

**Syllabus**  
**Course description**

|                          |   |
|--------------------------|---|
| <b>Course title</b>      | <b>Project Visual Communication 2.d</b><br><b>The good book – Design/Publish/Exhibit</b>                  |
| <b>Course code</b>       | 97159   |
| <b>Scientific sector</b> | Module 1: CEAR-08/D (ex ICAR/13)<br>Module 2: CEAR-08/D (ex ICAR/13)<br>Module 3: PHIL-04/A (ex M-FIL/04) |
| <b>Degree</b>            | Bachelor in Design and Art (L-4)  |
| <b>Semester</b>          | Summer semester 2024/25   |
| <b>Year</b>              | 2 <sup>nd</sup>   |
| <b>Credits</b>           | 19 (Module 1: 8 CP, Module 2: 6 CP, Module 3: 5 CP)   |
| <b>Modular</b>           | Yes   |

|  |  |
|--|--|
| <b>Total lecturing hours</b>   | 180 (Module 1: 90, Module 2: 60, Module 3: 30)   |
| <b>Total hours of self-study and/ or other individual educational activities</b> | 295 (Module 1: about 110, Module 2: about 90, Module 3: about 95)  |
| <b>Attendance</b>  | not compulsory but recommended   |
| <b>Prerequisites</b>   | 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. |
| <b>Maximum number of students per class</b>                                      | 20   |

|                           |  |
|---------------------------|--|
| <b>Course description</b> | <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><b>Description Module 1 – Visual Communication:</b><br/><b>EN</b></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, the branding and communication for a small design exhibition around the &lt;Good Book&gt;, the concept of reading and its material and graphical aspects, together with the Provincial Library &lt;Dr. Friedrich Tessmann&gt;. While</p> |
|---------------------------|--|

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 flyer and a small catalogue as well as the exhibition structure itself up to its opening in mid-June. We design, publish and exhibit.

**DE**

Im Brand Design sind vom Konzept, der Namensgebung über verschiedenen gestalterischen Ausdrucksformen, alle Medien und grafischen Aufgaben enthalten, die das Kommunikationsdesign ausmachen. Wir beschäftigen uns 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.

Im Projekt arbeiten wir am kuratorischen Konzept, dem Branding und der Kommunikation für eine kleine Designausstellung rund um das „gute Buch“, das Konzept des Lesens und seine materiellen und grafischen Aspekte, in Zusammenarbeit mit der Landesbibliothek ›Dr. Friedrich Tessmann‹. 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 wir stellen aus.

***Description Module 2 – Digital media***

**EN**

The Digital Media course focuses on developing individual skills and stimulating the personal growth of students. Visual communication topics will be explored through a digital lens, through dynamic and multimedia applications. The project topic, “Good Book”, will be approached from both a typographic and digital perspective, challenging students to rethink and digitally reinvent the book. Therefore, a range of digital tools—both traditional, such as After Effects, and more recent ones, like Runway—will be critically explored to discover new hybrid ways of working. This includes augmenting creative processes through AI-driven tools.

The topic of digital media will be further explored through lectures that provide support in understanding and reflecting on their role in design and society on a

|   |  |
|---|--|
|   | <p>conceptual and practical level.</p> <p><b>IT</b></p> <p>Il corso di Media Digitali si focalizza sullo sviluppo di competenze individuali, stimolando la crescita personale degli studenti. I temi della comunicazione visiva vengono esplorati attraverso una prospettiva digitale, esplorandone le applicazioni dinamiche e multimediali. Il tema principale del progetto "Good Book" verrà approcciato sia dal punto di vista tipografico che digitale, stimolando gli studenti a ripensare il libro in chiave digitale. Verranno esplorati diversi strumenti digitali, dai più tradizionali, come After Effects, a quelli più recenti, come Runway. Ciò include il potenziamento dei processi creativi attraverso strumenti basati sull'intelligenza artificiale.</p> <p>L'argomento dei media digitali sarà ulteriormente approfondito attraverso lezioni mirate che forniranno supporto nella comprensione e riflessione sul loro ruolo nel design e nella società a livello concettuale e pratico.</p> <p><b><i>Description Module 3 – Theories and languages of visual communication</i></b></p> <p>In the beginning the modul will contribute a history of reading and the book. It introduces the different aspects of book design under a pragmatic view: How do typography, size, binding, illustration program communication, position the reader? We will also discuss the exhibition as a tool of communication and reflect on the difficult task of showing objects which are not meant to be looked at but read. In its second part the modul will look at some fundamental ideas concerning the book and the exhibition about it. It will introduce Bruno Latours theory of 'quasi-objects' and the way they 'position' their users. This should also give a basic understanding of social structure, to which many other projects always refer.</p> |
| <p><b>Specific educational objectives</b></p> | <p><b>Knowledge and understanding</b></p> <ul style="list-style-type: none"> <li>- have acquired their 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 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.</li> </ul>   |

|  |  |
|--|--|
| <b>Lecturer</b>                          | <p><b>Module 1 – Visual Communication:</b><br/> Christian Upmeier<br/> Office: F3.05a<br/> e-mail christian.upmeier@unibz.it,<br/> tel. +39 0471 015213,<br/> webpage <a href="https://www.unibz.it/it/faculties/design-art/academic-staff/person/5343-christian-upmeier">https://www.unibz.it/it/faculties/design-art/academic-staff/person/5343-christian-upmeier</a></p> <p><b>Module 2 – Digital media:</b><br/> Melani De Luca<br/> Office: F3.05b<br/> E-mail: melani.deluca@unibz.it<br/> tel. +39 348 6392460,<br/> webpage <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/50538-melani-de-luca">https://www.unibz.it/en/faculties/design-art/academic-staff/person/50538-melani-de-luca</a></p> <p><b>Module 3 – Theories and languages of visual communication</b><br/> Stephan Schmidt-Wulffen<br/> Office: F3.05b<br/> <a href="mailto:stephan.schmidtwulffen@prof.senior.unibz.it">stephan.schmidtwulffen@prof.senior.unibz.it</a><br/> webpage <a href="#">Stephan August Schmidt-Wulffen / Free University of Bozen-Bolzano (unibz.it)</a></p> |
| <b>Scientific sector of the lecturer</b> | Module 1 – Christian Upmeier: CEAR-08/D (ex ICAR/13)<br>Module 2 – Melani De Luca: CEAR-08/D (ex ICAR/13)<br>Module 3 – Stephan Schmidt-Wulffen: PHIL-04/A (ex M-FIL/04)   |
| <b>Teaching language</b>                 | Module 1 – German<br>Module 2 – Italian<br>Module 3 – English  |
| <b>Office hours</b>                      | Module 1: Tuesday, 14:00–17:00 (during the days of the project)<br>Module 2: Monday 14:00–17:00, Tuesday 11:00 – 17:00<br>Wednesday, 14:00–18:00.<br>Module 3: Tuesday, 18:00–19:00  |
| <b>List of topics covered</b>            | Module 1: Design for trademarks, corporate design, concept development and typography<br>Module 2: Graphic Design, typography, branding, animation, social media, InDesign, Photoshop, After Effects, Runway<br>Module 3: Reading as a cultural technique, the history of the book, exhibiting, interpellation.  |
| <b>Teaching format</b>                   | Workshops, lectures, projects, seminars and reviews.   |
| <b>Expected learning outcomes</b>        | <b>Disciplinary competence</b><br><br><i>Knowledge and understanding</i> <ul style="list-style-type: none"> <li>• have acquired their own project methodology in the field of visual communication, from the phase of</li> </ul>   |

|  |  |
|--|--|
|  | <p>planning to the phase of realisation of the project.</p> <ul style="list-style-type: none"> <li>• have acquired the basic practical and theoretical knowledge necessary to realise a project in the field of visual communication.</li> <li>• have acquired the basic knowledge to be able to turn a critical eye to their own work and to deal with contemporary complexity.</li> <li>• have acquired the basic knowledge necessary for further Master's studies in all components of project culture as well as in theoretical subjects.</li> </ul> <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>• plan, develop and realise a project in the field of visual communication .</li> <li>• use the basic knowledge acquired in the technical, scientific and theoretical fields to realise a mature project.</li> <li>• 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.</li> <li>• 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.</li> <li>• 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.</li> </ul> <p><b>Transversal competence and soft skills</b></p> <p><i>Making judgements</i></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• 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.</li> </ul> <p><i>Communication skills</i></p> <ul style="list-style-type: none"> <li>• 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.</li> <li>• to professionally communicate and substantiate one's own decisions and justify them from a formal and theoretical point of view.</li> </ul> |
|--|--|

|  |   |
|--|---|
|  | <p><i>Learning skills</i></p> <p>have learned a work methodology at a professional level<br/> - 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.</p> <ul style="list-style-type: none"> <li>• have developed a creative attitude and learned how to enhance it and develop it according to their own inclinations.</li> <li>• 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.</li> </ul> |
|--|---|

|   |  |
|---|--|
| <p><b>Assessment</b></p>  | <p><b>Module 1:</b></p> <p>— <b>Final Presentation/Colloquium: 1)</b> The group project exhibition and its documentation at the GOG <b>2)</b> The individual event identity project at the exam date: The 10-minute public presentation covers the detailed explanation and illustration in a &lt;client presentation&gt; (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>— <b>Documentation:</b> 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 project.</p> <p>— <b>Final project/final project-prototypes:</b> applications of the individual event identity design in form of a exhibition poster (50 x 70 cm)</p> <p><b>Module 2:</b></p> <p>The outcome will be a deliverable showcasing the development of a personally chosen skill within the project framework.</p> <p><b>Module 3:</b></p> <p>The outcome of production taking place during the seminar: selection of exhibits, plan of the exhibition, texts for labels and catalogue</p> |
| <p><b>Assessment language</b></p>                                 | <p>The same as the teaching language</p>   |
| <p><b>Evaluation criteria and criteria for awarding marks</b></p> | <p><i>By exam's date, each student must upload on the Micosite of the faculty detailed documentation of the work done</i></p>  |

|                                 |  |
|---------------------------------|--|
|                                 | <p><i>during the course.</i><br/> <a href="https://designart.unibz.it">designart.unibz.it</a></p> <p>The final assessment is based on the content of all the exercises according to the following criteria:<br/>         Final exam (100%)<br/>         – (10 % of the final grade)<br/>         Individual Project Presentation/Colloquium: Clarity of the presentation and argumentation, vividness of the presentation tools, answering of questions<br/>         – (20 % of the final grade)<br/>         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.<br/>         – (70 % of the final mark)<br/>         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>  |
| <p><b>Required readings</b></p> | <p><b>Module 1:</b><br/> <a href="https://eu.alma.exlibrisgroup.com/leganto/public/39UBZ_I NST/lists/24513163380001241?auth=SAML&amp;section=24513393840001241">https://eu.alma.exlibrisgroup.com/leganto/public/39UBZ_I NST/lists/24513163380001241?auth=SAML&amp;section=24513393840001241</a></p> <p><b>Module 2:</b><br/>         Publishing as Artistic Practice, Gilbert, Sternbergpress, London, 2016<br/>         No-ISBN: On Self-publishing, Bernhard, Walther König, Köln, 2015<br/>         The medium is the message: an inventory of effects, McLuhan, HardWired, SanFrancisco, 1996<br/>         The image society: essays on visual culture, Gierstberg, NAI Publishers, Rotterdam, 2002<br/>         Envisioning information, Tufte, Graphics Press, Cheshire, 2013<br/>         Post-butts -The power of the image, De Luca, Onomatopoe, Eindhoven, 2017<br/>         Steve, A Framework for AI and Identity Design, De Luca, Set Margins', Eindhoven, 2024<br/>         Ways of seeing, Berger, Penguin, London, 2008<br/>         Flexible Visual Systems, Lorenz, Slanted Publishers, Mannheim, 2021<br/>         Atlas of AI: power, politics, and the planetary costs of artificial intelligence, Crawford, Yale University Press, London, 2021</p> |

|                                      |   |
|--------------------------------------|---|
|                                      | <p><b>Module 3:</b><br/>         Wilke, Franziska, Digital Lesen. Wandel und Kontinuität einer literarischen Praktik, Bielefeld 2022<br/>         Haslam, Andrew, Book Design, London 2006<br/>         Lidchi, Henrietta, The Poetics and the Politics of Exhibiting Other Cultures, in: Hall, Stuart (ed.) Representation. Cultural Representations and Signifying Practices, London 1997, chap. 3<br/>         Latour, Bruno, Reassembling the Social, London 2005</p> |
| <p><b>Supplementary readings</b></p> | <p><b>Module 1:</b><br/>         Will be handed out during the course</p> <p><b>Module 2:</b><br/>         Further readings related to the topic of the project will be communicated during the course.</p> <p><b>Module 3:</b><br/>         Further readings related to the topic of the project will be communicated during the course.</p>   |