

-> *Syllabus in lingua italiana*

Syllabus  
Course description

<b>Course title</b>	<b>Project VC – B1 The big warm</b>
<b>Course code</b>	97084
<b>Scientific sector and area</b>	Module 1: ICAR/13 disegno industriale Module 2: ICAR/13 disegno industriale Module 3: M-FIL/04 estetica
<b>Degree</b>	Bachelor in Design and Art (L-4)
<b>Semester</b>	Winter semester 2019/20
<b>Year</b>	2 <sup>nd</sup>
<b>Credits</b>	19
<b>Modular</b>	Yes

<b>Teaching language</b>	Module 1: Italian Module 2: English Module 3: English
<b>Total lecturing hours</b>	180 (Module 1: 90, Module 2: 60, Module 3: 30)
<b>Total hours of self-study and / or other individual educational activities</b>	about 295 (Module 1: about 110, Module 2: about 90, Module 3: about 95)
<b>Prerequisites</b>	To have passed the WUP project and all the WUP courses; to have certified the language level proficiency B1 in the 3 <sup>rd</sup> language
<b>Attendance</b>	not compulsory but recommended

<b>Project description and specific educational objectives</b>	<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><b>PROJECT DESCRIPTION</b>  <b>Course description module 1 – Visual Communication:</b>          "I am convinced that humans need to leave Earth"          "Our earth is becoming too small for us, global population is increasing at an alarming rate and we are in danger of self-destructing"          Stephen Hawking</p> <p>With this sad prevision, some years ago Stephen Hawking was warning us about the risk of climate change – a risk that is threatening us, as humans. Pollution, intensive animal farming, overpopulation, non-renewable energy production, lack of political intelligence, are just some of the main factors causing the augmentation of CO2 and</p>
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	<p>other greenhouse gases in our atmosphere – a phenomenon responsible for the rising of Earth's temperature. Despite global warming negationism and fake news, and lobbies investing in unsustainable economies, today we are already facing the consequences of climate change. Global desertification, melting glaciers in Antarctica, sea rising every year, the increasing frequency of hurricanes, floods destroying harvests and causing famine among entire populations, those populations forced to escape from their dead lands in search of a better life... All these phenomena are becoming more and more frequent. All these changes are producing despair, fear, wars, they are the cause of "democratic" dictatorships, where elected presidents are building higher walls, and ministers are closing borders and harbors. But climate change doesn't have borders. What happens in Africa or in Antarctica affects Italy too. In our Alps glaciers are disappearing, and those few trees left after the last hurricane are weakened. But not all is lost. According to scientists we still have time, not so much, to find solutions, to contain the phenomenon and to guarantee a sustainable and fair life on Earth – if we don't want to leave it on a space shuttle.</p> <p>But what about design? What are designers doing about that? What kind of help we, as designers, can provide? As the commitment of a 15 years old Swedish girl is teaching us, along with the example of the majority of scientists and few politicians, how we are going to face the future depends on our knowledge and perception of the climate change impact.</p> <p>The project The Big Warm will focus on the fundamental contribution that visual communication designers can provide: the ability to visualize and narrate, and thus to act according to our perception. In the specific we will try to understand how design can build systems of representation and communication able to produce an accessible image and knowledge of a such complex issue. In other words, we will face those design problems implied in the representation and communication of the complex network of relations and phenomena that today compose the climate change issue.</p> <p>The project The Big Warm is split in two parts. In the first part, that will run for the first month, students will have the possibility to study and analyze issues, topics and subjects related to climate change, through a series of lectures and workshops with designers, researchers, journalists and experts. In addition to the construction of a common knowledge for the development of the work, in</p>
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	<p>the first part of the project students will work within the territory (Trentino-Alto Adige) looking for experiences and facts related to the climate change. The story of a person, a community, a place, a company, an organization, able to represent and tell the effects of the climate change, as well as problems and possible solutions.</p> <p>After the research phase, in the second part of the project students will collect those stories and their materials (photos, videos, documents, interviews), they will represent and narrate their places and protagonists, and then design and print a graphical work.</p> <p>During the development of the project, students will have the opportunity to confront and discuss their ideas, to collect information and to work with researchers and experts. At the end of the course each student will present a individual editorial project.</p> <p>Their publications will be presented during a public event, an exhibition where students will test the validity of their works and the quality of their research within a public space.</p> <p><b>Educational objectives module 1 – Visual Communication:</b></p> <p>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.</p> <p>The course is organised in order that the students acquire:</p> <ul style="list-style-type: none"> <li>- a design methodology in the field of visual communication;</li> <li>- a solid cultural background where technical-media skills are combined with theoretical reflection;</li> <li>- the ability to capture and analyse contemporary cultural and social phenomena that characterise design and art;</li> <li>- skills necessary to manage a project from the ideation phase to the realisation phase;</li> <li>- technical tools necessary for the realisation of the projects and the necessary interdisciplinary scientific skills;</li> <li>- 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.</li> </ul>
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***Course description module 2 – Digital publishing & social media:***

Following the main concept of “The Big Warm” project, this second module will ask students to deal with a practical exercise related with problems, issues and questions linked to the climate change topic. After the definition of a social, economical, environmental, cultural or political issue or question – linked to the climate change topic – each student will research, represent and narrate a specific scenario through different visual languages (photography, technical drawings, illustrations, typography, infographics).

During this module we will analyse and discuss different case studies, approaches and practices developed within the field of visual design where tools, methodologies and skills of the discipline are oriented towards the representation of complexity. The idea is to start to think about visual design as a system and a language able to make complex issues accessible, rather than simple. Techniques and practices taken from the field of cartography and data visualisation, as well as strategies and issues from the field of visual rhetoric, will be considered in order to acquire new knowledge and perspectives in relation to the climate change problem.

Beside reflecting on the limits of our reality and possibilities to change it, through this module 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;
- 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 3 – Visual Culture:  
 The fostering of an aesthetic relationship to the world***

	<p>Visual cultures tend to be sprawling and need to be delimited in order to be manageable. Visual cultures go beyond the visual, and they are not limited to the things we see on screens, images, in books, articles, on the Internet, in documentaries, moving illustrations, or visualizations. It is also about how people talk, think, and write about images, it also about imagination, and it also involves the knowledge that facilitates the reading of images and the prejudices that can lead to misinterpretations. According to Gillian Rose (<i>Visual Methodologies</i>, 2012), the "use of the term 'visual culture' refers to the plethora of ways in which the visual is part of social life".</p> <p>A crucial part of our "social life" is regarding the many different kinds of problems associated with climate change - and how questions and problems related to climate change are articulated, represented, and communicated.</p> <p>In our course - conceived as integrated part of the project VC-B1 (WS 19/20) - we shall on one hand explore and analyse significant examples of visual cultures in the recent past and the present. On the other hand we shall try to understand more specifically (and critically) examples of existing relationships between visual cultures and communication related to topics of climate change. Furthermore, a final part of the course will be dedicated to possible alternative (and innovative) communication approaches taking into account both the complexity of topics and phenomena related to climate change and dynamics of impactful communication on a broader level.</p> <p>The course is designed for acquiring professional skills and knowledge in the framework of a general overview of scientific contents.</p> <p><b><i>Educational objectives module 3 – Visual Culture:</i></b>  The objective of the course is to ensure that students acquire adequate knowledge of general scientific methods and contents.</p> <p>Disciplinary objectives - with reference to the indicated topics:</p> <ul style="list-style-type: none"> <li>□ the acquisition of essential theoretical knowledge (related to visual culture) so as to be able to carry out a project in the field of visual communication</li> <li>□ the acquisition of basic knowledge so as to be able to look critically at their own work and to deal with the complexities of contemporary society</li> </ul>
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	<ul style="list-style-type: none"> <li>□ the acquisition of basic knowledge concerning purposeful theoretical subjects in the field of the overarching project topic (related to climate change)</li> <li>□ the acquisition of basic knowledge concerning the culture of design with specific reference to visual culture</li> <li>□ the ability to capture and analyse contemporary cultural and social phenomena that characterise design and art;</li> <li>□ a theoretical and socio-cultural education that aims to acquire a solid cultural background where technical media skills are combined with a theoretical reflection</li> </ul>
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<b>Module 1</b>	<b>Visual Communication</b>
<b>Lecturer</b>	Giorgio Camuffo office F2.06.a, e-mail <a href="mailto:Giorgio.Camuffo@unibz.it">Giorgio.Camuffo@unibz.it</a> , tel. +39 0471 015193, webpage - <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/31103-giorgio-camuffo">https://www.unibz.it/en/faculties/design-art/academic-staff/person/31103-giorgio-camuffo</a>
<b>Scientific sector of the lecturer</b>	ICAR/13
<b>Teaching language</b>	Italian
<b>Office hours/Assistance</b>	Tuesday 09.00 - 11.00
<b>List of topics covered</b>	Use of visual communication tools Development of editorial publishing projects Typography and graphic project Educational tools project Brief introduction to critical and speculative design
<b>Teaching format</b>	Lectures, exercises, laboratories, projects.

<b>Module 2</b>	<b>Digital publishing &amp; social media</b>
<b>Lecturer</b>	Andrea Facchetti office F2.06.b, e-mail <a href="mailto:Andrea.Facchetti@unibz.it">Andrea.Facchetti@unibz.it</a> tel. +39 0471 015112, web page <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/38327-andrea-facchetti">https://www.unibz.it/en/faculties/design-art/academic-staff/person/38327-andrea-facchetti</a>
<b>Scientific sector of the lecturer</b>	ICAR/13
<b>Teaching language</b>	English
<b>Office hours/Assistance</b>	Mo –Tu: 12:30 – 14:00
<b>List of topics covered</b>	graphic design, critical design, politics of representation, visual culture, editorial design, design research
<b>Teaching format</b>	Lectures, case studies analysis and exercises.

<b>Module 3</b>	<b>Visual Culture</b>
<b>Lecturer</b>	Hans Höger office F2.04, e-mail <a href="mailto:Hans.Höger@unibz.it">Hans.Höger@unibz.it</a> ,

	tel. +39 0471 015194, webpage: <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/891-hans-leo-hoeger">https://www.unibz.it/en/faculties/design-art/academic-staff/person/891-hans-leo-hoeger</a>
<b>Scientific sector of the lecturer</b>	ICAR/13
<b>Teaching language</b>	English
<b>Office hours</b>	Wednesday 17:00 - 19:00
<b>List of topics covered</b>	Theory and history of visual cultures, visual cultures related to design projects, visual cultures related to complex communication challenges, creative techniques (e.g. cultural engineering, storytelling)
<b>Teaching format</b>	Lectures, seminars, exercises

<b>Learning outcomes</b>	<p><b><i>Learning outcomes for module 1 – Visual Communication:</i></b></p> <p><i>Disciplinary abilities</i> Students will be able to apply knowledge related to the design of:</p> <ul style="list-style-type: none"> <li>- graphic design of posters</li> <li>- graphic design of magazines, newspapers</li> <li>- advertising graphics of public and/or social utility</li> <li>- corporate design of O.N.G. organisations</li> <li>- capacity for critical thinking</li> <li>- knowledge of the cultural arena, in particular, the visual communication one</li> <li>- experience in designing exhibitions</li> <li>- flexibility with clients and collaborators</li> <li>- an intuitive and empathetic approach to people.</li> <li>- ability to manage a project (project management);</li> <li>- leadership skills;</li> <li>- capacity for innovation in the framework of a broad understanding of the contemporary cultural arena.</li> </ul> <p><i>Knowledge and understanding</i> The students will have acquired:</p> <ul style="list-style-type: none"> <li>- a design methodology in the field of visual communication, from the ideation phase to the realisation phase of the project;</li> <li>- 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;</li> <li>- the basic knowledge to practice a critical look at their work and to deal with contemporary challenges;</li> <li>- basic knowledge relating to the culture of the project in all its components, but also to the</li> </ul>
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	<p>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> <p><i>Ability to apply knowledge and understanding</i>        Students will be able to:</p> <ul style="list-style-type: none"> <li>- concept, develop, realize a project in the field of visual communication;</li> <li>- 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;</li> <li>- 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;</li> <li>- 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.</li> </ul> <p><i>Autonomy of judgment</i>        The students must have developed:</p> <ul style="list-style-type: none"> <li>- 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</li> </ul> <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"> <li>- 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;</li> <li>- 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;</li> <li>- 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.</li> </ul>
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	<p><i>Learning skills</i> Students will have:</p> <ul style="list-style-type: none"> <li>- 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;</li> <li>- developed a creative attitude and learned how to increase and enhance it according to their own inclinations;</li> <li>- 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;</li> <li>- 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.</li> </ul> <p><b><i>Learning outcomes for module 2 – Digital publishing &amp; social media:</i></b> Students will be able to apply knowledge related to the design of:</p> <ul style="list-style-type: none"> <li>- graphic design of posters</li> <li>- graphic design of magazines, newspapers</li> <li>- advertising graphics of public and/or social utility</li> <li>- capacity for critical thinking</li> <li>- knowledge of the cultural arena, in particular, the visual communication one</li> <li>- experience in designing exhibitions</li> <li>- ability to manage a project (project management);</li> <li>- capacity for innovation in the framework of a broad understanding of the contemporary cultural arena.</li> </ul> <p><i>Knowledge and understanding</i> The students will have acquired:</p> <ul style="list-style-type: none"> <li>- a design methodology in the field of visual communication, from the ideation phase to the realisation phase of the project;</li> <li>- the basic knowledge necessary for the realisation of a project in the field of visual communication,</li> </ul>
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	<p>from a technical, scientific and theoretical point of view;</p> <ul style="list-style-type: none"> <li>- the basic knowledge to practice a critical look at their work and to deal with contemporary challenges;</li> </ul> <p><i>Ability to apply knowledge and understanding</i>          Students will be able to:</p> <ul style="list-style-type: none"> <li>- concept, develop, realize a project in the field of visual communication;</li> <li>- 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;</li> </ul> <p><i>Autonomy of judgment</i>          The students must have developed:</p> <ul style="list-style-type: none"> <li>- 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</li> </ul> <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"> <li>- 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;</li> <li>- 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;</li> </ul> <p><i>Learning skills</i>          Students will have:</p> <ul style="list-style-type: none"> <li>- developed a creative attitude and learned how to increase and enhance it according to their own inclinations</li> </ul> <p><b><i>Learning outcomes for module 3 – Visual Culture:</i></b>  <i>Disciplinary skills</i></p> <ul style="list-style-type: none"> <li>• to have the ability to finalize the implementation of a project undertaken in the field of visual communication drawing on the basic knowledge</li> </ul>
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	<p>acquired in the subjects of "Visual Culture"</p> <ul style="list-style-type: none"> <li>• to have the ability to grasp important 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 regarding the project (VC-B1)</li> <li>• knowledge of historical and theoretical foundations of design</li> <li>• knowledge of relevant sociological, semiotic and anthropological aspects</li> <li>• know how to analyze (critically), define and contextualize their projects</li> <li>• know how to apply methods of empirical research in the context of the project topic</li> <li>• know how to present critical and planning analysis orally</li> <li>• know how to present written critical and planning analysis</li> <li>• 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 social and ethical aspects</li> <li>• communicate at a professional level and argue the reasons for their choices and justify them from a theoretical point of view</li> </ul> <p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>• The expected learning outcome is that students will have been enabled to demonstrate a systematic understanding of the topics covered by the course;</li> <li>• A further expected learning outcome is that students will have developed conceptual insight and ability of analysis (focusing on research skills, theoretical and analytical methods and on how they are applied).</li> </ul> <p><i>Ability to apply knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>• The expected learning outcome is that students will have been enabled to apply their knowledge</li> </ul>
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	<p>and understanding to those professional situations in which theoretical design expertise related to the thematic cluster of the project (VC-B1) is necessary and required or, in any case, useful and inspiring.</p> <p><i>Autonomy of judgment</i>        The students should have developed:</p> <ul style="list-style-type: none"> <li>• the expected learning outcome is that students will have been enabled to gather and interpret relevant sources, information and documentations from the fields of visual communication / graphic design theory, with particular reference to the thematic project cluster (VC-B1), in the context of design projects or design study topics (e.g. in the concept and research state of projects);</li> <li>• a good autonomy of judgment in the critical evaluation of their own 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.</li> </ul> <p><i>Communication skills</i></p> <ul style="list-style-type: none"> <li>• The expected learning outcome is that students will have been enabled to communicate to both specialist and non-specialist audiences clearly and unambiguously - with confidence and originality - information, ideas, problems and solutions related to questions and topics of visual communication / graphic design theory (with particular reference to the thematic project cluster - VC-B1)</li> </ul> <p><i>Ability to learn (learning skills)</i></p> <ul style="list-style-type: none"> <li>• The expected learning outcome is that students will have developed those learning skills that are necessary for them to continue to undertake successfully further studies of visual communication / graphic design / visual culture with a high degree of autonomy.</li> </ul>
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<p><b>Assessment</b></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><b><i>Assessment details for module 1 – Visual Communication:</i></b></p>
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	<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><b><i>Assessment details for module 2 – Digital publishing &amp; social media:</i></b></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>Through individual and collective presentations students will discuss their projects, explaining their conceptual approaches and their technical choices.</p> <p><b><i>Assessment details for module 3 – Visual Culture</i></b></p> <p>The exam is included as integral part in the final presentations concerning the project VC-B1 with particular reference - on one hand - to those contents that have been explored, presented and discussed in the classroom and - on the other hand - to those ones documented in the digital Reserve Collection of "Visual Culture: Project B1". The exams' evaluations will particularly focus onto the students' ability and originality concerning the integration of conceptual and theoretical topics and characteristics into their final presentations of the projects.</p>
<p><b>Assessment language</b></p>	<p>The same as the teaching language</p>
<p><b>Evaluation criteria and criteria for awarding marks</b></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>By the end of the semester, each student must upload on the Microsite of the faculty detailed documentation of the semester work.</p> <p><a href="http://portfolio.dsgn.unibz.it/wp-admin">http://portfolio.dsgn.unibz.it/wp-admin</a></p> <p>Documentation is an integral part of the exam. The documentation must include visual documentation and an abstract of the project.</p>

	<p><b><i>Evaluation criteria and criteria for awarding marks for module 1 – Visual Communication:</i></b></p> <ul style="list-style-type: none"> <li>- Quality of design and graphic presentations</li> <li>- Independence and critical ability of developing and arguing the design work in accordance with the given themes</li> <li>- Knowledge, understanding and ability of discussing the references proposed during the semester</li> <li>- Presence and engagement during the semester</li> </ul> <p><b><i>Evaluation criteria and criteria for awarding marks for module 2 – Digital publishing &amp; social media:</i></b></p> <ul style="list-style-type: none"> <li>– conclusiveness of the design concept;</li> <li>– conclusiveness of the formal aspects of the design work;</li> <li>– quality of the technical execution;</li> <li>– clarity of the presentation.</li> </ul> <p><b><i>Evaluation criteria and criteria for awarding marks for module 3 – Visual Culture:</i></b></p> <ul style="list-style-type: none"> <li>• correctness of presented topics, concepts and theoretical contents/analysis/conclusions</li> <li>• clarity of presented topics, concepts and theoretical contents/analysis/conclusions</li> <li>• mastery of course-related language and terminology</li> <li>• demonstration of knowledge and understanding</li> <li>• ability to summarize, evaluate, and establish relationships between topics (ability of contextualization)</li> <li>• skills in critical thinking</li> <li>• ability to summarize in own words</li> </ul> <p>By the end of the semester, each student must upload on the Microsite of the faculty detailed documentation of the semester work.  <a href="http://portfolio.dsgn.unibz.it/wp-admin">http://portfolio.dsgn.unibz.it/wp-admin</a>          Documentation is an integral part of the exam. The documentation must include visual documentation and an abstract of the project.</p>
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<p><b>Required readings</b></p>	<p><b><i>Module 1 – Visual Communication:</i></b></p> <p>Wolfgang Behringer, Storia culturale del clima. Dall'era glaciale al riscaldamento globale. Bollati Boringhieri, 2016</p> <p>Carlo Carraro, Alessandra Mazzai, Il clima che cambia. Non solo un problema ambientale. Mulino, 2015</p> <p>Jonathan Safran Foer, Possiamo salvare il mondo, prima di cena. Perché il clima siamo noi. Guanda, 2019</p>
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	<p><b>Module 2 – Digital publishing &amp; social media:</b>          Ruben Pater. 2016. The politics of design. Amsterdam: BIS Publisher.</p> <p>Kate Crawford and Vladan Joler. 2018. Anatomy of an AI system. <a href="https://anatomyof.ai">https://anatomyof.ai</a></p> <p>Marco Ferrari, Elisa Pasqual, Andrea Bagnato. 2018. A Moving Border: Alpine Cartographies of Climate Change. Columbia Univ Graduate School.</p> <p><b>Module 3 – Visual culture:</b>          Richard Howells, Joaquim Negreiros. Visual Culture. Cambridge 2019</p> <p>Adam Brenthel. The Drowning World - The Visual Culture of Climate Change. Lund University, Lund 2016</p>
<p><b>Supplementary readings</b></p>	<p><b>Module 1 – Visual Communication:</b>          Luca Mercalli, Il clima che cambia. Perché il riscaldamento globale è un problema vero, e come fare per fermarlo Bur, 2019</p> <p>De Wever, Anuna, Kyra Gantois, Noi siamo il clima. I solferini, 2019</p> <p>Amitav Ghosh, La grande cecità. Il cambiamento climatico e l'impensabile. Beat Neri Pozza, 2017</p> <p>Bruno Latour, Tracciare la rotta. Come orientarsi in politica. Raffaello Cortina Editore, 2018</p> <p>National Geographic Italia, Artide, la fine dei Ghiacci. Settembre 2019 (edizione italiana)</p> <p>National Geographic Magazine, The artic is hitting up. September 2019</p> <p>Time Magazine, 2050: how earth survived. September 2019</p> <p><b>Module 2 – Digital publishing &amp; social media:</b>          More suggestions will be given during the course, according to the needs of the single students.</p> <p><b>Module 3 – Visual Culture:</b>          David Wallace-Wells. The Uninhabitable Earth - Life after Warming. New York 2019</p> <p>Gillian Rose. Visual Methodologies. London 2016</p>

Syllabus  
Descrizione del corso

<b>Titolo del corso</b>	<b>PROGETTO CV – B1</b> <b>Titolo</b>
<b>Codice del corso</b>	97084
<b>Settore scientifico disciplinare del corso</b>	Modulo 1: ICAR/13 disegno industriale Modulo 2: ICAR/13 disegno industriale Modulo 3: M-FIL/04 estetica
<b>Corso di studio</b>	Bachelor in Design and Art (L-4)
<b>Semestre</b>	Semestre invernale 2019/20
<b>Anno del corso</b>	2°
<b>Crediti formativi</b>	19
<b>Modulare</b>	Si

<b>Numero totale di ore di lezione</b>	180 (Modulo 1: 90, Modulo 2: 60, Modulo 3: 30)
<b>Monte ore totale di studio individuale o di altre attività didattiche individuali inerenti</b>	circa 295 (Modulo 1: circa 110, Modulo 2: circa 90, Modulo 3: circa 95)
<b>Corsi propedeutici</b>	aver superato il progetto e tutti i corsi wup. Aver certificato nella 3° lingua il livello B1
<b>Frequenza</b>	non obbligatoria ma raccomandata

<b>Descrizione progetto ed obiettivi formativi specifici: modulo 1 – comunicazione visiva</b>	<p><i>Il corso si inserisce nell'area di apprendimento dei corsi "caratterizzanti" (modulo 1), "di base" (modulo 2) e "affini o integrativi" (modulo 3) del curriculum in Design.</i></p> <p><b>DESCRIZIONE DEL PROGETTO</b> <b>Descrizione del corso modulo 1 – comunicazione visiva:</b></p> <p>"Sono convinto che per l'uomo sia arrivato il momento di lasciare la Terra". "La Terra sta cominciando a diventare troppo piccola per noi, le nostre risorse fisiche si stanno rapidamente esaurendo". Stephen Hawking</p> <p>Qualche anno fa con questa triste previsione Stephen Hawking metteva in evidenza il rischio che l'umanità corre a causa dei cambiamenti climatici. Inquinamento, allevamenti intensivi, aumento incontrollato della popolazione mondiale, produzione di energia da fonti non rinnovabili, mancanza di intelligenza politica sono solo</p>
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alcune delle principali cause dell'aumento di anidride carbonica e di altri gas serra nell'atmosfera che fanno schizzare la temperatura della terra verso l'inferno. Già oggi, nonostante i negazionisti che liquidano i cambiamenti climatici come fake news e le lobby economiche che investono fiumi di denaro per mantenere lo status quo, possiamo vedere come gli effetti del cambiamento climatico siano già presenti nella nostra vita, attorno a noi.

I deserti che avanzano inesorabili, i ghiacci che si sciolgono in Antartide, il livello del mare che cresce di anno in anno, gli uragani sempre più frequenti, le alluvioni che distruggono raccolti e riducono alla fame interi popoli, gli stessi popoli che scappano da terre ormai "morte" per cercare una vita decente, sono fenomeni che fino a qualche anno fa succedevano raramente e che oggi invece sono quasi quotidiani. Cambiamenti che portano alla disperazione, alla paura e alle guerre, cambiamenti che favoriscono dittature "democratiche", elezioni di presidenti che costruiscono muri sempre più alti o di ministri che chiudono i porti. Il cambiamento climatico non ha confini, quello che succede in Africa o in Antartide ha un riflesso anche in Italia. Nelle Alpi, nelle nostre Alpi, i ghiacciai stanno sparando e i pochi abeti che rimangono in piedi dopo i tornado sono meno verdi.

Eppure non tutto è perduto. Gli scienziati ci dicono che abbiamo ancora tempo, non molto, per elaborare e mettere in atto soluzioni per arginare il fenomeno e garantire la sostenibilità della vita sulla Terra, se non vogliamo imbarcarci in una navicella verso un altro pianeta.

E il design? Che cosa stanno facendo i designer? Qual è il contributo concreto che possiamo dare? Come le recenti iniziative di alcuni attivisti – guidati da una 15enne svedese –, di un gran numero di scienziati, e anche di qualche politico ci insegnano. una fetta importante di come ci giocheremo il futuro dipende dalla conoscenza, dalla informazione, dalla percezione diffusa dell'impatto del cambiamento climatico.

Il corso *The Big Warm* intende concentrarsi sulla competenza fondamentale dei designer della comunicazione visiva: la capacità di visualizzare e

raccontare, e di agire dunque sulla percezione. In particolare cercheremo di capire come il design può costruire rappresentazioni e sistemi di comunicazione capaci di restituire un'immagine e una conoscenza accessibile di un problema complesso. In altre parole cercheremo di affrontare le difficoltà che il design ha nel rappresentare e comunicare la fitta rete di relazioni e fenomeni che oggi compongono quello che chiamiamo cambiamento climatico.

Il corso *The Big Warm* sarà diviso in due parti. Nella prima parte del corso, della durata di un mese, attraverso una serie di incontri e di workshop con designer, ricercatori, giornalisti e con esperti della materia, gli studenti avranno la possibilità di approfondire la conoscenza dei temi e dei problemi relativi ai cambiamenti climatici. Parallelamente allo studio e alla acquisizione delle informazioni necessarie per affrontare il progetto nella prima parte del corso, gli studenti dovranno attivarsi nel territorio (Trentino-Alto Adige) alla ricerca di esperienze rilevanti dal punto di vista del cambiamento climatico. Storie di singole persone o di gruppi, di luoghi, di imprese, di organizzazioni, di fatti che raccontino gli effetti del cambiamento climatico, i problemi e le possibili soluzioni.

Una volta individuate le storie da raccontare, nella seconda parte del corso gli studenti dovranno raccogliere le testimonianze, fotografare o illustrare i luoghi e i protagonisti, sviluppare un progetto grafico, impaginare e stampare un volume. Durante lo svolgimento del progetto gli studenti avranno l'opportunità confrontare le loro idee e di raccogliere informazioni collaborando ricercatori e studiosi della materia. Alla fine del corso ogni studente dovrà presentare un singolo progetto editoriale. Le pubblicazioni prodotte saranno presentate durante un evento aperto al pubblico, una mostra dove gli studenti avranno a disposizione uno spazio per misurare l'efficacia e la qualità dei progetti e presentare la propria ricerca.

***Obiettivi formativi modulo 1 – comunicazione visiva:***

L'obiettivo principale del corso é 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

	<p>verso le necessarie competenze tecniche della pratica professionale.</p> <p>Il corso è organizzato affinché gli studenti possano acquisire:</p> <ul style="list-style-type: none"> <li>- una propria metodologia progettuale nel campo della comunicazione visiva</li> <li>- un solido patrimonio culturale dove la competenza tecnico-mediale sposa la riflessione teorica;</li> <li>- la capacità di cogliere e analizzare i fenomeni contemporanei culturali e sociali che caratterizzano la comunicazione visiva;</li> <li>- certificate competenze linguistiche che consentiranno loro di sviluppare una professionalità e/o un percorso di ricerca di dimensione internazionale;</li> <li>- competenze necessarie alla gestione del progetto a partire dalla fase di ideazione fino alla fase di realizzazione dello stesso;</li> <li>- strumenti tecnici necessari alla realizzazione dei progetti e le competenze scientifiche interdisciplinari necessarie;</li> <li>- una formazione teorica e socio-culturale che mira all'acquisizione di un solido patrimonio culturale dove la competenza tecnico-mediale sposa la riflessione teorica.</li> </ul>
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<b>Modulo 1</b>	<b><i>Comunicazione visiva</i></b>
<b>Docente</b>	Giorgio Camuffo office F2.06.a, e-mail Giorgio.Camuffo@unibz.it, tel. +39 0471 015193, webpage <a href="https://www.unibz.it/it/faculties/design-art/academic-staff/person/31103-giorgio-camuffo">https://www.unibz.it/it/faculties/design-art/academic-staff/person/31103-giorgio-camuffo</a>
<b>Settore scientifico disciplinare del docente</b>	ICAR/13
<b>Lingua ufficiale del corso</b>	Italiano
<b>Orario di ricevimento/Assistenza</b>	Martedì 09.00 - 11.00
<b>Lista degli argomenti trattati</b>	Utilizzo degli strumenti di comunicazione visiva Sviluppo di progetti editoriali Tipografia e progetto grafico Progetto strumenti didattici Breve introduzione al design critico e speculativo
<b>Attività didattiche previste</b>	Lezioni, esercitazioni, laboratori, progetti.

<b>Modulo 2</b>	-> <i>vedi syllabus in lingua inglese</i>
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<b>Modulo 3</b>	-> <i>vedi syllabus in lingua inglese</i>
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<p><b>Risultati di apprendimento attesi</b></p>	<p><b>Risultati di apprendimento attesi relativi al modulo 1 – comunicazione visiva:</b></p> <p><b><i>Capacità disciplinari</i></b>        Gli studenti saranno in grado di applicare conoscenze legate alla progettazione di:</p> <ul style="list-style-type: none"> <li>- progettazione grafica di riviste, giornali e libri</li> <li>- grafica pubblicitaria di utilità pubblica e/o sociale</li> <li>- capacità di percezione critica</li> <li>- conoscenza della scena culturale, in particolare di <u>quella della comunicazione visiva</u></li> <li>- esperienza nella progettazione di mostre</li> <li>- flessibilità con committenti e collaboratori</li> <li>- approccio intuitivo e empatico con le persone.</li> <li>- capacità di gestire un progetto (project management);</li> <li>- competenze di leadership;</li> <li>- capacità d'innovazione nel contesto di una vasta conoscenza della scena culturale contemporanea</li> </ul> <p><b><i>Conoscenza e comprensione</i></b>        Gli studenti avranno acquisito:</p> <ul style="list-style-type: none"> <li>- 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;</li> <li>- 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;</li> <li>- le conoscenze di base per esercitare uno sguardo critico rispetto al proprio lavoro e per confrontarsi con la complessità contemporanea;</li> <li>- 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.</li> </ul> <p><b><i>Capacità di applicare conoscenza e comprensione</i></b>        Gli studenti saranno in grado di:</p> <ul style="list-style-type: none"> <li>- ideare, sviluppare, realizzare un progetto nel campo della comunicazione visiva;</li> <li>- finalizzare alla realizzazione di un progetto compiuto nel campo della comunicazione visiva le conoscenze di base acquisite in campo tecnico, scientifico e teorico;</li> <li>- cogliere i principali fenomeni che caratterizzano la società attuale, saperli osservare criticamente anche in una prospettiva etica e sociale ed elaborare soluzioni</li> </ul>
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	<p>adeguate sul piano della proposta/risposta progettuale;</p> <ul style="list-style-type: none"> <li>- 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.</li> </ul> <p><b>Autonomia di giudizio</b>        Gli studenti avranno sviluppato:</p> <ul style="list-style-type: none"> <li>- 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;</li> <li>- 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.</li> </ul> <p><b>Abilità comunicative</b>        Gli studenti saranno in grado di:</p> <ul style="list-style-type: none"> <li>- 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;</li> <li>- comunicare ed argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista formale, tecnico, scientifico e teorico;</li> <li>- comunicare e presentare ad un livello professionale un proprio progetto in un'altra lingua oltre alla propria e correttamente in una terza lingua.</li> <li>-</li> </ul> <p><b>Capacità di apprendimento</b>        Gli studenti avranno:</p> <ul style="list-style-type: none"> <li>- 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 e/o proseguire il proprio corso di studi con la laurea magistrale;</li> <li>- sviluppato un'attitudine creativa e appreso le modalità per incrementarla e valorizzarla secondo le proprie inclinazioni;</li> <li>- acquisito una conoscenza di base di discipline di carattere teorico, scientifico e tecnico unita ad una</li> </ul>
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	<p>metodologia di studio adeguata a proseguire il proprio percorso di studi con la laurea magistrale;</p> <ul style="list-style-type: none"> <li>- 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.</li> </ul>
<p><b>Metodo d'esame</b></p>	<p><b><i>Metodo d'esame relativo al modulo 1 – comunicazione visiva:</i></b>          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><b>Lingua dell'esame</b></p>	<p>Italiano</p>
<p><b>Criteri di misurazione e criteri di attribuzione del voto</b></p>	<p><b><i>Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 1 – comunicazione visiva:</i></b></p> <p>Entro la fine del semestre ogni studente dovrà caricare sul sito web della facoltà una documentazione dettagliata del lavoro semestrale.  <a href="http://portfolio.dsgn.unibz.it/wp-admin">http://portfolio.dsgn.unibz.it/wp-admin</a>          La documentazione è parte integrante dell'esame. La documentazione comprende obbligatoriamente una documentazione visiva e un abstract del progetto.</p> <ul style="list-style-type: none"> <li>- Qualità della progettazione grafica e delle presentazioni;</li> <li>- Autonomia e capacità critica di elaborazione, sviluppo e argomentazione del tema progettuale;</li> <li>- Conoscenza e capacità di discussione dei riferimenti proposti durante il corso;</li> <li>- Impegno e partecipazione durante il semestre.</li> </ul>
<p><b>Bibliografia fondamentale</b></p>	<p><b><i>Modulo 1 – comunicazione visiva:</i></b>          Wolfgang Behringer, Storia culturale del clima. Dall'era glaciale al riscaldamento globale. Bollati Boringhieri, 2016</p> <p>Carlo Carraro, Alessandra Mazzai, Il clima che cambia. Non solo un problema ambientale. Mulino, 2015</p> <p>Jonathan Safran Foer, Possiamo salvare il mondo, prima di cena. Perché il clima siamo noi. Guanda, 2019</p>

<b>Bibliografia consigliata</b>	<p><b><i>Modulo 1 – comunicazione visiva:</i></b></p> <p>Luca Mercalli, Il clima che cambia. Perché il riscaldamento globale è un problema vero, e come fare per fermarlo Bur, 2019</p> <p>De Wever, Anuna, Kyra Gantois, Noi siamo il clima. I solferini, 2019</p> <p>Amitav Ghosh, La grande cecità. Il cambiamento climatico e l'impensabile. Beat Neri Pozza, 2017</p> <p>Bruno Latour, Tracciare la rotta. Come orientarsi in politica. Raffaello Cortina Editore, 2018</p> <p>National Geographic Italia, Artide, la fine dei Ghiacci. Settembre 2019 (edizione italiana)</p> <p>National Geographic Magazine, The artic is hitting up. September 2019</p> <p>Time Magazine, 2050: how earth survived. September 2019</p>
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