

Syllabus
Course description

Course title	Studio IMAGE “STUDIO IMAGE goes ZEBRA!”
Course code	97122
Scientific sector	Module 1: ICAR/13 Module 2: ICAR/13 Module 3: M-FIL/04
Degree	Bachelor in Design and Art (L-4)
Semester	Summer semester 2021/22
Year	2 nd and 3 rd
Credits	19 (Module 1: 8 CP, Module 2: 6 CP, Module 3: 5 CP)
Modular	Yes

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 110, Module 2: about 90, Module 3: about 95)
Attendance	not compulsory but recommended
Prerequisites	To have passed the WUP project and all the WUP courses; to have certified the language level proficiency B1 in the 3 rd language in years following the first.
Maximum number of students per class	20

Course description

The course belongs to the class “caratterizzante” (module 1 and 2), and “affine integrativa” (module 3) in the curriculum in Art.

Description Module 1 – Photography-Video/ Fotografie-Video:

“Carte blanche” for a whole issue of a magazine! The editors of ZEBRA magazine invite Studio Image to rethink the well-known street magazine.

We are excited and invite students to explore the format of a socially engaged magazine. We will research different forms of representations of marginalized groups in (print) media: Which narratives are constructed, and which messages communicated? What role plays photography in the perception of people who live at the so called “fringes of society”? Who defines these “fringes”? What could be differences between working about someone or with someone? How can we as artists contribute to a discourse “regarding the pain of others” (Susan Sontag)?

Join us to discover artists like Allan Kaprov, The Yes Men, Sally Alatalo and many more. Explore historical and contemporary examples of artist’s magazines like Aspen, Avalanche, Real Life or Bomb and contribute to a new site for your own artistic practice as well as to an important social discourse.

Description Module 2 – Visual Communication/ Comunicazione visiva:

Designing and editing a magazine simultaneously challenges several aspects of visual communication. The semester-long collaboration with the street magazine Zebra will be an opportunity to explore several of these aspects of editorial design. We will understand how an editorial board is organized, what is the workflow that leads from concept to print, but also how to tell the stories of the people involved, how to collect and shape the contributions, how to follow the work in the different stages from production to distribution of the printed matter.

To do this, part of the semester will focus on the analysis and application of the theoretical, methodological and operational tools of visual communication: we will understand how to correctly use layout, fonts, grids, text-image relationship, printing techniques, to reach the maximum expressive capacity in interpreting a content through editorial artifacts, merging the verbal language

Specific educational objectives	Knowledge and understanding - have acquired one's own project methodology in the field of visual arts, and/or artistic production. This methodology includes the ability to oversee all phases of, from the generation of ideas to the realisation of the finished artwork. Through the integrated teaching of main subjects and further subjects of a technical, scientific and theoretical nature, graduates will be able to simultaneously address all these aspects and consider them as synonymous with the development of an artwork that is consistent on a formal, technical, scientific and cultural level.
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Lecturer	Module 1 – Photography-Video: Prof. Eva Leitolf Eva.Leitolf@unibz.it , Tel. +39 0471 015327 Webpage: https://www.unibz.it/de/faculties/design-art/academic-staff/person/37228-eva-leitolf Module 2 – Visual Communication: Giulia Cordin Giulia.Cordin@unibz.it , tel. +39 0471 015333, webpage: https://www.unibz.it/en/faculties/design-art/academic-staff/person/31248-giulia-cordin Module 3 – Media Theory: German Duarte Peñaranda GDuarte@unibz.it , tel. +39 0471 015108, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/37717-german-a-duarte
Scientific sector of the lecturer	Module 1 – Eva Leitolf: ICAR/13 Module 2 – Giulia Cordin: ICAR/13 Module 3 – German Duarte Peñaranda: M-FIL/04
Teaching language	Module 1 – German Module 2 – Italian Module 3 – English
Office hours	Module 1: Monday 14.00-16.00 Module 2: Monday 9.30-12.30 Module 3: Tuesday 15:00-17:00

List of topics covered	Module 1: Photo, artists, magazines, representation of marginalized groups Module 2: Visual communication, editorial design Module 3: Media Theory, Media History
Teaching format	In-group discussions, frontal lectures, workshops

Expected learning outcomes	Disciplinary competence
	<p data-bbox="654 380 1053 414">Knowledge and understanding</p> <ul data-bbox="654 414 1404 985" style="list-style-type: none"> - have acquired the basic technical, scientific and theoretical knowledge necessary to realise a project in the field of visual arts. - have acquired the basic technical, scientific and theoretical knowledge necessary to realise a project in the field of visual arts. - have acquired the basic knowledge necessary for further Master's studies in all components of project culture as well as in technical, scientific and theoretical subjects. - to acquire a critical approach to historical-media phenomena. - to analyze mass media, social media, and communication through the basic knowledge acquired in media theory and cultural studies. <p data-bbox="654 1064 1173 1097">Applying knowledge and understanding</p> <ul data-bbox="654 1097 1404 1758" style="list-style-type: none"> - plan, develop and realise a project in the field of visual arts. - be able to finalize the creation of an accomplished project in the field of visual art, thanks to the basic knowledge acquired in the technical, scientific and theoretical fields. - make use of the skills acquired during the course of study in the event of continuing studies in a Master's degree programme in the field of art and to develop them further. - the ability to grasp the socio-political role played by media and to know how to look at these critically. - to apply this knowledge to any professional situation that requires a theoretical expertise as well as to develop appropriated solutions in terms of the proposal/response of the project. <p data-bbox="654 1836 1236 1870">Transversal competence and soft skills</p> <p data-bbox="654 1904 917 1937">Making judgements</p> <ul data-bbox="654 1937 1404 2049" style="list-style-type: none"> - be able to make independent judgements for the purpose of developing their own artistic skills and in relation to all those decisions (technical,

	<p>scientific and theoretical) that are necessary to bring a project to completion.</p> <ul style="list-style-type: none"> - to develop an independent judgment both in the critical evaluation of their work and in the ability to use the appropriate interpretive tools with respect to the context where they are going to apply their own artistic practice and/or continue their studies, assessing also the social and ethical aspects. <p>Communication skills</p> <ul style="list-style-type: none"> - present an independently realised project in the field of art in the form of an installation, orally as well as in writing in a professional manner. - to be able to clearly communicate, at a professional level, projects, information, concepts, and solutions related to the questions of media society and artistic practices. <p>Learning skills</p> <ul style="list-style-type: none"> - have learned a work methodology at a professional level - in the sense of being able to identify, develop and realise solutions to complex problems by applying the knowledge acquired in the technical, scientific and theoretical fields - in order to start a professional activity and/or continue their studies with a master's degree programme. - have developed a creative attitude and learned how to enhance it and develop it according to their own inclinations. - have acquired basic knowledge in theoretical, technical and scientific subjects as well as a study methodology suitable for continuing studies with a master's degree programme. - to improve their research methods, as well as how to pertinently apply them during the development of projects and research projects concerning different fields of media and art.
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<p>Assessment</p>	<p>By exam's date, each student must upload on the Microsite of the faculty detailed documentation of the work done during the course. 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.</p> <p>Module 1:</p> <ul style="list-style-type: none"> - Production of artistic work (e.g. photographic prints, video, digital formats etc.) - Several presentations of own artistic work in plenary critique sessions as well as one to one meetings with teacher - Presentation of researched topics to class - End of semester presentation in individual form of presentation/exhibition, (self-)/evaluation of results <p>Module 2: Students will be asked to develop an individual contribution for the magazine.</p> <p>Module 3:</p> <ol style="list-style-type: none"> 1. Short essay (max. 5 pages) 2. Oral examination at the end of the semester.
<p>Assessment language</p>	<p>The same as the teaching language</p>
<p>Evaluation criteria and criteria for awarding marks</p>	<p>The final assessment is based on the content of all the exercises according to the following criteria:</p> <p>Module 1 – Photography/Video</p> <ul style="list-style-type: none"> - Strength and clarity of artistic concepts - Coherence of concept, choice of means and resulting art work - Innovativeness/inventiveness concerning subject, approach and materials - Virtuosity of technical skills - Mastery of oral presentation: ability to summarize, evaluate, and establish relationships between topics and own artistic practice - Ability to work in a team - Capability of integrating reviews and critics in the work process

	<ul style="list-style-type: none"> - Skills in critical thinking and adequate communication to peers - Comprehensive artistic processes and presentation of results - Proactive attitude/behavior - Taking on responsibilities - Development of long-term interests <p>Module 2 – Visual Communication</p> <ul style="list-style-type: none"> - Strength and clarity of concepts - Completeness and coherence of concept, choice of means and resulting art work. - Clarity in the presentation of the process that leads to the final choices. - Inventiveness concerning subject, approach and materials. - Correct use of tools and competences. - Ability to summarize, evaluate, and establish relationships between topics and own practice. - Capability of integrating reviews and critics in the work process. - Critical thinking. - Taking on responsibilities. - Active participation and quality of contributions. <p>Module 3 - Media Theory</p> <ul style="list-style-type: none"> - Ability to summarize and present concepts and theories presented in the required readings - Ability to establish relationships between theories and socio-technological contexts - Clarity in presenting and structuring ideas
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<p>Required readings</p>	<p>Module 1: Regarding the Pain of Others, Susan Sontag, 2003.</p> <p>Module 2: Selected articles from Progetto Grafico Nr. 20, 2011 Readings will be made available during the course in the reserve collection</p> <p>Module 3: Identity, Francis Fukuyama, 2018.</p>
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Supplementary readings

Module 1:

Readings will be made available during the course in the reserve collection

Module 2:

Publishing as Artistic Practice, Annette Gilbert, Sternberg Press, 2016

Merz to Emigre and Beyond: Avant-Garde Magazine Design of the Twentieth Century, Phaidon Press, Steven Heller, 2003

Module 3:

Readings will be made available during the course in the reserve collection