Syllabus
Course description

Course title	**Project Visual Communication 2.d** **The good book – Design/Publish/Exhibit**
Course code	97159
Scientific sector	Module 1: CEAR-08/D (ex ICAR/13) Module 2: CEAR-08/D (ex ICAR/13) Module 3: PHIL-04/A (ex M-FIL/04)
Degree	Bachelor in Design and Art (L-4)
Semester	Summer semester 2024/25
Year	2nd
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	*The course belongs to the class "caratterizzante" (module 1), "di base" (module 2) and "affine integrativa" (module 3) in the curriculum in Design.*
	Description Module 1 – Visual Communication: **EN** 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.
	In the project, we are working on the curatorial concept, the branding and communication for a small design exhibition around the ‹Good Book›, the concept of reading and its material and graphical aspects, together with the Provincial Library ‹Dr. Friedrich Tessmann›. 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 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, trough 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

conceptual and practical level.

IT
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. Verrano 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.

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.

Description Module 3 – Theories and languages of visual communication
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 typology, 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.

Specific educational objectives	**Knowledge and understanding** - 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.

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 media:*** Melani De Luca Office: F3.05b E-mail: melani.deluca@unibz.it tel. +39 348 6392460, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/50538-melani-de-luca ***Module 3 – Theories and languages of visual communication*** Stephan Schmidt-Wulffen Office: F3.05b stephan.schmidtwulffen@prof.senior.unibz.it webpage Stephan August Schmidt-Wulffen / Free University of Bozen-Bolzano (unibz.it)
Scientific sector of the lecturer	Module 1 – Christian Upmeier: CEAR-08/D (ex ICAR/13) Module 2 – Melani De Luca: CEAR-08/D (ex ICAR/13) Module 3 – Stephan Schmidt-Wulffen: PHIL-04/A (ex 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: Monday 14:00–17:00, Tuesday 11:00 – 17:00 Wednesday, 14:00–18:00. Module 3: Tuesday, 18:00–19:00
List of topics covered	Module 1: Design for trademarks, corporate design, concept development and typography Module 2: Graphic Design, typography, branding, animation, social media, InDesign, Photoshop, After Effects, Runway Module 3: Reading as a cultural technique, the history of the book, exhibiting, interpellation.
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:** Consists in the group project exhibition at the partner and its documentation at the GOG **— Colloquium:** An individual event identity project at the exam date: The 10-minute public presentation covers the detailed explanation of an individual event identity 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. **— 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 project. **— Final project prototypes:** applications of the individual event identity design in form of a exhibition poster (50 x 70 cm) **Non-attending:** — *Colloquium:* An individual event identity and exhibition project at the exam date: The 20-minute public presentation covers the detailed explanation of an individual event identity in a ‹client presentation› (PDF), the design of three event publications a text on the exhibition concept (~1000 words), as well as scaled plans and models of the exhibition design. Discussion will also refer to the three texts on Corporate Design/Visual Identity/Branding. — *Final project prototypes:* **1)** Scale 1:1: Event exhibition poster (50 x 70 cm); Postcard (148 x 105 mm); Flyer (format free); Catalogue (format free; Cover [front + back] + three double spreads); **2)** Scale 1:10: plans and

	models as needed — *Requested Readings:* Henrion, FHK; Parkin, Alan: Design Coordination and Corporate Image, 1967, P. 6–13; Aicher, Otl: *Appearance/Erscheinungsbild.* In: The World as Design/Die Welt als Entwurf, 1991, p. 150–166/p. 155–172; Olins, Wally: On Brand. 2003, p. 12–27 **Module 2**: The outcome will be a deliverable showcasing the development of a personally chosen skill within the project framework. **Non-attending:** Non-attending students of the Digital Media course are required to develop an individual graphical/digital skill through visual outcomes. The skill is selected based on evaluating the student's portfolio, personal interests, and desired positioning within the design industry. A preliminary discussion is required to define the skill and establish an individual working plan. Students can request online feedback if needed; otherwise, they are expected to work independently until the end of the semester. **Module 3**: The outcome of production taking place during the seminar: selection of exhibits, plan of the exhibition, texts for labels and catalogue **Non-attending:** Have to pass a verbal exam concerning the reading of Elena Filipovic, "What is an exhibition?" (See Teams file 'presentations_VC')
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	*By exam's date, each student must upload on the Microsite of the faculty detailed documentation of the work done during the course.* designart.unibz.it 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) Individual Project Presentation/Colloquium: Clarity of the presentation and argumentation, vividness of the presentation tools, answering of questions — (20 % of the final grade) 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)

	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.

Required readings	**Module 1**: https://eu.alma.exlibrisgroup.com/leganto/public/39UBZ_INST/lists/24513163380001241?auth=SAML&section=24513393840001241 **Module 2**: Publishing as Artistic Practice, Gilbert, Sternbergpress, London, 2016 No-ISBN: On Self-publishing, Bernhard, Walther König, Köln, 2015 The medium is the massage: an inventory of effects, McLuhan, HardWired, SanFrancisco, 1996 The image society: essays on visual culture, Gierstberg, NAi Publishers, Rotterdam, 2002 Envisioning information, Tufte, Graphics Press, Cheshire, 2013 Post-butt -The power of the image, De Luca, Onomatopee, Eindhoven, 2017 Steve, A Framework for AI and Identity Design, De Luca, Set Margins', Eindhoven, 2024 Ways of seeing, Berger, Penguin, London, 2008 Flexible Visual Systems, Lorenz, Slanted Publishers, Mannheim, 2021 Atlas of AI: power, politics, and the planetary costs of artificial intelligence, Crawford, Yale University Press, London, 2021 **Module 3**: Wilke, Franziska, Digital Lesen. Wandel und Kontinuität einer literarischen Praktik, Bielefeld 2022 Haslam, Andrew, Book Design, London 2006 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 Latour, Bruno, Reassembling the Social, London 2005
Supplementary readings	**Module 1**: Will be handed out during the course **Module 2**: Further readings related to the topic of the project will be communicated during the course.

	Module 3:
	Further readings related to the topic of the project will be communicated during the course.