanäle – Understanding Media, Basel (Verlag der Kunst - Fundus) 1995 - Marshall McLuhan: Die mechanische Braut . Volkskultur des industriellen Menschen, Basel (Verlag der Kunst) 1996 - Flusser, Vilém: Kommunikologie, Frankfurt M (Fischer Verlag) 2003 Baudrillard, Jean: Das System der Dinge, Frankfurt M. und New York (Campus Vlg.) 2001
<p>Supplementary readings</p>	<p>Module 1 – Visual Communication: Will be handed out during the course</p> <p>Module 2 – Interactive & Motion Graphics: Readings will be communicated and assigned in class during the course.</p> <p>Module 3 – Theories and Languages of Visual Communication: <i>Kloock, Daniela ; Spahr, Angela: Medientheorien. Eine Einführung, München (W.Fink Vlg.) 2000</i> - Maar, Christa; Burda, Hubert (Hg.): Iconic Turn. Die neue Macht der Bilder, Köln (DuMont Vlg.) 2004 Thatcher Ulrich, L., Gaskell, I. and others: Tangible Things, Oxford University Press 2015 additional readings will be offered in the reserve collection or as handouts in the seminar debates, if necessary</p>

Syllabus

Beschreibung der Lehrveranstaltung

Titel der Lehrveranstaltung	Projekt VK – B1 D is for Design
Code der Lehrveranstaltung	97105
Wissenschaftlich-disziplinärer Bereich der Lehrveranstaltung	Module 1: ICAR/13 disegno industriale Module 2: INF/01 informatica Module 3: M-FIL/05 filosofia e teoria dei linguaggi
Studiengang	Bachelor in Design und Künste (L-4)
Semester	Wintersemester 2018/19
Studienjahr	2., 3.
Kreditpunkte	22
Modular	Ja

Gesamtanzahl der Vorlesungsstunden	180 (Modul 1: 90, Modul 2: 60, Modul 3: 30)
Gesamtanzahl der Stunden für das Eigenstudium und andere individuelle Bildungstätigkeiten	370 (Modul 1: ca. 210, Modul 2: ca. 65, Modul 3: ca. 95)
Anwesenheit	nicht verpflichtend, aber empfohlen
Voraussetzungen	<i>Ab dem 3. Semester das WUP-Projekt und alle WUP-Kurse bestanden haben</i>

Kursbeschreibung und spezifische Bildungsziele: Modul 1 – Visuelle Kommunikation und Modul 3 – Theorien und Ausdrucksformen der VK	<p>Die Lehrveranstaltung zählt zum Bildungsbereich der kennzeichnenden Fächer (Modul 1 und Modul 2) sowie der Grundfächer (Modul 3) und ist Teil des Studiengangs Design.</p> <p>KURSBESCHREIBUNG Kursbeschreibung Modul 1 – Visuelle Kommunikation: Das Projekt beschäftigt sich mit den Anforderungen und Erwartungen an grafische Erscheinungsbilder für Institutionen, Unternehmen. Welche Merkmale prägen ein »Corporate Design«? Wie verhält es sich gegenüber Markenentwicklung und »Branding«? Was sind die visuellen Kriterien für die Entwicklung von Zeichen? Was bestimmt einen Bildstil? In der »Visual Identity« strebt das Design an, Bedeutung und Selbstverständnis einer Institution sichtbar, damit in verschiedenen Medien wiedererkennbar zu machen. Erforderlich dafür ist eine grafische Übersetzung, die immer vereinfachend aber auch wandelbar ist. Das Designergebnis ist überzeugend, wenn darin der Wandel trotz der Einheitlichkeit gelingt.</p> <p>Im Projekt bearbeiten wir verschiedene Aspekte von Corporate Design an praxisnahen Aufgabenstellungen.</p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Begleitet von thematischen Einführungen und praktischen Übungen entwickelt jeder Teilnehmende einen eignen Entwurf argumentativ und gestalterisch bis zur Präsentationsreife.

Die Lehrveranstaltung dient dem Erwerb von spezifischen beruflichen Kompetenzen.

Bildungsziele Modul 1 – Visuelle Kommunikation:

- Erwerb einer Projektmethodologie im Bereich der Visuellen Kommunikation, von der Ideenfindung bis zur Realisierung des Projekts
- Entwicklung einer individuellen und eigenständigen Arbeitsweise in den Projekten
- Erwerb des Fachwissens und der Fertigkeiten für das Design im Corporate Design/Branding
- Erwerb der Grundkenntnisse einer Projektkultur im Design in allen ihren Teilen

Kursbeschreibung Modul 3 – Theorien und Ausdrucksformen der VK:

(Bitte fügen Sie die Kursinhalte ein und legen Sie fest, ob das Ziel der Lehrveranstaltung die Vermittlung allgemeiner wissenschaftlicher Methoden und Inhalte ist oder ob die Lehrveranstaltung den Erwerb von spezifischen beruflichen Kompetenzen vorsieht)

Die Lehrveranstaltung dient der Vermittlung allgemeiner wissenschaftlicher Methoden und Inhalte, insbesondere werden aktuelle Theorien der Zeichen, der Bildmedien und der Semantik von Alltagsgegenständen vermittelt. Es werden grundlegende Inhalte über den „iconic turn“ und die sog. „material culture“ gelehrt. Als Basis für die Entwicklung der Diskurse in den Vorlesungen werden ausgewählte Texte von Marshal McLuhan, Vilem Flusser und Jean Baudrillard verwendet.

Bildungsziele Modul 3 – Theorien und Ausdrucksformen der VK:

(Bitte keine erwarteten Bildungsziele löschen. Bitte fügen Sie eventuelle neue Bildungsziele oder Erklärungssätze des Kurses ein)

- Erwerb von Grundkenntnissen zur Realisierung eines Projekts im Bereich der visuellen Kommunikation
- Erwerb von Grundkenntnissen, um die erstellten Projekte kritisch bewerten zu können und sich mit der komplexen Gegenwart auseinandersetzen zu können
- Erwerb von Grundkenntnissen über Medientheorie
- Erwerb von Grundkenntnissen über Zeichentheorie
- Erwerb von Grundkenntnissen über wissenschaftliche Recherche für die Designpraxis

	<ul style="list-style-type: none"> • Erwerb von Grundkenntnissen über Narratologie der Bilder und Gegenstände • Erwerb der Grundkenntnisse einer Projektkultur im Design in allen ihren Teilen
--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Modul 1	Visuelle Kommunikation
Dozent	Christian Upmeier Büro F3.05.a, E-mail christian.upmeier@unibz.it, Tel. +39 0471 015213, Webseite https://www.unibz.it/it/faculties/design-art/academic-staff/person/5343-christian-upmeier
Wissenschaftlich disziplinärer Bereich des Dozenten	ICAR/13
Unterrichtssprache	Deutsch
Assistenz/Sprechzeiten	Dienstag, 14–17 Uhr (während der Projekttag)
Unterrichtszeiten und -tage	Montag, 14–17 Uhr; Dienstag, 9–12 Uhr
Auflistung der behandelten Themen	Gestaltung von Markenzeichen, Corporate Design, Konzeption, Werbung und Typografie
Unterrichtsform	Workshops, Vorlesungen, Projektarbeit und Zwischenpräsentationen

Modul 2	-> siehe Syllabus in englischer und italienischer Sprache
----------------	-----------------------------------------------------------

Modul 3	Theorien und Ausdrucksformen der VK
Dozent	Gerhard Glüher Büro F1.05 E-mail gerhard.glueher@unibz.it, Tel. +39 0471 015140, Webseite https://www.unibz.it/it/faculties/design-art/academic-staff/person/889-gerhard-glueher
Wissenschaftlich disziplinärer Bereich des Dozenten	M-FIL/05
Unterrichtssprache	Deutsch
Assistenz/Sprechzeiten	Montag von 14.00 – 16.00 Uhr; Dienstag von 10.00 – 12.00 Uhr (Voranmeldung via mail; oder nach den Vorlesungen)
Auflistung der behandelten Themen	<ul style="list-style-type: none"> - Der iconic turn - material culture - Medientheorien des 20. Jahrhunderts und gegenwärtige Diskurse zu den Bildgattungen - Marshal McLuhans Theorie „understanding media“, d.h. verstanden werden und wie sie wirken - Vilém Flussers Theorie über die „Kommunikologie“ - Jean Baudrillard und sein Buch über „Das System der Dinge“ - Alltagsgegenstände als Botschaften: tangible narrators
Unterrichtsform	Vorlesungen, Übungen, Seminare

<p>Erwartete Lernergebnisse</p>	<p>Erwartete Lernergebnisse für Modul 1 – Visuelle Kommunikation:</p> <ul style="list-style-type: none"> • In der Lage zu sein, ein Projekt im Bereich Visuelle Kommunikation zu konzipieren, zu entwickeln und auszuführen • In der Lage zu sein, Projekte im Bereich der Visuellen Kommunikation und der herkömmlichen Grafik (analog) analysieren, konzipieren und entwickeln zu können • In der Lage zu sein, Projekte im Bereich des Corporate Design/Branding analysieren, konzipieren und entwickeln zu können • Kenntnisse der technischen-wissenschaftlichen Aspekte des Designs im Corporate Design/Branding • In professioneller Weise ein eigenes Projekt im Bereich der Visuellen Kommunikation in Form einer räumlichen Installation, sowie mündlich und schriftlich vorstellen zu können • In professioneller Weise die Gründe der eigenen Entscheidungen kommunizieren und argumentieren und sie unter formellen, technischem Gesichtspunkt begründen zu können <p><i>Erwartete Lernergebnisse für Modul 3 – Theorien und Ausdrucksformen der VK:</i></p> <ul style="list-style-type: none"> • In der Lage zu sein, das erworbene theoretische Grundwissen in die Ausführung eines zu realisierenden Projekts im Bereich der Visuellen Kommunikation einzubringen mit besonderen Bezügen zu den wissenschaftlichen Bereichen Medientheorie, Kommunikationstheorie und Materielle Kultur • In der Lage zu sein, die wichtigsten Phänomene der gegenwärtigen Gesellschaftsentwicklung wahrzunehmen, sie unter ethischen und sozialen Gesichtspunkt kritisch zu bewerten und geeignete Lösungen im Sinne einer projektbezogenen Antwort/Lösung zu finden • Kenntnisse der historischen und theoretischen Grundlagen des Designs • Kenntnisse wesentlicher soziologischer, semiotischer und anthropologischer Aspekte • Kritische und programmatische schriftliche Arbeiten mündlich vortragen können • Kritische und programmatische Arbeiten in schriftlicher Form abfassen zu können • Methoden und Forschungsergebnisse für das Entwerfen im Design auf den verschiedenen Ebenen der Projektkultur anwenden zu können • Eine gute persönliche Urteilsfähigkeit entwickelt zu haben, sowohl bei der kritischen Bewertung der
----------------------------------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<p>eigenen Arbeit, wie auch bei der angemessenen Interpretation ihrer Anwendungsfähigkeit für den vorgesehenen Gebrauchszweck/Kontext und/oder das weiterführende Studium, unter der Berücksichtigung ethischer und soziale Gesichtspunkte</p> <ul style="list-style-type: none"> • In professioneller Weise die Gründe der eigenen Entscheidungen kommunizieren und argumentieren und sie unter theoretischem Gesichtspunkt begründen zu können
<p>Art der Prüfung</p>	<p>Art der Prüfung – Modul 1 – Visuelle Kommunikation:</p> <p>— Zwischenpräsentation/Kolloquium: Die öffentliche 10-minütige PDF-Präsentation der Basiselemente für das Visuelle Erscheinungsbild des Kunstgewerbemuseums, umfasst Analyse/Recherche, Konzept und die 1–2 Gestaltungsvorschläge (Tagline; Markenzeichen (falls zutreffend); Wortmarke; Farbdefinition; Schrift/Typografie; 5-tes Element/Muster (falls zutreffend); Bildstil (Sammlungsgegenstände dokumentierend + Identität des Museums bewerbend) (1024 x 768 px)</p> <p>— Endpräsentation/Kolloquium: Die öffentliche Präsentation von 10 Minuten Dauer umfasst die detaillierte Argumentation der eigenen Entwürfe. Sie analysiert die Ausgangslage der Aufgabe, definiert die Kommunikationsziele, begründet das Konzept und erläutert den Entwurf.</p> <p>— Dokumentation: Die Dokumentation besteht aus vier Teilen, die bis zur Prüfung erbracht werden: Ein über den Designprozess geführtes Skizzenbuch (physisch). Ein A5 Flyer mit einem Konzepttext (5000 Anschläge) (physisch), ein PDF der Endpräsentation, in dem die Recherche, die Strategie und der Entwurf (Abbildungen der Entwurfsmodelle) enthalten ist. Eine Kopie der Texte; Daten und hochauflösenden Bilddokumentation des gesamten Entwurfs auf den Projektserver der Universität.</p> <p>— Entwurf/Entwurfsmodelle: Der Entwurf ist die eigenständige Ausarbeitung aller Aufgaben im Projekt. Die Entwurfsmodelle umfassen Markenzeichen und -name, Slogan/Tagline, Farbdefinition, Schrift/Typografie, Bildstil und Anwendungen als Imageplakat (Maßstab 1 : 1),</p>

	<p>Geschäftsausstattung (Maßstab 1 : 1), Programmflyer (Maßstab 1 : 1), Fahne (Maßstab 1 : 1) und den Prototyp einer mobilen Applikation.</p> <p>Art der Prüfung – Modul 3 – Theorien und Ausdrucksformen der VK: <i>Zwischenpräsentation/Kolloquium:</i> Die öffentliche 10minütige Präsentation umfasst drei Aufgabenteile: Eins: es ist verpflichtend, dass ein wissenschaftlicher Text über die Geschichte und die Gegenwart des Kunstgewerbemuseum Berlin verfasst wird. Zwei: es ist verpflichtend, dass ein Poster mit skizzierten Zeichen erstellt wird, die sich mit der semantischen Identität des Kunstgewerbemuseum befassen. Drei: es ist verpflichtend, dass sechs Collagen erstellt werden, die Farbcodes und Muster abstrakter und ikonischer Art zeigen, welche für drei fiktive oder reale Kunden funktionieren sollen.</p> <p><i>Endprüfung:</i> es ist verpflichtend, dass eine Geschichte durch Bilder und / oder Dinge erzählt wird, bei der ein Alltagsgegenstand des 20. Jahrhunderts als Protagonist dient, der nicht mehr oder nur selten verwendet wird. Es wird eine dreidimensionale Installation auf einer Tischfläche inszeniert, die es ermöglichen soll, den historischen und kulturellen Kontext des Gegenstandes zu vermitteln. Dabei dürfen keine Texte, Filme/Videos, Tonaufnahmen verwendet werden. Zusätzlich soll ein Text mit 3500 – 4000 Zeichen geschrieben werden, der das narrative visuelle Konzept der Installation sachlich beschreibt. Der Text kann in deutscher oder englischer Sprache verfasst sein.</p>
Prüfungssprache	entspricht der Unterrichtssprache
Bewertungskriterien und Kriterien für die Notenermittlung	<p>Die Bewertung der einzelnen Module führt nicht zu einer getrennten Benotung sondern fließt in die Gesamtbewertung des Projektes ein. Es wird eine Note für das gesamte Projekt und in Absprache zwischen den drei Lehrenden zugewiesen, welche das Projekt aufgrund folgender Kriterien bewerten:</p> <p>Bewertungskriterien und Kriterien für die Notenermittlung für Modul 1 - Visuelle Kommunikation: <i>Intermediate exam (30%)</i> — (20 % der Gesamtnote) Präsentation/Kolloquium: Klarheit des Vortrags, Schlüssigkeit der Argumentation, Anschaulichkeit der Präsentationsmittel, Beantwortung von Fachfragen — (80 % der Gesamtnote)</p>

	<p>PDF-Präsentation: Schlüssigkeit der Analyse und des Konzepts auf Basis der Vorgaben und der Recherche; gestalterische Höhe der Entwürfe unter Berücksichtigung ihrer Komplexität, Originalität, der technischen Ausführung und des Studiensemesters, in dem das Projekt bearbeitet wurde. Vollständigkeit der Dokumentation der Entwürfe</p> <p><i>Final exam (70%)</i></p> <p>— (10 % der Gesamtnote) Präsentation/Kolloquium: Klarheit des Vortrags, Schlüssigkeit der Argumentation, Anschaulichkeit der Präsentationsmittel, Beantwortung von Fachfragen — (20 % der Gesamtnote) Dokumentation: Tiefe der Recherche und Ideenfindung im Skizzenbuch; Klarheit und gestalterische Höhe der PDF-Dokumentation und des Konzepttexts. — (70 % der Gesamtnote) Entwurf/Entwurfsmodelle/Dokumentation: Schlüssigkeit der Analyse und des Konzepts auf Basis der Vorgaben und der Recherche; gestalterische Höhe der Entwürfe unter Berücksichtigung ihrer Komplexität, Originalität, der technischen Ausführung und des Studiensemesters, in dem das Projekt bearbeitet wurde. Vollständigkeit der Dokumentation der Entwürfe.</p> <p>Bewertungskriterien und Kriterien für die Notenermittlung für Modul 3 - Theorien und Ausdrucksformen der VK:</p> <p>Zwischenprüfung: (30% der Gesamtnote)...</p> <p>Für den Teil der Recherche und des Essays:</p> <ul style="list-style-type: none"> - Korrekte Auswertung der Quellen - ein logischer Aufbau des Textes und eine klare Zusammenfassung der aktuellen Situation des corporate design des Museums. <p>Für das Poster: Nachvollziehbarkeit der Botschaften und Kreativität der Ideen.</p> <p>Für die Farbtafeln: Die Identität der Kunden soll als Farbbotschaft nachvollziehbar sein und die Idee soll klar erklärt werden.</p> <p>Endprüfung: (70% der Gesamtnote).</p> <p>Für die Installation wird bewertet:</p> <ul style="list-style-type: none"> - technische Qualität, die einer professionellen Design- oder Kunstpraxis entspricht - Nachvollziehbarkeit der Geschichte - logische Argumentation der Recherche über den Gegenstand. <p>Für den Text wird bewertet: klarer Aufbau und korrekte Form</p>
--	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Pfichtliteratur	Modul 1 - Visuelle Kommunikation:
------------------------	------------------------------------------

	<p>https://login.unibz.it/cas/login?service=https%3A%2F%2Fu.alma.exlibrisgroup.com%2Finfra%2FcasRedirect?ctx=/leganto</p> <p>Modul 3 - Theorien und Ausdrucksformen der VK: -- Marshall McLuhan: Die magischen Kanäle – Understanding Media, Basel (Verlag der Kunst - Fundus) 1995 - Marshall McLuhan: Die mechanische Braut. Volkskultur des industriellen Menschen, Basel (Verlag der Kunst) 1996 - Flusser, Vilém: Kommunikologie, Frankfurt M. (Fischer Verlag) 2003 Baudrillard, Jean: Das System der Dinge, Frankfurt M. und New York (Campus Vlg.) 2001</p>
Weiterführende Literatur	<p>Modul 1 - Visuelle Kommunikation: Wir während des Kurses mitgeteilt</p> <p>Modul 3 – Theorien und Ausdrucksformen der VK: <i>Kloock, Daniela</i> ; Spahr, Angela: Medientheorien. Eine Einführung, München (W.Fink Vlg.) 2000 - Maar, Christa; Burda, Hubert (Hg.): Iconic Turn. Die neue Macht der Bilder, Köln (DuMont Vlg.) 2004 - Thatcher Ulrich, L., Gaskell, I. and others: Tangible Things, Oxford University Press 2015</p> <p>zusätzliche Literatur wird in der reserve collection bereitgestellt oder als Kopien / handouts in den Seminaren direkt bereitgestellt, falls erforderlich</p>

Syllabus

Descrizione del corso

Titolo del corso	PROGETTO CV – B1 D is for Design
Codice del corso	97105
Settore scientifico disciplinare del corso	Module 1: ICAR/13 disegno industriale Module 2: INF/01 informatica Module 3: M-FIL/05 filosofia e teoria dei linguaggi
Corso di studio	Bachelor in Design and Art (L-4)
Semestre	Semestre invernale 2018/19
Anno del corso	2°, 3°
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>A partire dal 3° semestre aver superato il progetto WUP e tutti i corsi WUP</i>
Frequenza	non obbligatoria ma raccomandata

Descrizione progetto ed obiettivi formativi specifici: modulo 2 – Interactive & motion graphics	<p>Il corso si inserisce nell'area di apprendimento dei corsi "caratterizzanti" (modulo 1 e modulo 2) e "di base" (modulo 3) del curriculum in design.</p> <p>DESCRIZIONE DEL PROGETTO Descrizione del corso modulo 2 – Interactive & Motion Graphics: Una serie di lezioni ed esercitazioni con temi e argomenti direttamente collegati al tema principale del progetto. Ricercheremo e faremo indagini critiche, svilupperemo concetti e scopriremo i principi e gli elementi della progettazione grafica per fare storytelling e brand design per raggiungere i risultati del progetto. Inoltre, il corso esaminerà la corrispondenza tra l'importanza di una cultura grafica connessa alla grafica contemporanea, che copre aspetti della narrazione visiva, l'impostazione tipografica, l'uso della tecnologia analogica e digitale unite ai vecchi e nuovi metodi di comunicazione.</p> <p>Obiettivi formativi modulo 2 – Interactive & Motion Graphics:</p> <ul style="list-style-type: none"> • l'acquisizione delle conoscenze di base essenziali per poter realizzare un progetto nel campo della comunicazione visiva
------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<ul style="list-style-type: none"> • avere la capacità di finalizzare l'implementazione di un progetto intrapreso nel campo della comunicazione visiva con le conoscenze di base acquisite nelle materie tecniche e scientifiche • l'acquisizione delle conoscenze di base riguardanti la cultura del design in tutti i suoi aspetti • saper analizzare, progettare e sviluppare progetti nella comunicazione visiva e con la grafica tradizionale • saper sviluppare e realizzare gli aspetti tecnici della comunicazione visiva e della progettazione grafica tradizionali (analogici) e multimediali (tipografia, lettering, impostazione del tipo, impaginazione, tecniche di illustrazione, progettazione dell'informazione, fotografia, imaging e fotoritocco)
--	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Modulo 1	-> vedi syllabus in lingua inglese e tedesca
-----------------	----------------------------------------------

Modulo 2	Interactive & Motion Graphics
Docente	Gianluca Seta office F3.05.b, e-mail gianluca.seta@unibz.it, tel. +39 0471 015195, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/34470-gianluca-seta
Lingua ufficiale del corso	Italiano
Orario di ricevimento/assistenza	Lunedì dalle 13 alle 19. Martedì dalle 9 alle 19 Mercoledì dalle 14 alle 19.
Lista degli argomenti trattati	Metadesign, Graphic Design, Tipografia. Branding, Tecniche di stampa e produzione.
Attività didattiche previste	lezioni, esercitazioni, laboratori, progetti,

Modulo 3	-> vedi syllabus in lingua inglese e tedesca
-----------------	----------------------------------------------

Risultati di apprendimento attesi	Risultati di apprendimento attesi relativi al modulo 2 – Interactive & Motion Graphics: <ul style="list-style-type: none"> • essere in grado di finalizzare alla realizzazione di un progetto compiuto nel campo del design della comunicazione visiva le conoscenze di base acquisite in campo tecnico e scientifico (Si prega di specificare l'ambito della disciplina di carattere tecnico o scientifica del Suo modulo) • sapere analizzare, ideare e sviluppare progetti nell'ambito della comunicazione visiva multimediale (web, video, motion graphics) • sapere analizzare, ideare e sviluppare progetti nell'ambito dell'information design
------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

	<ul style="list-style-type: none"> • conoscenza degli aspetti tecnico-scientifici del design per la progettazione grafico-strutturale • 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) • comunicare e argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista formale, tecnico
<p>Metodo d'esame</p>	<p>Metodo d'esame relativo al modulo 2 – Interactive & Motion Graphics: presentazione e discussione del proprio lavoro:</p> <ul style="list-style-type: none"> ■ originalità ■ coerenza ■ qualità tecniche per la presentazione ■ chiarezza ■ influenzare le competenze per il processo durante tutto il semestre: ■ sviluppo individuale ■ partecipazione attiva e qualità dei suoi contributi ■ uso corretto di strumenti e nuove competenze <p>1) Per l'esame di novembre gli studenti devono presentare i tre artefatti quali poster, booklet e catalogo riguardo gli esercizi sul brand e sulla fotografia. 2) Nell'esame finale del corso, gli studenti devono produrre tutti gli artefatti e una breve documentazione riguardante il processo di sviluppo del loro lavoro.</p>
<p>Lingua dell'esame</p>	<p>corrisponde alla lingua d'insegnamento</p>
<p>Criteri di misurazione e criteri di attribuzione del voto</p>	<p>Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 2 – Interactive & Motion Graphics: per il proprio lavoro:</p> <ul style="list-style-type: none"> - originalità - adeguatezza - qualità estetica formale - qualità tecnica <p>per la presentazione:</p> <ul style="list-style-type: none"> - clarity - convincimento <p>per il processo durante l'intero semestre</p> <ul style="list-style-type: none"> - qualità delle dinamiche di squadra e ruolo individuale in esso

	<ul style="list-style-type: none"> - sviluppo individuale - partecipazione attiva e qualità dei contributi uso corretto degli strumenti e nuove competenze <p>1) esame intermedia di novembre:</p> <ul style="list-style-type: none"> - 20% del voto finale. Presentazione /colloquio: Qualità dei tre artefatti prodotti nella prima parte del semestre (Poster, booklet e catalogo). Gli studenti dovranno spiegare le motivazioni delle proprie scelte di design attraverso la qualità del lavoro mostrato. <p>2) esame finale</p> <ul style="list-style-type: none"> - 80% del voto finale. Progetto finale, prototipi finali, documentazione. Chiarezza del concept, il livello della qualità degli artefatti prodotti in relazione alla loro complessità, originalità e alla loro tecnica di esecuzione.
Bibliografia fondamentale	<p>Modulo 2 – Interactive & Motion Graphics: Robert Bringhurst, Gli elementi dello stile tipografico, Giovanni Lussu, Farsi un libro. Propedeutica dell'autoproduzione: orientamenti e spunti per un'impresa consapevole, Stampa Alternativa Bruno Munari, Da Cosa Nasce Cosa, Editori Laterza Raymond Queneau, Esercizi di Stile, Einaudi</p>
Bibliografia consigliata	<p>Modulo 2 – Interactive & Motion Graphics:</p>