

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

Syllabus Course description

Course title	Project VC – B4 U is for Ulm
Course code	97087
Scientific sector and area	Module 1: ICAR/13 disegno industriale Module 2: ICAR/13 disegno industriale Module 3: M-FIL/04 cultura visiva
Degree	Bachelor in Design and Art (L-4) – Major in Design
Semester	Summer semester 2019/20
Year	2 nd , 3 rd
Credits	19
Modular	Yes

Teaching language	Module 1: German Module 2: Italian 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	295 (Module 1: about 125, Module 2: about 93, Module 3: about 77)
Prerequisites	<i>From the 3rd semester onward to have passed the project wup 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 module 2) and "di base" (module 3) in the curriculum in Design.</i></p> <p>PROJECT DESCRIPTION Course description module 1 – Visual Communication: The project deals with visual graphic identities and visual communication in general for institutions. 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? 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>
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In the studio we will work on concrete visual identity concepts for a museum institution, dealing with realistic and applicable tasks. Accompanied by thematic introductions and workshops, each participant develops an 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 knowledge and understanding of design processes for interface 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 importance of Ulm graphic culture and its approach to basic design. We are going to investigate its influence in the contemporary graphic, passing through visual storytelling, type setting, use of analogue and digital technology and old and new ways of communication, specially the importance of the manufacturing and the "learning by doing" process.

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
- 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)

Course description module 3 – Visual Culture:

The course will provide general and fundamental overview about visual culture, semiotics and communication theory. The special focus of the course will be on branding and visual identity. Redesigning the coordinate image for an institution that has a long history is an interesting challenge: on one hand it is important to keep continuity and coherence with the past, in order to be recognizable to those who have built a relationship of trust with it. On the other hand, the redesign of the visual aspects of the institution has to express change and renovation and connect it to the present.

The course will give the theoretical instruments to analyze and verify the fairness of communication strategies of companies, museums and cultural organizations. At the same time, it will also give the students the instruments and the competence to make field analysis and values’ detection. The detection of values is the basis on which to construct an identity that is the translation of them in visual terms.

Frontal lectures about visual identities will be followed by more specific seminars which will imply the reading and critical discussion of principles that are present in Ulm’s school: the topics that will be dealt with will refer to, among others (the rhetoric of) neutrality and the invisibility of design.

Educational objectives Module 3 – Visual Culture:

- 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 Visual Culture
- the acquisition of the basic knowledge concerning the theories of signs and semiotics

	<ul style="list-style-type: none"> • the acquisition of the basic knowledge concerning the culture of design in all its aspects • 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	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
Teaching hours and days	Monday, 14:00–17:00; Tuesday, 9:00–12:00
Assistance/Office hours	Tuesday, 14:00–17:00 (during the days of the project)
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
Teaching hours	Wednesday, 9:00–13:00
Assistance/Office hours	Tuesday: 9:00- 13:00 and 14:00–19:00 (during the days of the project) Wednesday: 14:00 – 18:00 (during the days of the project)
List of topics covered	Metadesign, Graphic Design, Typography. Branding, Print Techniques, Basic Design
Teaching format	frontal lectures, exercises, labs, projects

Module 3	Visual Culture
Lecturer	Valeria Burgio office F5.08, e-mail valeria.burgio@unibz.it, webpage https://www.unibz.it/it/faculties/design-art/academic-staff/person/32141-valeria-burgio
Scientific sector of the lecturer	M-FIL/04
Teaching language	English
Teaching hours	Wednesday, 14:00–16:00
Assistance/Office hours	Tuesday 11-13; Wednesday 9-11.

List of topics covered	Visual Design, Semiotics of the image, Theories of perception, Branding, Positioning, Visual Identities.
Teaching format	Frontal lectures and seminars.

Learning outcomes	<p>Learning outcomes for Module 1 – Visual Communication:</p> <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 • know how to analyse, design and prototyp multimedia visual communication projects (interface design) • 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 <p>Learning outcomes for module 2 – Interactive & Motion Graphics: Knowledge and understanding The students will able to :</p> <ul style="list-style-type: none"> - know the basic techniques and the basic methods of graphic design. - recognize and understand qualities of works in the field of brand design and editorial design - 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 <p>Learning outcomes for module 3 – Visual Culture:</p> <ul style="list-style-type: none"> • 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: Semiotics, communication theory and design theory. • 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
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	<ul style="list-style-type: none"> • 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 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
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<p>Assessment</p>	<p>Assessment details for Module 1 – Visual Communication:</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 two parts, to be fulfilled with the exam. A PDF-presentation of the final design, containing research, strategy and the design (mock-ups; images). Secondly a complete documentation of texts, data and high-resolution images onto the project file server within Microsoft TEAMS.</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, visual language/imagery and five applications in form of a poster (scale 1 : 1), flyer (scale 1 : 1), social media post (mock-up), and a webpage/app-prototype.</p> <p>Assessment details for module 2 – Interactive & Motion Graphics: presentation and discussion of the own work:</p> <ul style="list-style-type: none"> - originality - coherence - technical qualities for the presentation - clarity
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	<ul style="list-style-type: none"> - influencing skills for the process throughout the semester: - individual development - active participation and quality of its contributions - proper use of tools and new skills <p>Assessment details for module 3 – Visual Culture:</p> <p>Students will be asked in couple to read and present to the class two essays exploring a topic related to the Ulm school. Possibly the essays will be supporting opposing theses, in order to foster critical thinking and discussion. The students will be also asked to analyze the visual identity of a cultural institution or of a company through the instruments that will be given during the course.</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> <p><i>Final exam (42% of the project mark)</i> — (30 % of the final grade) Presentation/Colloquium: Clarity of the presentation and argumentation, vividness and coherence of the PDF-presentation (client-presentation), answering of questions — (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.</p> <p>Evaluation criteria and criteria for awarding marks for module 2 – Interactive & Motion Graphics:</p> <p>for the own work:</p> <ul style="list-style-type: none"> - originality - appropriateness - formal aesthetic quality - technical quality <p>for the presentation:</p> <ul style="list-style-type: none"> - clarity - convincingness <p>for the process during the whole semester quality of team dynamics and individual role in it individual development</p>

	<p>active participation and quality of contributions correct use of the tools and new competences</p> <p>1) Intermediate Presentations: - 20% of the final grade. Presentation / Colloquium: Design quality of the artifacts of the first part of the semester. The students have to explain the motivations of the design choices through the quality of the work at the intermediate deadlines (that will be defined during the semester) for the develop of the work related to "Interaction and motion" module.</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 – Visual Culture:</p> <p>Ability to connect theoretical contents to the design and production practice. Ability to conceive good concepts and to explain them properly, recognizing visual strategies, sources of inspiration and reconstructing design process backwards. Part of the mark is also related to the participation to discussions, debates and exercises in class and in the demonstration of curiosity and insight.</p>
<p>Required readings</p>	<p>Module 1 – Visual Communication: https://login.unibz.it/cas/login?service=https%3A%2F%2Fwww.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 – Visual Culture <u>General reading:</u> Riccardo Falcinelli, <i>Critica portatile al visual design</i>, Einaudi, Torino 2014 Kress G. e Van Leuween T., <i>Reading images: the grammar of visual design</i>, Routledge, London-New York, 2006. Maldonado T. (2001), <i>Disegno Industriale. Un riesame</i>. Milano, Feltrinelli.</p>

	<p>Mirzoeff N., <i>An introduction to visual culture</i>, Routledge, London 2009.</p> <p>Pasca, V., Russo D (), <i>Corporate Image. Un secolo d'immagine coordinate dall'AEG alla Nike.</i> (in part. Pp. 43-50)</p> <p><u>Among the articles that will be assigned to be discussed in seminars:</u></p> <p>Burckhardt L. (1980), "Design is invisible". In L. Burckhardt <i>Rethinking Man-Made Environments</i> (2012), Wien, Springer.</p> <p>Floch J.M. (1995), "La via dei logo. Il faccia a faccia dei logo Ibm e Apple" in <i>Identità Visive</i>, Milano, FrancoAngeli. 60-96.</p> <p>Kinross R. (1989), "The rhetoric of neutrality". In V. Margolin (ed.) <i>Design Discourse</i>. Chicago: University of Chicago Press. 131-143.</p> <p>Moles A. (1989), "The legibility of design: a project of graphic design". In V. Margolin (ed.) <i>Design Discourse</i>. Chicago: University of Chicago Press. 119-129.</p> <p>Rams, D. (1989), "Omit the Unimportant". In V. Margolin (ed.) <i>Design Discourse</i>. Chicago: University of Chicago Press. 111-113.</p>
<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 – Visual Culture: Readings will be communicated and assigned during the course.</p>

Syllabus

Beschreibung der Lehrveranstaltung

Titel der Lehrveranstaltung	Projekt VK – B4 U is for Ulm
Code der Lehrveranstaltung	97087
Wissenschaftlich-disziplinärer Bereich der Lehrveranstaltung	Module 1: ICAR/13 disegno industriale Module 2: ICAR/13 disegno industriale Module 3: M-FIL/04 Visual culture
Studiengang	Bachelor in Design und Künste (L-4)
Semester	Sommersemester 2019/20
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 zu haben</i>

<p>Kursbeschreibung und spezifische Bildungsziele: Modul 1 – Visuelle Kommunikation und Modul 3 – Theorien und Ausdrucksformen der VK</p>	<p><i>Die Lehrveranstaltung zählt zum Bildungsbereich der kennzeichnenden Fächer (Modul 1 und Modul 2) sowie der Grundfächer (Modul 3) und ist Teil des Studiengangs Design.</i></p> <p>KURSBESCHREIBUNG Kursbeschreibung Modul 1 – Visuelle Kommunikation: Das Projekt beschäftigt sich mit den Anforderungen an grafische Erscheinungsbilder und generell Visuelle Kommunikation für Institutionen. 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</p>
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	<p>Corporate Design am Beispiel eines konkreten Museums. Begleitet von thematischen Einführungen und praktischen Übungen entwickelt jeder Teilnehmende einen eignen Entwurf argumentativ und gestalterisch bis zur Präsentationsreife.</p> <p>Die Lehrveranstaltung dient dem Erwerb von spezifischen beruflichen Kompetenzen.</p> <p>Bildungsziele Modul 1 – Visuelle Kommunikation:</p> <ul style="list-style-type: none"> • 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 des Fachwissens und der Fertigkeiten für das Interface Design • Erwerb der Grundkenntnisse einer Projektkultur im Design in allen ihren Teilen
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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 Projektstage)
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
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Modul 3	-> siehe Syllabus in englischer Sprache
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Erwartete Lernergebnisse	<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
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	<p>Kommunikation zu konzipieren, zu entwickeln und auszuführen</p> <ul style="list-style-type: none"> • 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 der Lage zu sein, Projekte im Bereich des Interface Design analysieren, konzipieren und entwickeln zu können • 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
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<p>Art der Prüfung</p>	<p>Art der Prüfung – Modul 1 – Visuelle Kommunikation:</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 zwei Teilen, die bis zur Prüfung erbracht werden: 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, Bildstil und Anwendungen als Imageplakat (Maßstab 1 : 1), Faltblatt (Maßstab 1 : 1), Social Media Post (Mock-up) und den Prototyp einer Webseite/Applikation.</p>
<p>Prüfungssprache</p>	<p>entspricht der Unterrichtssprache</p>
<p>Bewertungskriterien und Kriterien für die</p>	<p>Die Bewertung der einzelnen Module führt nicht zu einer getrennten Benotung sondern fließt in die</p>

<p>Notenermittlung</p>	<p>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:</p> <p><i>Prüfung (42% der Projektnote)</i> — (30 % der Gesamtnote) Präsentation/Kolloquium: Klarheit des Vortrags, Schlüssigkeit der Argumentation, Anschaulichkeit der Präsentation im PDF, Beantwortung von Fachfragen — (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 Studienseesters, in dem das Projekt bearbeitet wurde. Vollständigkeit der Dokumentation der Entwürfe.</p>
<p>Pfichtliteratur</p>	<p>Modul 1 - Visuelle Kommunikation: https://login.unibz.it/cas/login?service=https%3A%2F%2Feu.alma.exlibrisgroup.com%2Finfra%2FcasRedirect?ctx=/leganto</p>
<p>Weiterführende Literatur</p>	<p>Modul 1 - Visuelle Kommunikation: Wir während des Kurses mitgeteilt</p>

Syllabus

Descrizione del corso

Titolo del corso	PROGETTO CV – B4 U is for Ulm
Codice del corso	97087
Settore scientifico disciplinare del corso	Module 1: ICAR/13 disegno industriale Module 2: ICAR/13 disegno industriale Module 3: M-FIL/04 Visual culture
Corso di studio	Bachelor in Design and Art (L-4) – Major Design
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 2 – Interactive & motion graphics	<p><i>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.</i></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 l'importanza della cultura grafica della scuola di Ulm e il suo approccio al Basic Design. Investigheremo la sua influenza nella grafica contemporanea, attraverso aspetti della narrazione visiva, l'impostazione tipografica, l'uso della tecnologia analogica e digitale unite ai vecchi e nuovi metodi di comunicazione, specialmente l'importanza della manifattura e del processo "Learning by doing".</p> <p>Obiettivi formativi modulo 2 – Interactive & Motion Graphics:</p>
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	<ul style="list-style-type: none"> - l'acquisizione delle conoscenze di base essenziali per poter realizzare un progetto nel campo della comunicazione visiva - 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 - 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)
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Modulo 1	-> vedi syllabus in lingua inglese e tedesca
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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 lezione	Mercoledì dalle 9 alle 13
Orario di ricevimento/assistenza	Martedì: 9:00 – 13:00 e 14:00–19:00 (durante il giorno di progetto) Mercoledì: 14:00 -18:00 (durante il giorno di progetto)
Lista degli argomenti trattati	Metadesign, Graphic Design, Tipografia. Branding, Tecnica della stampa, Infografica, Visual Storytelling, Basic Design
Attività didattiche previste	lezioni, esercitazioni, laboratori, progetti,

Modulo 3	-> vedi syllabus in lingua inglese
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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 - sapere analizzare, ideare e sviluppare progetti
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	<p>nell'ambito della comunicazione visiva multimediale (web, video, motion graphics)</p> <ul style="list-style-type: none"> - sapere analizzare, ideare e sviluppare progetti nell'ambito dell'information design - 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
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<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 <p>- influenzare le competenze per il processo durante tutto il semestre:</p> <ul style="list-style-type: none"> - sviluppo individuale - partecipazione attiva e qualità dei suoi contributi <p>uso corretto di strumenti e nuove competenze</p>
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<p>Lingua dell'esame</p>	<p>corrisponde alla lingua d'insegnamento</p>
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<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:</p> <p>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 - sviluppo individuale - partecipazione attiva e qualità dei contributi
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	<p>uso corretto degli strumenti e nuove competenze Durante tutto il semestre si terrà conto della qualità, della dinamicità del team e del ruolo individuale in esso. Si terrà conto dello sviluppo individuale, della partecipazione attiva e della qualità dei contributi alle lezioni, del corretto uso degli strumenti e delle nuove competenze.</p> <p>1) Esami intermedi: - 20% del voto finale. Presentazione/Colloquio: La qualità del design degli artefatti presentati nelle deadline di presentazione (che si definiranno durante il semestre) riguardo lo stato di avanzamento del lavoro relativo al modulo di Interaction e Motion. Gli studenti devono spiegare le motivazioni delle scelte di design attraverso la qualità del loro lavoro.</p> <p>2) Esame finale: - 80% del voto finale. Progetto finale/prototipi/documentazione: Chiarezza del concept; livello della qualità degli artefatti in relazione alla loro complessità, originalità, esecuzione tecnica.</p>
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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>