

Syllabus

Course description

Course title	Web & Communication Design
Course code	97067
Scientific sector	INF/01
Degree	Bachelor in Design and Art (L-4)
Semester	Summer semester 2018/19
Year	2 nd , 3 rd
Credits	5
Modular	No

Teaching language	English
Total lecturing hours	30
Total hours of self-study and / or other individual educational activities	about 65
Attendance	not compulsory but strongly recommended
Prerequisites	none

Course description and specific educational objectives	<p><i>The course belongs to the class "di base" in the curriculum in Art.</i></p> <p>Course description:</p> <p>The course will be focused on complementary assets:</p> <ol style="list-style-type: none"> 1. Learning and understanding the potential of existing platforms and tools for creative presences online. Students will be asked to build their own online portfolio – or personal presence – using one of the most common online platforms such as Behance, Tumblr, Cargo Collective or even Instagram. They will learn how to build up and maintain a coherent presence considering all the formal aspects of presenting their work as well as the social aspects of being part of a community. 2. Learning – and developing – the basic skills of web design in order to use coding as part of their creative process. The course will focus on the potential of web technologies as an expressive and experimental tool. 3. Approaching the basics of CMS and dynamic content using Wordpress to build a website. <p>While the first part will be more focused on existing tool</p>
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	<p>and on the best way to build up a professional profile, the second one will give the students the freedom to explore, experiment and play around with web technologies as a new tool for their creative practice. A strong focus will be on the differences in between web technologies and traditional analogic practice in order to fully understand the potential of coding as a creative tool.</p> <p><i>Educational objectives:</i></p> <ul style="list-style-type: none"> • The acquisition of the basic knowledge concerning building and maintaining an online presence, using, modifying and adapting existing tools and platforms to personal needs and vision. • The acquisition of the basic knowledge concerning web design. The course will be focused either on the technical aspects as well as on everything concerning the experience, the user need and the contest of use of technology in the mobile era. • The acquisition of basic skills in the field of programming needed in order to be able to “self-teach” using online resources. The enhancement of autonomous study and independent learning to integrate lectures and exercises provided. The course will be focused on understanding the logic of “how things work” more than learning a specific tool or programming language. • The acquisition of basic skills in the field of programming for the web, such as html5, css3 and javascript. • The acquisition of basic research skills and the development of a critical thinking on the social aspects of what an online presence means. • The acquisition of basic research skills and the development of a critical thinking related to both considered topics and personal work. • The acquisition of the ability to consistently present and defend personal works and ideas on the basis of personal explorations and external references.
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<p>Lecturer</p>	<p>Emanuele Bonetti office F3.04, e-mail: Emanuele.bonetti@unibz.it, tel. +39 0471 015287, webpage: https://www.unibz.it/en/faculties/design-</p>
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	art/academic-staff/person/38343-emanuele-bonetti
Teaching language	English
Office hours	Please see the timetable online: https://www.unibz.it/en/timetable/
List of topics covered	Web Design Portfolio Platforms Social Networks Programming Languages: HTML5 CSS JAVASCRIPT Software Hacking Experimental Technology Brutalist Aesthetics Basic Design
Teaching format	The teaching will comprise of frontal lectures; individual and group work assignments, workshop and group critiques.

Expected learning outcomes	<p>Knowledge and understanding It is expected that the students will gain to skills to analyze online presences, user need, and technologies contest of use</p> <p>Applying knowledge and understanding It is expected that the students will gain the skills to independently be able to build up and maintain their online presence as professionals in creative fields. It is expected that the students will gain the technical and design skills in order to use programming as a creative tool.</p> <p>Making judgments Students will be asked to constantly look for examples and inspirations and to share them with the group in order to learn how to judge work of other professionals as well as their own.</p> <p>Communication skills Students will learn how to professionally present their work on the web but also in oral, graphic and written ways during group critiques sessions and face-to-face-meetings</p> <p>Learning skills Students will “learn how to keep on learning” by reading manuals, online documentation and adapting – or hacking – given and found working examples.</p>
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Assessment	Students will be asked to develop a series of exercises and a personal project during the whole course which will be eventually discussed in a personal interview.
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Assessment language	<i>The same as the teaching language.</i>
Evaluation criteria and criteria for awarding marks	<p>Knowledge and understanding The correct completion of the given exercises. The correct development of a personal project.</p> <p>Making judgments The ability to review their work in frontal meetings and in the final interview.</p> <p>Communication skills The ability to presents and discuss their work in the final interview.</p>
Required readings	<p>Don't make me think (Revisited) – Steve Krug Digital Folklore – Olia Lianina Content Strategy for the web – Kristina Halvorson, Melissa Rach</p>
Supplementary readings	<p>Responsive typography, using type well on the web – Jason Pamental Type on Screen – Ellen Lupton Ordering Disorder, grid principles for web design – Khoi Vinh Designing News – Francesco Franchi</p>