Syllabus
Course description

Course title	**Project Visual Communication 2b** **Soundwalk – Designing for Democracy**
Course code	97085
Scientific sector	Module 1: ICAR/13 Module 2: ICAR/13 Module 3: M-FIL/04
Degree	Bachelor in Design and Art (L-4)
Semester	Winter semester 2023/24
Year	3rd
Credits	19 (Module 1: 8 CP, Module 2: 6 CP, Module 3: 5 CP)
Modular	Yes

Total lecturing hours	215 (Module 1: 125, Module 2: 60, Module 3: 30)
Total hours of self-study and/ or other individual educational activities	260 (Module 1: about 75, Module 2: about 90, Module 3: about 95)
Attendance	not compulsory but recommended
Prerequisites	To have passed the Project Visual Communication 1; to have certified the language level proficiency B1 in the course language in years following the first.
Maximum number of students per class	20

Course description	*The course belongs to the class "caratterizzante" (module 1), "di base" (module 2) and "affine integrativa" (module 3) in the major in Design.*
	Description Module 1 – Visual Communication:
	(EN) Where are the values of democracy taught? Kindergarten and school are the central places where we experience and learn the rules of democratic coexistence in a society. The goal is to identify with democracy and to achieve a maturity that enables us to make our own judgements and take our own actions. But how can design contribute to democratic maturity? Through the approach of participation in the design process – in this case the creation of an audio play and its performance, which opens up unfamiliar spaces of action for the young people.
	Design meets school: The idea is to create a ‹soundwalk›, an audio play, an interactive performance in which the audio narrative and the instructions for action integrated into it, played through headphones, turn the young people into participants in the performance. It is their play about democracy, to which they themselves – and the design students – contribute. Even the choreographed movement in the space conveys joint action and thus also an elementary experience of democracy, which is further differentiated in the narrative of the audio play and reinforced by performance objects.
	At the centre of the project is the artistic-research play development for a listening and participation piece on democracy, its values and rules, with and for people aged 11–14. Accompanied by theoretical introductions and in practical cooperation with a theatre maker, all participants jointly develop the audio material of the ‹soundwalk›, its contents, the performance probs and costumes, the idea workshops in schools, as well as the graphic design and the documentation up to the final staging.
	(DE) Wo werden Werte der Demokratie vermittelt? Kindergarten und Schule sind die zentralen Orte in denen wir die Spielregeln eines demokratischen Zusammenlebens in einer Gesellschaft kennenlernen. Das Ziel dabei: sich mit der Demokratie zu identifizieren und eine Mündigkeit zu erlangen, die zu eigenen Urteilen und Handlungen befähigt. Und wie kann das Design zur demokratischen Mündigkeit beitragen? Durch den Ansatz der Beteiligung: im Designprozess – hier die Erschaffung eines Hör-Stücks und in der Aufführung, die den Jugendlichen ungewohnte Handlungsräume anbietet.
	Design trifft Schule: Entstehen soll ein ›Soundwalk‹, eine

Hör-Stück, ein stummes Theater in dem die Audioerzählung und darin eingebundene Handlungsanweisungen, über Kopfhörer eingespielt, die Jugendlichen zu Mitwirkenden eines Stücks machen. Es ist ihr Stück über Demokratie, zu dem sie selbst – und die Designstudierenden – beitragen. Schon die choreografierte Bewegung im Raum vermittelt ein gemeinsames Handeln und damit auch eine elementare Erfahrung von Demokratie, die in der Erzählung weiter ausdifferenziert und durch Aufführungsobjekte verstärkt werden soll.

Im Projekt erarbeiten wir diese kollektive Performance, ein Hör- und Partizipationsspiel zur Demokratie, ihren Werten und Regeln, mit und für Menschen zwischen 11–14 Jahren. Begleitet von thematischen Einführungen und in Zusammenarbeit mit einem Theatermacher entwickeln alle Teilnehmenden gemeinsam dafür das Audio, seine Inhalte, die Aufführungsobjekte und -kostüme, die Ideenworkshops in Schulen, sowie das Graphic Design und die Dokumentation des ›Soundwalks‹ bis zur Aufführung.

Description Module 2 – Digital publishing & social media
(IT) Il modulo di Digital publishing & social media fungerà come una specie di "palestra di graphic design", con l'obbiettivo di rinforzare le capacità tipografiche, editoriali, di animazione e di branding di studenti e studentesse. In particolar modo nelle prime fasi del semestre, la creatività di tutti e tutte verrà stimolata attraverso brevi progetti pratici, che potranno scaturire nella forma di un poster, un'animazione, un booklet etc.

Per costruirci un sistema di riferimenti per le creazione del nostro "soundwalk", ricercheremo progetti o Designer guidati da una forte componente politica, democratica o partecipativa. Discuteremo i vari casi studio attraverso presentazioni in atelier. L'expertise che acquisiremo nel corso del semestre sarà fondamentale per la costruzione dell'identità visiva del nostro audio-play, la sua relativa documentazione e comunicazione al pubblico.

(EN) The module of Digital publishing & social media will serve as a sort of "graphic design gym", aimed at reinforcing the typographic, editorial, motion and branding skills of the students. Especially at the initial stages of the semester, students will be challenged with practical short projects, which may take the form of a poster, an animation, a booklet etc.

In order to build us a system of references for the "soundwalk", we will investigate either specific projects or

	Designers with a strong political, democratic or performative attitude. The selected case studies will be discussed through public presentations. The expertise acquired during the module will be fundamental for building the visual identity of the final audio play, its documentation and the communication to the public. **Description Module 3 – Visual Culture** In the theoretical part of the course, divided into three sections, we will provide a general addressment of the concept of democracy that pays attention to its historical development, to the way in which democratic thought has developed during the modern age and to some of the major problems concerning the contemporary democratic world. The first part will be dedicated to a brief historical and conceptual presentation concerning the birth of the concept of democracy starting from ancient Greece. The study of some fundamental passages, taken essentially from Plato's *Republic* and Aristotle's *Politics*, will help the student to focus on the foundations of democratic thought and the reasons that led humanity to initially conceive that specific type of political form. Notoriously, in the modern world, especially in the period of absolutism, there have been some forms of theorizing aimed at showing the limits of democratic thought and at conceiving the foundation of political power on other bases. Fundamental in this regard is the work of Hobbes, which will be briefly analyzed, in such a way as to put even better into focus the subsequent development of the modern concept of sovereignty. The next step will instead be a reading of Toqueville's masterpiece, *Democracy in America*, to be conceived as the outcome of the itinerary begun with the analysis of Hobbes. After dealing with the modern world, we will concentrate mainly on the contemporary world, where, with the help of some texts (Bobbio and Canfora above all), we will try to highlight the characteristics and critical issues of modern democratic thought, without missing an opening on today, where, also with the help of some films, the relationship between democracy and economic neoliberalism, between democracy and the development of social media, between democracy and "fake news" will be treated and discussed.
Specific educational objectives	**Knowledge and understanding** - have acquired one's own project methodology in the field of visual communication. This methodology includes the ability to oversee all phases of design, from the generation of ideas to the realisation of the finished project. Through the integrated teaching of project

	subjects of practical and theoretical nature, graduates will be able to simultaneously address all these aspects and consider them as synonymous with the development of a project that is successful on a formal, technical, scientific and cultural level.

Lecturer	*Module 1 – Visual Communication*: Christian Upmeier Office: F3.05a 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 *Module 2 – Digital publishing & social media:* Matteo Campostrini E-mail: Matteo.Campostrini@unibz.it webpage http://www.matteocampostrini.com/ *Module 3 – Visual Culture* Marcello Barison Office F5.08, E-mail: marcello.barison@unibz.it, Webpage: https://www.unibz.it/it/faculties/design-art/academic-staff/person/45127-marcello-barison www.marcellobarison.com
Scientific sector of the lecturer	Module 1 – Christian Upmeier: ICAR/13 Module 2 – Matteo Campostrini: ICAR/13 Module 3 – Marcello Barison: M-FIL/04
Teaching language	Module 1 – German Module 2 – Italian Module 3 – English
Office hours	Module 1: Tuesday, 14:00–17:00 (during the days of the project) Module 2: Tuesday, 10:00 – 17:00 (during the days of the project) Wednesday, 10:00–13:00 (during the days of the project) Module 3: Wednesday, 17:00-19:00 (In order to avoid overlapping the exact time of the appointment will be arranged by email: marcello.barison@unibz.it)
List of topics covered	Module 1: Participative Play Development (integrated workshop), Graphic Design, concept development, advertising and typography Module 2: Graphic Design, Typography. Branding, Print Techniques, Animation Module 3: - Birth of the concept of democracy in ancient Greece; - The concept of democracy and its detractors in the modern age (from Hobbes to Toqueville); - Democracy today: social media, technology and

	fake news..
Teaching format	Workshops, lectures, projects, seminars and reviews

Expected learning outcomes	**Disciplinary competence**
	Knowledge and understanding
	- have acquired their own project methodology in the field of visual communication, from the phase of planning to the phase of realisation of the project.
	- have acquired the basic practical and theoretical knowledge necessary to realise a project in the field of visual communication.
	- have acquired the basic knowledge to be able to turn a critical eye to their own work and to deal with contemporary complexity.
	- have acquired the basic knowledge necessary for further Master's studies in all components of project culture as well as in theoretical subjects.
	Applying knowledge and understanding
	- plan, develop and realise a project in the field of visual communication.
	- use the basic knowledge acquired in the technical, scientific and theoretical fields to realise a mature project.
	- be able to finalize the creation of an accomplished project in the field of visual communication , thanks to the basic knowledge acquired in the practical and theoretical fields.
	- recognise the main phenomena of contemporary society, to observe them critically, also from an ethical and social point of view, and to elaborate appropriate solutions at the level of a design proposal/response.
	- 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 visual communication and to develop them further.
	Transversal competence and soft skills
	Making judgements
	- Be able to make independent judgements for the purpose of developing their own design skills and in relation to all those decisions that are necessary to bring a project to completion.
	- Be able to make independent judgements, both in the critical evaluation of their own work and in their ability to use the right interpretative tools in those design contexts in which they will work and/or continue their studies, also considering ethical and

	social aspects.
	Communication skills - Present an independently realised project in the field of visual communication in the form of an installation, orally as well as in writing in a professional manner. - to professionally communicate and substantiate one's own decisions and justify them from a formal and theoretical point of view. *Learning skills* - 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 practical 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 andpractical subjects as well as a study methodology suitable for continuing studies with a master's degree programme.

Assessment	**Module 1**: **— Final Presentation/Colloquium:** The 10-minute public presentation covers the detailed explanation and verbal illustration of the final project. Because the module outcome is a group work, each group analyses the task and the process of their work realised from start to finish, defines the aims to be communicated and gives the reasons for the concepts behind the final project. **— Final project/final project-prototypes:** The prepared design of all group tasks treated in the project. The prototypes include: audio design; performance props and costume design; graphic design/social media design; publication design documentation **— Documentation:** The documentation consists of two parts, to be fulfilled with the exam. A concept text (5000 strokes) and a complete documentation of texts, data, footage and high-resolution images onto the project server of the university. **Module 2**: **— Short projects:** realization and delivery of the required outcomes conceived during the workshops. These may take the form of a printed or animated poster or a short

	publication.
	— Final project: same as Module 1
	Module 3:
	Oral exam. The final exam, which will take place in oral form, will have to verify the student's knowledge of the contents presented in class. It will therefore be a question not only of demonstrating an in-depth knowledge of the texts indicated in the bibliography, but also of their conceptual implications, with respect to which the student will be required to reach an autonomous level of critical and original elaboration. As part of their final exam, students will be asked to discuss one of the art or design projects discussed during the module.
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	The final assessment is based on the content of all the exercises according to the following criteria: *Final exam (100%)* — (20 % of the final grade) **Presentation/Colloquium:** Clarity of the presentation and argumentation, vividness of the presentation tools, answering of questions — (80 % of the final mark) **Final project/final project-prototypes:** 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. **Evaluation criteria and criteria for awarding marks for module 2:** Short and final projects: originality and validity of ideas and concepts; executional, typographic and compositive quality of printed and digital outcomes; ability to accept constructive criticism and feedbacks; propensity to teamwork; clarity of dissertation and oral presentations. **Evaluation criteria and criteria for awarding marks for module 3 – Visual Culture:** During the oral exam, the following skills will be verified by the students: - Knowledge, both from a notional and conceptual point of view, of the didactic materials analyzed and of the contents (textual and cinematographic) listed in the "Bibliography". - Ability to elaborate in a conceptually coherent and exhaustive way complex contents concerning the history of political thought and aesthetics and focused on the general themes dealt with during the course. Moreover, the

	students are supposed to demonstrate a critical and original thought, which, starting from a reflection on the didactic material and the contents of the classes, shows how to use them for the invention and definition of an autonomous creative path.

Required readings	**Module 1**: Nina Tecklenburg: Performing Stories Kai von Eickels: This Side of the Gathering – The Movement of Acting Collectively https://eu.alma.exlibrisgroup.com/leganto/public/39UBZ_INST/lists/24513163380001241?auth=SAML&section=24513393840001241 **Module 2**: A History of Graphic Design, Philipp B. Meggs The History of Graphic Design Vol. 2, Jens Müller and Julius Wiedermann Grid Systems in Graphic Design, Josef Müller-Brockmann Graphic Design Manual, Armin Hoffman **Module 3**: The titles provided here are organized according to the three parts into which the theoretical *Visual Culture* module is divided. It will be the student's task, based on his specific interests, to identify **one or two books** of his choice to be read in full. The content of the selected volumes, which will help in the preparation of the critical text foreseen in the third part of the course, will be subject to discussion during the final exam. The listed books can be read in any edition, no matter in which language, as long it is a complete edition. Reading in the original language is highly recommended. **Ancient World** PLATO, *Republic* ARISTOTLE, *Politics* L. CANFORA, *La democrazia di Pericle* **Modern age** TH. HOBBES, *Leviathan* A. DE TOQUEVILLE, *Democracy in America* **Contemporary world**

	L. CANFORA, *La democrazia. Storia di un'ideologia* N. BOBBIO, *Eguaglianza e libertà* N. BOBBIO, *Il futuro della democrazia* M. FISHER, *Capitalist Realism. Is There No Alternative?* Y. HUI, *The Question Concerning Technology in China: An Essay in Cosmotechnics*
Supplementary readings	**Module 1**: Will be handed out during the course. **Module 2**: Readings will be communicated and assigned in class during the course. **Module 3**: Further readings related to the topic of the project will be communicated during the course.