

Syllabus
Course description

Course title	Project Visual Communication 2.d Design – Publish – Exhibit
Course code	97159
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 2023/24
Year	2 nd
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 Project Visual Communication 1; to have certified the language level proficiency B1 in the course languages in years following the first.
Maximum number of students per class	20

Course description	<p><i>The course belongs to the class "caratterizzante" (module 1), "di base" (module 2) and "affine integrativa" (module 3) in the curriculum in Design.</i></p> <p>Description Module 1 – Visual Communication: EN</p> <p>Brand design includes all the media and graphic tasks that make up communication design, from the concept and naming to various design channels. So in several workshops we deal with typography, layout, posters and animation, the concept and the development of ideas and the exhibition to create a small event. To do this, we dedicate ourselves to a specific design task and collaborate with an external partner who provides us with content-related and practical support.</p> <p>In this project, we are working on the branding and communication for a small historical photography exhibition together with the Foundation Museo Storico del Trentino. While individual proposals are created in the first phase, we use the second part of the semester to work</p>
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together as a project, divided into working groups, on branding, printed and animated posters, a social media campaign, a leaflet and a small catalogue as well as the exhibition structure itself until the opening in mid-June. We design, publish and exhibit.

DE

Im Brand Design sind vom Konzept, der Namensgebung über verschiedene Designkanäle, alle Medien und grafischen Aufgaben enthalten, die das Kommunikationsdesign ausmachen. Wir beschäftigen und also in mehreren Workshops mit Typografie, Layout, Plakat und Animation, dem Konzept und der Ideenentwicklung und dem Ausstellen, um einen kleinen Event zu erschaffen. Dafür widmen wir uns einer konkreten Designaufgabe und kollaborieren mit einem externen Partner, der uns inhaltlich und praktisch unterstützt.

Im Projekt arbeiten wir am Branding und der Kommunikation für eine kleine historische Fotografieausstellung zusammen mit der Stiftung Museo Storico del Trentino. Während in der ersten Phase individuelle Entwürfe entstehen, nutzen wir den zweiten Teil des Semesters, um als Projekt gemeinsam, unterteilt in Arbeitsgruppen, am Branding, gedruckten und animierten Plakaten, einer Social Media Kampagne, einem Prospekt und einem kleinen Katalog sowie dem Ausstellungsaufbau selbst bis zur Eröffnung Mitte Juni zu arbeiten. Wir gestalten, veröffentlichen und stellen aus.

Description Module 2 – Digital media

EN

The module of Digital 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 our final project, we will investigate both specific projects and Designers guided by a strong political and activist vocation. Furthermore, we will pay particular attention to branding design projects which outcome in the form of public exhibitions.

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.

	<p>IT</p> <p>Il modulo fungerà come una “palestra di graphic design” mirata a rinforzare le capacità tipografiche, editoriali, di animazione e di branding di studenti e studentesse. Nelle prime fasi del semestre, la creatività di tutti e tutte verrà stimolata attraverso brevi progetti pratici, che potranno scaturire nella forma di n poster, un’animazione digitale, un booklet etc.</p> <p>Per costruirci un sistema di riferimenti e ispirazioni utili alla realizzazione del nostro progetto finale, avremo cura di analizzare i lavori di Designer del passato e del presente guidati da una forte componente politica e attività. Presteremo particolare attenzione a progetti di Branding e Graphic Design scaturiti in forma di mostre ed esibizioni aperte al pubblico.</p> <p>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 della nostra mostra, la sua relativa documentazione e comunicazione al pubblico.</p> <p><i>Description Module 3 – Theories and languages of visual communication</i></p> <p>This module introduces a contemporary practice of graphic design. The field of visual communication is complex: positioning a beholder, defining context, respecting rules and technologies, evaluating commercial impact, defining the author of a message. To understand the contemporary we will go back to study the impact of digital tools in so called ‘post-modern’ graphic design and also discuss its relation to modernist standards. We will have a close look to the work of protagonists of the development: Max Bill and Paul Rand, April Greiman, David Carson and Paula Scher, Vinca Kruk/ Daniel van der Velden and David Rudnick and also follow the influences of visual art. Foundational concepts of semiotics and communication theory will be discussed on the way.</p> <p>The course will also support the work on the studio’s main topic: the exhibition of historical photographs. After an examination of the documentary, we will look at different forms of exhibiting photography from MoMa’s early propaganda shows during the 2nd world war to Aby Warburg’s ‘Atlas’ and its impact for a contemporary understanding of photography as a discourse.</p>
<p>Specific educational objectives</p>	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> - have acquired their own project methodology in the field of visual communication. This methodology

	<p>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 and 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 a project that is successful on a formal, technical, scientific and cultural level.</p>
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Lecturer	<p>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</p> <p>Module 2 – Digital media: Matteo Campostrini Office: F3.05b E-mail: matcampostrini@gmail.com tel. +39 0471 015195, webpage http://www.matteocampostrini.com/</p> <p>Module 3 – Theories and languages of visual communication Stephan Schmidt-Wulffen stephan.schmidtwulffen@prof.senior.unibz.it webpage Stephan August Schmidt-Wulffen / Free University of Bozen-Bolzano (unibz.it)</p>
Scientific sector of the lecturer	<p>Module 1 – Christian Upmeier: ICAR/13 Module 2 – Matteo Campostrini: ICAR/13 Module 3 – Stephan Schmidt-Wulffen: M-FIL/04</p>
Teaching language	<p>Module 1 – German Module 2 – Italian Module 3 – English</p>
Office hours	<p>Module 1: Tuesday, 14:00–17:00 (during the days of the project)</p> <p>Module 2: Tuesday, 10:00-18:00; Wednesday, 14:00-18:00; anytime, but on previously agreed appointment.</p> <p>Module 3: Wednesday, 14:00-15:30.</p>
List of topics covered	<p>Module 1: Design for trademarks, corporate design, concept development and typography</p> <p>Module 2: Graphic design, typography, branding,</p>

	<p>animation, social media. Advanced frontal lessons in Design, Photoshop, After Effects, Cavalry. Portfolio website with Wordpress and Laytheme. PDF Portfolio for internships, school and work applications.</p> <p>Module 3: Semiotics, narration, designerly practice, documentary photography, exhibition, discourse</p>
Teaching format	Workshops, lectures, projects, seminars and reviews

Expected learning outcomes	<p>Disciplinary competence</p> <p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> • 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. <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> • 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. <p>Transversal competence and soft skills</p> <p><i>Making judgements</i></p> <ul style="list-style-type: none"> • 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
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	<p>bring a project to completion.</p> <ul style="list-style-type: none"> • 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. <p><i>Communication skills</i></p> <ul style="list-style-type: none"> • 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. <p><i>Learning skills</i></p> <p>have learned a work methodology at a professional level</p> <ul style="list-style-type: none"> - 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 and practical subjects as well as a study methodology suitable for continuing studies with a master's degree programme.
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Assessment	<p>Module 1:</p> <p>— Final Presentation/Colloquium: The 10-minute public presentation covers the detailed explanation and verbal illustration of the final project. Furthermore, it analyses 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 four parts, to be fulfilled with the exam. A sketchbook (physical) documenting the design process; an A5 flyer with a concept text (5000 strokes) (physical) a PDF-presentation of the final design, containing research, strategy and the design (images of prototypes). Fourthly a complete documentation of texts, data and high-resolution images onto the project server of the university.</p> <p>— Final project/final project-prototypes: The individually prepared design of all tasks treated in the project. Generally the prototypes include: trade mark and name, tagline/slogan, visual language/imagery and four</p>
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	<p>applications in form of an image poster, a flyer (scale 1:1), a spacial intervention and a webpage-prototype.</p> <p>Module 2: Short projects: realization and delivery of the required tasks conceived during the workshops. These may take the form of a printed or animated poster or a short publication. Finale project: same as Module 1.</p> <p>Module 3: Analysis of a graphic designer’s work. Written essay and presentation.</p>
<p>Assessment language</p>	<p>The same as the teaching language</p>
<p>Evaluation criteria and criteria for awarding marks</p>	<p><i>By exam’s date, each student must upload on the Microsite of the faculty detailed documentation of the work done during the course.</i> https://designart.unibz.it/admin</p> <p>The final assessment is based on the content of all the exercises according to the following criteria: Final exam (100%) — (10 % of the final grade) Presentation/Colloquium: Clarity of the presentation and argumentation, vividness of the presentation tools, answering of questions — (20 % of the final grade) Documentation: Depth of research and idea finding in the sketch book; clarity and design quality of the PDF-documentation and the concept text. — (70 % 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.</p>
<p>Required readings</p>	<p>Module 1: https://eu.alma.exlibrisgroup.com/leganto/public/39UBZ_I NST/lists/24513163380001241?auth=SAML&section=24513393840001241</p> <p>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</p>

	<p>Module 3: Davis, Meredith, <i>Graphic Design Theory</i>, London 2012, chapt. 5 and 6 Poynor, Rick, <i>No More Rules</i>, Yale 2003, chap.2 and 5</p>
<p>Supplementary readings</p>	<p>Module 1: Will be handed out during the course.</p> <p>Module 2: Further readings related to the topic of the project will be communicated during the course.</p> <p>Module 3: Barnard, Malcolm, <i>Graphic Design as Communication</i>, London/New York 2005 Ault, Julie, <i>The Subject Is Exhibition. Installations as Possibility in the Practice of Wolfgang Tillmans</i>, in: Tillmans, Wolfgang (d.), <i>Lighter</i>, Berlin 2008, pp. 15-21.</p>