

Syllabus
Course description

Course title	Project Visual Communication 2b Meet Gina – Design/Publish/Exhibit
Course code	97157
Scientific sector	Module 1: ICAR/13 Module 2: ICAR/13 Module 3: M-FIL/05
Degree	Bachelor in Design and Art (L-4)
Semester	Winter semester 2024/25
Year	3 rd
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

<p>Course description</p>	<p>The course belongs to the class "caratterizzante" (module 1), "di base" (module 2) and "affine integrativa" (module 3) in the major in Design.</p> <p>Description Module 1 – Visual Communication:</p> <p>EN</p> <p>Brand design includes all the media and graphic tasks that make up communication design, from the concept and naming to various creative forms of expression. In several workshops, we deal with typography, layout, posters and animation, the concept and development of ideas and exhibiting in order 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 the project we are working on the curatorial concept, branding and communication for a small art exhibition together with the Museum Palais Mamma in Meran. While individual drafts are created in the first phase, we use the second part of the semester to work together as a project, divided into working groups, on branding, printed and animated posters, a social media campaign, a brochure and a small catalogue as well as the exhibition structure itself until the opening in mid-January. We design, publish and exhibit.</p> <p>DE</p> <p>Im Brand Design sind vom Konzept, der Namensgebung über verschiedene gestalterischen Ausdrucksformen, 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 ein kleines Event zu erschaffen. Dafür widmen wir uns einer konkreten Designaufgabe und kollaborieren mit einem externen Partner, der uns inhaltlich und praktisch unterstützt.</p> <p>Im Projekt arbeiten wir am kuratorischen Konzept, dem Branding und der Kommunikation für eine kleine Kunstausstellung zusammen mit der Museum Palais Mamma in Meran. 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 Januar zu arbeiten. Wir gestalten, veröffentlichen und wir stellen aus.</p>
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Description Module 2 – Digital media

EN

Digital Media will bridge theory and practice, transforming concepts and ideas into visual digitalized outputs. Through lectures and workshops, students will develop typographic and visual identity skills while critically experimenting with various digital tools. This includes exploring Machine Learning, which is only recently been integrated into the design process. A strong emphasis is placed on identity, both from a philosophical and critical perspective, as well as through visual and graphical expression. Students will learn to develop dynamic identity systems adaptable to various media, reflecting the evolving needs of our fluid society. The course will cover everything from interpreting the brief to creating individual identity elements, as well as organizing work into groups and simulating the structure of a professional digital graphic design studio.

IT

Digital media ha l'obiettivo di unire teoria e pratica, trasformando concetti e idee in artefatti grafici e digitali. Attraverso lezioni e workshop, gli studenti acquisiranno competenze nell'uso della tipografia e nella progettazione di identità visiva, sperimentando in modo critico con diversi strumenti. Tra questi anche il Machine Learning, che solo di recente è stato integrato nel processo progettuale dei designer.

Ci si concentrerà particolarmente sul concetto di identità, da un punto di vista filosofico/critico ma anche visivo e progettuale. Gli studenti impareranno a sviluppare sistemi di identità dinamici, capaci di adattarsi a diversi media, rispecchiando i bisogni in continua evoluzione in una società fluida. Il corso tratterà ogni fase del progetto visivo, dall'interpretazione del brief alla creazione di elementi d'identità individuali, fino all'organizzazione del lavoro in gruppo, simulando la struttura di uno studio professionale di graphic design digitale.

Description Module 3 – Theories and languages of visual communication

Gina Klaber Thusek – The story of a life

How to narrate a lifetime? We have to access this question during the seminar in a doublefold way: There is on the one side Klaber Thusek (GKT) who continuously turns her life into a narration, partly in photographs, partly in letters and diaries. This leaves us with the question of how a person narrates her life. (Is there one narration or does the person invent several narrations?) On the other hand the project intends to narrate the story OF GKT. This brings us to another set of crucial questions: How does an exhibition

	<p>or a text narrate this life? Why are we communicating it? What would be the form to mirror the narration of GKT herself? In a first part the seminar will collect the significant exhibits and with that discuss the construction of identity. Issues like memory, identity, discourse will be discussed. In a second part we will reflect on the exhibition as a narration, look at examples in history and develop the structure of the exhibition on GKT. The course basically assists in producing aspects of the exhibition and connects these aspects to general theoretical questions.</p>
<p>Specific educational objectives</p>	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> - have acquired one's own project methodology in the field of product design. 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. - The objective of the course is to ensure that students acquire adequate knowledge of general scientific methods and contents. - Disciplinary objectives - with reference to the indicated topics: <ul style="list-style-type: none"> - the acquisition of essential theoretical knowledge (related to visual culture) so as to be able to carry out a project in the field of visual communication - the acquisition of 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 basic knowledge concerning purposeful theoretical subjects in the field of the overarching project topic (related to fictivity) - the acquisition of basic knowledge concerning the culture of design with specific reference to visual culture

	<ul style="list-style-type: none"> - the ability to capture and analyse contemporary cultural and social phenomena that characterize design and art; - a theoretical and socio-cultural education that aims to acquire a solid cultural background where technical media skills are combined with a theoretical reflection.
<p>Lecturer</p>	<p><i>Module 1 – Visual Communication:</i> 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><i>Module 2 – Digital media:</i> Melani De Luca E-mail: Melani.DeLuca@unibz.it Webpage: Melani De Luca / Free University of Bozen-Bolzano (unibz.it)</p> <p><i>Module 3 – Theories and languages of visual communication</i> Stephan Schmidt-Wulffen stephan.schmidtwulffen@prof.senior.unibz.it E-Mail: sschmidtwulffen@yahoo.com tel. +43 664 2529633</p>
<p>Scientific sector of the lecturer</p>	<p>Module 1 – Christian Upmeier: ICAR/13 Module 2 – Melani De Luca: ICAR/13 Module 3 – Stephan Schmidt-Wulffen: M-FIL/05</p>
<p>Teaching language</p>	<p>Module 1 – German Module 2 – Italian Module 3 – English</p>
<p>Office hours</p>	<p>Module 1: Tuesday, 14:00–17:00 (during the days of the project).</p> <p>Module 2: Monday 14:00–18:00, Tuesday 14:00 – 18:00 Wednesday, 14:00–18:00.</p> <p>Module 3: Tuesday, 18:00–19:00.</p>
<p>List of topics covered</p>	<p>Module 1: Design for trademarks, corporate design, concept development and typography.</p> <p>Module 2: Graphic Design, typography, dynamic visual identity, concept development, critical thinking, Adobe Suite, Figma, Project presentation, Image and text curation, executive files preparation.</p>

	Module 3: Identity, Narration, Memory, Archive, Discourse, Exhibiting.
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 bring a project to completion. - Be able to make independent judgements, both in the critical evaluation of their own work and in their
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	<p>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> <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> <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 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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<p>Assessment</p>	<p>Module 1:</p> <p>— Final Presentation/Colloquium: 1) The group project exhibition and its documentation at the GOG 2) The individual event identity project at the exam date: The 10-minute public presentation covers the detailed explanation and illustration in a <client presentation> (PDF). Furthermore, it analyses the task, defines the aims to be communicated and gives reasons for the concept/design of the individual project.</p> <p>— Documentation: The documentation consists of two parts to be fulfilled with the exam. A PDF-presentation of the individual event identity design, containing research, strategy and the design (mock-ups, images of prototypes). Secondly a complete documentation of texts, data and high-resolution images onto the project server of the university.</p> <p>— Final project/final project-prototypes: applications of the individual event identity design in form of a exhibition poster (50 x 70 cm)</p>
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	<p>Module 2: Final project: same as Module 1.</p> <p>Module 3: The outcome of production taking place during the seminar: selection of exhibits, plan of the exhibition, texts for labels and catalogue</p>
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	<p>The final assessment is based on the content of all the exercises according to the following criteria:</p> <p>Final exam (100%) — (10 % of the final grade)</p> <p>Individual Project Presentation/Colloquium: Clarity of the presentation and argumentation, vividness of the presentation tools, answering of questions — (20 % of the final grade)</p> <p>Individual Project Documentation: Depth of research and idea finding; clarity and design quality of the PDF-documentation and the individual design outcome, in relation to its complexity, originality, technical execution and the semester in which the project has been realized. — (70 % of the final mark)</p> <p>Group Project/Realisation: Clarity of concept on the basis of prerequisites and research; level of the design quality of the group-project outcomes in relation to their complexity, originality, technical execution and the semester in which the project has been realized.</p>
Required readings	<p>Module 1: https://eu.alma.exlibrisgroup.com/leganto/public/39UBZ_IN ST/lists/24513163380001241?auth=SAML&section=24513393840001241</p> <p>Module 2: In Defense of the Poor Image, Hito Steyerl, Uncorporate Identity, Metahaven L'ossessione identitaria, Francesco Remotti Una nessuna centomila, Gianni Sinni Society of spectacle, Guy Debord Ways of seeing, John Berger Sexual personae. Art and decadence from Nefertiti to Emily Dickinson, Camille Paglia Post-butt -The power of the image, Melani De Luca</p> <p>Module 3: Davis, Meredith, Graphic Design Theory, London 2012, chap.2 and 3 Lidchi, Henrietta, The Poetics and the Politics of Exhibiting</p>

	<p>Other Cultures, in: Hall, Stuart (ed.) Representation. Cultural Representations and Signifying Practices, London 1997, chap. 3</p> <p>Ursula Schnitzer, Gina Klaber Thusek – Keys to nowhere. In: Markus Neuwirth, Ursula Schnitzer (Hrsg.), Kultur in Bewegung. Meran 1965–1990, Meran 2023</p> <p>Schrag, Calvin, The Self after Postmodernity, New Haven/London 1997</p>
<p>Supplementary readings</p>	<p>Module 1: Will be handed out during the course</p> <p>Module 2: -</p> <p>Module 3: Assmann, Aleida, Erinnerungsräume. Formen und Wandlungen des kulturellen Gedächtnisses, München 2003 Further readings related to the topic of the project will be communicated during the course.</p>