Freie Universität Bozen
Libera Università di Bolzano
Università Liedia de Bulsan

Syllabus
Course description

Course title	**Web & Communication Design**
Course code	97067; 97130 Interaction and Communication Design
Scientific sector	INF/01
Degree	Bachelor in Design and Art (L-4)
Semester	Winter semester 2019/20
Year	2nd, 3rd
Credits	5 for students enrolled before 2018/19; 6 for students enrolled from 2018/19 onwards
Modular	No

Teaching language	English
Total lecturing hours	30
Total hours of self-study and / or other individual educational activities	about 65 for 5 cp; about 90 for 6 cp.
Attendance	not compulsory but strongly recommended
Prerequisites	none

Course description and specific educational objectives	*The course belongs to the class "di base" in the curriculum in Art for students enrolled before 2018/19. It belongs to the class "caratterizzante" in the curriculum in Art for students enrolled from 2018/19 onwards.* **Course description:** The course will be focused on learning and developing the basic skills of web design in order to. At the end of the course students will 1. be able to write HTML and CSS from scratch 2. know the basic of Javascript – using jQuery – and PHP 3. be able to design a whole website, from the concept phase to the development The course will also be focused on learning – and developing – the basic skills of web design in order to use coding as part of the creative process. The course will be also focused on the potential of web technologies as an expressive and experimental tool. The first part of the course 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. The second part of the course will be focused on the development of a group project and students will gain the skills of designing digital artifacts, both from an aestethic and functional point of view.

Educational objectives:

- 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.

Lecturer	Emanuele Bonetti office F3.04, e-mail: Emanuele.bonetti@unibz.it, tel. +39 0471 015287, webpage: https://www.unibz.it/en/faculties/design-

	art/academic-staff/person/38343-emanuele-bonetti
Teaching language	English
Office hours	Wed 13th November 14:00-18:00; Thur 14th November 09:00-13:00; Fri 15th November 09:00-13:00; Wed 4th December 14:00-18:00; Thur 5th December 09:00-13:00; Fri 6th December 09:00-13:00; Wed 8th January:00-18:00; Thur 9th January 09:00-13:00; Fri 10th January 09:00-13:00; Fri 10th January 14:00-18:00;
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	**Knowledge and understanding** It is expected that the students will gain to skills to analyze online presences, user need, and technologies contest of use **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. **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. **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 **Learning skills** Students will "learn how to keep on learning" by reading manuals, online documentation and adapting – or hacking – given and found working examples.

Assessment	Students will be asked to work in group of four in order to develop a personal project which will consist in a fully functional website. The exam will consist of a group interview in where they will present their work. They will be asked to cover every phase of designing a digital artifacts: 1. Concept 2. Sitemap 3. Wireframes 4. Layout and prototype 5. Development Students will be also asked to answer questions on the mandatory readings.
Assessment language	*The same as the teaching language.*
Evaluation criteria and criteria for awarding marks	**Knowledge and understanding** The correct development and presentation of a group project.

Making judgements
The ability to review their work in frontal meetings and in the final interview.

Communication skills
The ability to presents and discuss their work in the final interview.

By the end of the semester, each student must upload on the Microsite of the faculty detailed documentation of the semester work.
http://portfolio.dsgn.unibz.it/wp-admin
Documentation is an integral part of the exam. The documentation must include visual documentation and an abstract of the project

Required readings	Don't make me think (Revisited) – Steve Krug Digital Folklore – Olia Lianina Content Strategy for the web – Kristina Halvorson, Melissa Rach (Supplementary for students enrolled before 2018/19)
Supplementary readings	Content Strategy for the web – Kristina Halvorson, Melissa Rach (Mandatory for students enrolled from 2018/19 onwards) Responsive typography, using type well on the web – Jason Pamental Type on Screen – Ellen Lupton Ordering Diseorder, grid principles for web design – Khoi Vinnh Designing News – Francesco Franchi