



# UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Umanistiche
ACADEMIC YEAR	2017/2018
BACHELOR'S DEGREE (BSC)	ARTS, MUSIC AND PERFORMING ARTS
SUBJECT	VISUAL DESIGN
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50158-Musica e spettacolo, tecniche della moda e delle produzioni artistiche
CODE	18387
SCIENTIFIC SECTOR(S)	ICAR/13
HEAD PROFESSOR(S)	TRAPANI VITA MARIA      Professore Ordinario      Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	6
INDIVIDUAL STUDY (Hrs)	120
COURSE ACTIVITY (Hrs)	30
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	3
TERM (SEMESTER)	1° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	<b>TRAPANI VITA MARIA</b> Friday      11:00    13:00    Edificio 8, stanza del docente, piano 2°

**DOCENTE:** Prof.ssa VITA MARIA TRAPANI

<b>PREREQUISITES</b>	to understand the content and the learning objectives of the course, the student should have general knowledge of technical drawing and history of art.
<b>LEARNING OUTCOMES</b>	<p>ECTS credits for this course are awarded to students who:</p> <p><b>KNOWLEDGE AND UNDERSTANDING</b></p> <ul style="list-style-type: none"><li>– have demonstrated in the field of the discipline knowledge and understanding that builds upon their general secondary education, and is typically at a level that, whilst supported by advanced textbooks, includes some aspects that will be informed by knowledge of the forefront of their field of study;</li></ul> <p><b>APPLYING KNOWLEDGE AND UNDERSTANDING</b></p> <ul style="list-style-type: none"><li>– can apply their knowledge and understanding in the field of the discipline in a manner that indicates a professional approach to their work or vocation, and have competences typically demonstrated through devising and sustaining arguments and solving problems within their field of study;</li></ul> <p><b>COMMUNICATION</b></p> <ul style="list-style-type: none"><li>– can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences in the field of the discipline;</li></ul> <p><b>MAKING JUDGEMENTS</b></p> <ul style="list-style-type: none"><li>– have the ability to gather and interpret relevant data in the field of the discipline to inform judgements; have developed those learning skills that are necessary.</li></ul>
<b>ASSESSMENT METHODS</b>	<p>Classroom discussion, to check the critical spirit of the students, and oral exam that is presentation of a project with theoretical considerations.</p> <p>The oral assessment is a viva in which knowledge and skills in the field of study are going to be tested; final notes go from 18 to 30 points.</p> <p>The student is required to answer at least 2 or 3 oral questions regarding the whole program of study with reference to the suggested books.</p> <p>Questions shall assess: a) Knowledge and understanding, b) cognitive and practical skills, c) ability to communicate, d) Making judgements.</p> <p>Note European Qualifications Framework</p> <p>30 - 30 cum laude</p> <p>a) advanced knowledge of a field of study, involving a critical understanding of theories and principles</p> <p>b) advanced skills, demonstrating mastery and innovation, required to solve complex and unpredictable problems in a specialised field of work or study</p> <p>c) fully adequate use of specialized language</p> <p>d) take responsibility for managing and innovate the study field</p> <p>26 - 29</p> <p>a) comprehensive, specialised knowledge within a field of work or study and an awareness of the boundaries of that knowledge</p> <p>b) a comprehensive range of cognitive and practical skills required to develop creative solutions to abstract problems</p> <p>c) comprehensive use of specialized language</p> <p>d) exercise management and supervision in contexts of work or study activities</p> <p>22 - 25</p> <p>a) knowledge of facts, principles, processes and general concepts, in a field of work or study.</p> <p>b) basic skills required to accomplish tasks and solve problems by selecting and applying basic methods, tools, materials and information</p> <p>c) basic capacity to use specialized language</p> <p>d) basic capacity to take responsibility for completion of tasks in work or study</p> <p>18-21</p> <p>a) basic general knowledge</p> <p>b) basic skills required to carry out simple tasks</p> <p>c) basic capacity to communicate relevant informations</p> <p>d) basic capacity to take responsibility for completion of tasks in work or study.</p>
<b>EDUCATIONAL OBJECTIVES</b>	<p>The course has the general aim to provide students with the essential theoretical and methodological tools to design communicative artifacts and systems of communicative artifacts.</p> <p>The course lasts one semester and is divided into a cycle of lectures and exercises.</p> <p>The first part of the course aims to introduce students to the knowledge and awareness of the environment and visual artifacts. Here the students focus their attention on elements of perception and visual communication, presentation and critical description of communicative artifacts, through analysis and considerations that can highlight functional qualities, techniques, materials, figurative, symbolic... The second part of the course aims to develop the ability to build a design process for the design and implementation of a graphical artifact that expresses a conformational process and that is communicable and effective.</p>
<b>TEACHING METHODS</b>	Frontal teaching, exercises, laboratory activities, seminars.
<b>SUGGESTED BIBLIOGRAPHY</b>	<p>Testi fondamentali</p> <p>- Riccardo Falcinelli, Critica portatile al visual design. Da Gutenberg ai social network, Einaudi, Milano 2012.</p>

	<p>- Angiolo Bandinelli, Giovanni Lussu, Roberto Iacobelli, Farsi un libro. Propedeutica dell'autoproduzione: orientamenti e spunti per un'impresa consapevole. O per una serena rinuncia, Stampa Alternativa, Roma, 1993</p> <p>Testi per approfondimenti tematici</p> <p>- Giorgio Fioravanti, Il nuovo manuale del grafico, Zanichelli, Milano 2002</p> <p>- Sergio Polano, Pierpaolo Vetta, Abbecedario. La grafica del novecento, Electa, Milano 2008</p> <p>- Viviana Trapani, Design e cultura, Lettera Ventidue, Siracusa 2016</p> <p>I testi potranno essere eventualmente integrati con dispense a cura del docente.</p>
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## SYLLABUS

Hrs	Frontal teaching
5	Definitions and areas of visual communication
5	Basic elements of visual design (fonts, colors, sizes, materials, layout ...)
5	Institutional and corporate identity
Hrs	Practice
15	Basic design exercises. Photography exercises. Project of institutional communication elements