

-> [*Syllabus in lingua italiana*](#)

Syllabus Course description

Course title	Project VC – C1 al Limite Di confini, bordi, definizioni e punti, non più, fermi
Course code	97007
Scientific sector and area	Module 1: ICAR/13 disegno industriale Module 2: ICAR/17 disegno Module 3: M-FIL/04 estetica
Degree	Bachelor in Design and Art (L-4)
Semester	Summer semester 2018/19
Year	2 nd or 3 rd
Credits	22
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	370 (Module 1: about 210, Module 2: about 65, Module 3: about 95)
Prerequisites	<i>From the 3rd semester onward to have passed the WUP-project and all WUP-courses</i>
Attendance	not compulsory but recommended
Project description and specific educational objectives	<p><i>The course belongs to the class “caratterizzante” (module 1) and “di base” (module 2 and 3) in the curriculum in Design.</i></p> <p>PROJECT DESCRIPTION Course description module 1 – Visual Communication:</p> <p>There are things that are fully things, and things that are almost something else. Whenever we give a definition, there are things that are approaching and others that move away from the center of that definition. What is close to the center of the definition is clear, as we move near the outer limits everything becomes more confused. At a certain point, things stop being themselves: they come closer to another definition and become something else. For convenience or laziness we have become accustomed</p>

to drawing lines to highlight where this phenomenon happens, this means that suddenly things on one side or the other of this line are radically different, as they are at the center of their definitions.
 If things would be moving (for heaven's sake!) it would be much harder to draw these boundaries and it would be better to use shades instead of lines.
 If even the definitions move (help!) then it would be chaos and then a design course would be needed to try to design for a world where everything moves close to borders, boundaries and boundaries.

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 a design methodology in the field of product design and 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 knowledge and understanding of:
 - design processes for corporate image
 - design processes for publishing
 - design processes for exhibition graphics
- the acquisition of the basic knowledge concerning the culture of design in all its aspects

Course description module 2 – Graphic Design:

The Graphic Design module offers a series of lectures and exercises with themes and topics directly related to the main course project, allowing each student to gradually enhance his/her critical and practical skills. The activities include analysis, research and concept development, processing the information into design artifacts, using the principles of graphic design to serve the project result.

Educational objectives module 2 – Graphic Design:

- the acquisition of the basic knowledge concerning the culture of design in all its aspects

	<ul style="list-style-type: none"> 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 basic knowledge concerning the technical and scientific subjects such as: communication design, editorial design, layout and typography, branding and visual identity. <p>Course description module 3 – Visual Culture:</p> <ul style="list-style-type: none"> This course improves the ability to develop a critical perspective regarding whatever can be considered visual. This skill can't be considered a professional knowledge in itself but nevertheless it's an indispensable tool to strengthen, to deepen and to expand this knowledge This course will take place in close connection with the development of the project. As we planned, I will interact actively with my colleagues. I will do some short seminar lectures related to the topic of the project and in connection to the other activities. These contributes are finalized to get to essential theoretical aspects, when necessary with the help of visual examples taken from different fields. In the following phase- from the definition of the single projects to the final stage – I will contribute actively to the discussions. <p>Educational objectives module 3 – Visual Culture:</p> <ul style="list-style-type: none"> 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 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 the theoretical subjects of Visual Culture 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 visual culture course
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Module 1	Visual Communication
Lecturer	Pietro Corraini office F1.01.b, e-mail Pietro.Corraini@unibz.it , tel. +39 0471 015318, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/36497-pietro-corraini
Teaching language	Italian
Office hours/Assistance	Tuesday 14:00-16:00 by appointment. Please send an e-

	mail: pietro.corraini@unibz.it or contact directly
List of topics covered	Graphic design, Editorial communication, Storytelling, Mixture and differences between arts, project development from idea to realization
Teaching format	Project-oriented teaching and collaboration, integrating lectures, workshops and seminars

Module 2	Graphic Design
Lecturer	Emilio Grazzi office F1.01.b, e-mail Emilio.Grazzi@unibz.it , tel. +39 0471 015284, web page https://www.unibz.it/en/faculties/design-art/academic-staff/person/38338-emilio-grazzi
Scientific sector of the lecturer	ICAR/17
Teaching language	English
Office hours/Assistance	Mo 9.00 - 13:00; 14:00 - 18:00 by appointment Wed 11:00 - 13:00; 14:00 - 18:00 by appointment
List of topics covered	Methods and techniques for visual and communication design, focusing on typography and editorial design: history of typography and publishing, techniques for layout and grid systems, design systems, visual variables.
Teaching format	Lectures, in class debate, exercises and workshops

Module 3	Visual Culture
Lecturer	Emanuela De Cecco office F3.02, e-mail Emanuela.DeCecco@unibz.it , tel. +39 0471 015222, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/11539-emanuela-de-cecco
Scientific sector of the lecturer	L-ART/03
Teaching language	English
Office hours	Tue: 17:00 – 20:00 by appointment. Please send an e-mail: edececco@unibz.it or contact directly on Tuesday and Wednesday in the project atelier.
List of topics covered	Concepts belonging the Visual Culture's field: (Sign: symbol, icon, index – Chandler, Peirce), denotation and connotation; contemporary mythologies (Barthes). Construction of the meaning; presentation and representation, natural vs cultural, power relations. performative aspects of visual communication (Austin), construction, reconstruction and invention of identity (Hall). All the concepts listed below (and other that should be decided in relation to the project's development) will be considered in conjunction with the topic of the project.
Teaching format	Seminar lectures alone and active participation to the development of the project with the colleagues, assignment of short texts, activation of discussions, short

	exercises on the topic of the project.
Learning outcomes	<p><i>Learning outcomes for module 1 – Visual Communication:</i></p> <ul style="list-style-type: none"> • to have the ability to design, develop and implement a project in the field of visual communication • design, develop and implement a project in the field of visual communication • know how to analyse, design and develop projects in visual communication and with traditional (analogical) graphics • know how to analyze, design and develop projects concerning museums and exhibitions • know how to analyze and design multimedia visual communication projects (web, video, motion graphics) • knowledge of the technical and scientific aspects of the design for publishing • the acquisition of a design methodology in the field of visual communication • present at a professional level their own project realized in the field of visual communication in the form of installation, both oral and written • the acquisition of the knowledge and understanding of design processes in the field of publishing • communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical, scientific point of view <p><i>Learning outcomes for module 2 – Graphic Design:</i></p> <ul style="list-style-type: none"> • to have the ability to finalise the implementation of a project undertaken in the field of graphic design with the basic knowledge acquired in the technical and scientific subjects • knowledge of the technical and scientific aspects of the design for publishing • know how to carry out packaging projects from a product design and graphical perspective • 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, layout, illustration techniques, information design, photography, imaging and photo retouching, video, motion graphics, basic programming languages for graphics) • communicate at a professional level and argue the reasons for their choices and justify them from a

	<p>theoretical point of view</p> <p><i>Learning outcomes for module 3 – Visual Culture:</i></p> <ul style="list-style-type: none"> • To have the ability to finalize the implementation of a project undertaken in the field of Visual Culture with the basic knowledge acquired in the theoretical subjects related the field of Visual 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 analyze (critically), define and contextualize their projects • know how to apply methods of empirical research in the socio-cultural sciences • 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 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 • 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><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</i></p>

	<p><i>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 – Graphic Design:</i></p> <ul style="list-style-type: none"> • Evaluation of each assignment given during the semester • Evaluation of the whole process and methodology developed by each student • Evaluation of the participation, team-working skills and ability of reasoning and claiming ideas <p><i>Assessment details for module 3 – Visual Culture</i></p> <ul style="list-style-type: none"> • For the final project it has to be done a written text (min. 2500//max 3500 characters, space included) in a clear and appropriate language. • With this text the students have to retrace backwards the complete development of the process: from the starting idea to the definition of the subject, to the final version of the project, doubts and difficulties included. It will be necessary to include specific cultural references linked to the project. It's also an exercise of self evaluation, finalized to increase the awareness about the project's development in it's entirety: explaining motivations, making clear the reasons for each specific decision, final results. • During the semester it will be possible to ask other shorter texts or to assign exercises related to the topic of the course.
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	<i>Evaluation criteria and criteria for awarding marks for module 1 – Visual Communication:</i>

There is only one final overall mark for the project. As regards module 1 (Visual Communication) the evaluation and marking criteria are the following:

- Quality of design and graphic presentations
- Independence and critical ability of developing and arguing the design work in accordance with the given themes
- Knowledge, understanding and ability of discussing the references proposed during the semester

Evaluation criteria and criteria for awarding marks for module 2 – Graphic Design:

All evaluation criteria of module 1 will be applied, with a strong focus on typography and layout design of every assignment.

- Coherence with the assignment and the chosen subject
- The correct use of typographical or graphical variables throughout the project
- Ability to motivate practical design choices
- Ability to visualize and explain (to present) not only the project results but also his/her personal design path

Evaluation criteria and criteria for awarding marks for module 3 – Visual Culture:

The final mark for this exam is only one, consequently the evaluations concerning each module don't lead to an autonomous mark but are connected and integrated in the whole evaluation of the three modules.

Therefore the specific evaluations related to the *Visual Culture* module are influenced and influence the whole evaluation of the results of the project and also of the route to arrive to at the result.

Regarding specifically Visual Culture I will consider:

The ability of in-depth analysis emerging from the texts in its entirety.

- The use of references connected to the theories and languages of visual communications' field indicated in the bibliography of the course
- Other sources specifically related to their projects.
- The clarity of the language through which this analysis is done in the written text and orally (in the final presentation).

<p>Required readings</p>	<p>Module 1 – Visual Communication:</p> <ul style="list-style-type: none"> • Berger, John and Nadotti, Maria, 2015, Modi di vedere. Torino : Bollati Boringhieri. • Gottschall, Jonathan, 2014, L'istinto di narrare. Torino : Bollati Boringhieri. • Munari, Bruno, 2005, Design e comunicazione visiva. Roma : Laterza. <p>Module 2 – Graphic Design: Richard Hollis, <i>Graphic design. A concise history</i> Sergio Polano, Pierpaolo Vetta, <i>Abecedario, la grafica del Novecento</i></p> <p>Module 3 – Visual Culture: <i>Basic readings</i> Stuart Hall, <i>The Work of Representation</i> cap 1., pp 15-73, in S. Hall (ed. by), <i>Representation. Cultural Representations and Signifying Practices</i>, Sage, London, 2007. (Reserve Collection)</p> <p>Chandler, Basic Semiotics, Routledge, 2002 http://www.wayanswardhani.lecture.ub.ac.id/files/2013/09/Semiotics-the-Basics.pdf available on line</p> <p><i>Further readings</i> L. Cartwright, M. Sturken <i>Practices Of Looking: An Introduction To Visual Culture</i>, Oxford University Press, 2001, 2009.</p> <p>Further readings could be assigned during the course in relation to the development of the project.</p>
<p>Supplementary readings <i>Please insert if there are any</i></p>	<p>Module 1 – Visual Communication: Check the Reserve Collection of this course in the Library.</p> <p>Module 2 – Graphic Design: Check the Reserve Collection of this course in the Library.</p> <p>Module 3 – Visual Culture: Check the Reserve Collection of this course in the Library.</p>

Syllabus

Descrizione del corso

Titolo del corso	PROGETTO VC – C1 al Limite Di confini, bordi, definizioni e punti, non più, fermi
Codice del corso	97007
Settore scientifico disciplinare del corso	Modulo 1: ICAR/13 disegno industriale Modulo 2: ICAR/17 disegno Modulo 3: M-FIL/04 estetica
Corso di studio	Bachelor in Design and Art (L-4)
Semestre	Semestre estivo 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 1 – comunicazione visiva	<p><i>Il corso si inserisce nell'area di apprendimento dei corsi "caratterizzanti" (modulo 1) e "di base" (modulo 2 e 3) del curriculum in design.</i></p> <p><i>Descrizione del corso modulo 1 – comunicazione visiva:</i></p> <p>Ci sono cose che sono pienamente cose, e cose che sono quasi qualcos'altro. Ogni volta che diamo una definizione, ci sono cose che si avvicinano e altre che si allontanano dal suo centro. Ciò che è vicino al centro della definizione è chiaro e inconfutabile, man mano che ci si allontana verso i limiti esterni tutto diventa più confuso. Ad un certo punto le cose smettono di essere tali: si avvicinano di più ad una altra definizione e diventano un'altra cosa. Per comodità o per pigrizia ci si è abituati a disegnare delle righe per evidenziare dove questo fenomeno accade, ciò prevede che improvvisamente le cose da una parte o dall'altra di questa linea siano radicalmente diverse, come lo sono al centro delle loro</p>

	<p>definizioni. Se le cose dovessero (per carità!) muoversi sarebbe molto più difficile disegnare questi confini e bisognerebbe piuttosto che righe usare sfumature. Se addirittura si muovessero anche le definizioni (aiuto!) allora sarebbe il caos e allora servirebbe un corso di design per provare a progettare per un mondo dove tutto si muove vicino a bordi, limiti e confini.</p> <p>Obiettivi formativi modulo 1 – comunicazione visiva:</p> <ul style="list-style-type: none"> • Acquisire una metodologia progettuale nel campo della comunicazione visiva • Sviluppo di un percorso autonomo e rigoroso • Acquisire le conoscenze di base necessarie alla realizzazione di un progetto nel campo del design della comunicazione visiva • Acquisire una metodologia progettuale nel campo della comunicazione visiva • Acquisire le conoscenze di base per esercitare uno sguardo critico rispetto al proprio lavoro e per confrontarsi con la complessità contemporanea <p>Acquisire la conoscenza e comprensione dei:</p> <ul style="list-style-type: none"> • Processi del design per l'immagine coordinata • Processi del design per l'editoria • Processi del design per la grafica di allestimento • Acquisizione delle conoscenze di base relative alla cultura di progetto in tutte le sue componenti
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Modulo 1	Comunicazione visiva
Docente	Pietro Corraini office F2.01.b, e-mail Pietro.Corraini@unibz.it, tel. +39 0471 015318, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/36497-pietro-corraini
Lingua ufficiale del corso	Italiano
Orario di ricevimento	Lu 9.00 - 13:00; 14:00 - 18:00 su appuntamento Mer 11:00 - 13:00; 14:00 - 18:00 su appuntamento
Lista degli argomenti trattati	<ul style="list-style-type: none"> • Progettazione grafica • Comunicazione editoriale • Narrazione • Mescolanza e convivenza tra diverse arti • Flussi di lavoro da ideazione a realizzazione di un progetto
Attività didattiche previste	Laboratori, visite, lectures, progetti di gruppo, esercitazioni, seminari e revisioni di gruppo
Modulo 2	-> vedi syllabus in lingua inglese

Modulo 3	-> <i>vedi syllabus in lingua inglese</i>
Risultati di apprendimento attesi	<p>Risultati di apprendimento attesi relativi al modulo 1 – comunicazione visiva:</p> <ul style="list-style-type: none"> • Acquisire le conoscenze di base relative alla cultura di progetto in tutti le sue componenti • ideazione, sviluppo e realizzazione di un progetto nel campo del design della comunicazione visiva • sapere analizzare, ideare e sviluppare progetti nell’ambito della comunicazione visiva e della grafica tradizionale (analogica) • saper analizzare e ideare progetti nell’ambito della comunicazione visiva multimediale (web, video, motion graphics) • sapere analizzare, ideare e sviluppare progetti curatoriali ed espositivi • conoscenza degli aspetti tecnico-scientifici del design per l’editoria • presentare ad un livello professionale un proprio progetto realizzato nel campo della comunicazione visiva in forma di installazione, oralmente e per iscritto • Acquisire una metodologia progettuale nel campo del design di prodotto, della comunicazione visiva • Acquisire la conoscenza e comprensione dei processi del design per l’editoria • comunicare e argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista formale, tecnico, scientifico
Metodo d’esame	<p><i>Metodo d’esame relativo al modulo 1 – comunicazione visiva:</i> L’esame prevede la consegna, la presentazione e la discussione dei progetti realizzati durante il semestre e della relativa documentazione. L’esame finale prevede una serie di domande da parte dei docenti volte alla discussione dei temi trattati durante il corso e del 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 proposti.</p>
Lingua dell’esame	corrisponde alla lingua d’insegnamento
Criteri di misurazione e criteri di attribuzione del voto	<p><i>Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 1 – comunicazione visiva:</i> Il corso prevede l’attribuzione di un voto di esame unico. Per quanto riguarda il modulo 1 sono previsti i seguenti criteri di misurazione e attribuzione relativamente ai</p>

	<p>progetti richiesti: 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.</p>
<p>Bibliografia fondamentale</p>	<p><i>Modulo 1 – comunicazione visiva:</i></p> <ul style="list-style-type: none"> • Berger, John and Nadotti, Maria, 2015, Modi di vedere. Torino : Bollati Boringhieri. • Gottschall, Jonathan, 2014, L'istinto di narrare. Torino : Bollati Boringhieri. • Munari, Bruno, 2005, Design e comunicazione visiva. Roma : Laterza.
<p>Bibliografia consigliata</p>	<p><i>Modulo 1 – comunicazione visiva:</i></p> <p>.....</p>