



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Architettura		
ACADEMIC YEAR	2018/2019		
BACHELOR'S DEGREE (BSC)	INDUSTRIAL DESIGN		
SUBJECT	MULTIMEDIA DESIGN AND REPRESENTATION		
TYPE OF EDUCATIONAL ACTIVITY	B		
AMBIT	50235-Discipline tecnologiche e ingegneristiche		
CODE	17727		
SCIENTIFIC SECTOR(S)	ICAR/17		
HEAD PROFESSOR(S)	INZERILLO LAURA	Professore Associato	Univ. di PALERMO
OTHER PROFESSOR(S)			
CREDITS	6		
INDIVIDUAL STUDY (Hrs)	102		
COURSE ACTIVITY (Hrs)	48		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	3		
TERM (SEMESTER)	1° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	INZERILLO LAURA Monday 12:00 13:00 DIPARTIMENTO DI INGEGNERIA EDIFICIO 8EX DICAM PIANO TERRA STANZA 0018		

DOCENTE: Prof.ssa LAURA INZERILLO

PREREQUISITES	Nothing
LEARNING OUTCOMES	<p>Knowledge and ability to understand</p> <p>Ability to read and study a design project through the knowledge of ways of seeing classic media. Development of critical knowledge and control of digital technologies and their potential.</p> <p>Ability to apply knowledge and understanding</p> <p>Skilled work in graphic work using mastery and presentation techniques and ability to use the appropriate computerized procedures for the multimedia presentation of the design project.</p> <p>Autonomy of judgment</p> <p>Ability to choose, with critical evaluation, appropriate methods, tools and scale for the traditional and multimedia representation of the design project.</p> <p>Communication skills</p> <p>Ability in the communication of a design project through the codes of the science of representation and through video tools.</p> <p>Learning skills</p> <p>To know and apply the acquired knowledge and ability to study and represent in an autonomous way.</p>
ASSESSMENT METHODS	Oral test, Evaluation of tests in progress, Evaluation of drawings and videos related to the exercises.
EDUCATIONAL OBJECTIVES	<p>The course aims to provide elements and operating procedures useful for the interpretation and production of graphic works, aimed at the representation, at differentiated scales, of design and architectural objects. The course also aims to develop a critical knowledge aware of the possibilities offered by digital and multimedia representation for the conception and implementation of a communication product for architecture and design in a digital environment.</p> <p>To this end, we will explore some methodological aspects to document and communicate design and architecture through the use of multimedia languages and the production of fixed and moving digital images.</p>
TEACHING METHODS	Lectures, classroom exercises
SUGGESTED BIBLIOGRAPHY	<p>AA. VV., Dizionario dei termini informatici, Milano 1994.</p> <p>Benjamin W., L'opera d'arte nell'epoca della sua riproducibilit� tecnica, Einaudi, Torino 1966.</p> <p>Docci M., Gaiani M., Maestri D., Scienza del disegno, Citta' studi edizioni, Novara 2011</p> <p>Lynch K., L'immagine della citta, Marsilio Editori, Venezia, dodicesima edizione, 2006</p> <p>Migliari R., Geometria dei modelli, rappresentazione grafica e informatica per l'architettura e per il design, Edizioni Kappa, Roma, 2003</p> <p>Sacchi L., Unali M. (a cura di), Architettura e cultura digitale, Skira, Milano 2003.</p> <p>Unali M., Pixel di architettura, Edizioni Kappa, Roma, 2001</p>

SYLLABUS

Hrs	Frontal teaching
8	The methods of representation between tradition and innovation. The representation and communication of the design project in the age of digital media
4	Raster graphics and vector graphics. Digital methods for the generation and processing of two-dimensional images. Guidelines for drawing and layout printing. Archiving, manipulation and transmission of data. The composition of a table.
4	Evolution of multimedia communication: new means of expression and creativity. Analysis of multimedia projects.
4	Design and production of communication products in audio-visual format. Digital communication through video production: from concept, to editing, to post-production, to publication.
Hrs	Practice
28	<p>1. Representation and analysis of urban design products</p> <p>2.Design and production of a video product concerning a project developed by the students during the course of studies:</p> <ul style="list-style-type: none"> - The starting idea and the brainstorming process - The drafting of the storyboard - The creation of the graphical interface - Acquisition of multimedia data - The assembly of the digital format