



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Scienze Umanistiche		
ACADEMIC YEAR	2018/2019		
BACHELOR'S DEGREE (BSC)	ARTS, MUSIC AND PERFORMING ARTS		
INTEGRATED COURSE	MEDIA AND PERCEPTION THEORIES		
CODE	18385		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	M-FIL/04		
HEAD PROFESSOR(S)	CALI' CARMELO	Professore Associato	Univ. di PALERMO
OTHER PROFESSOR(S)	CALI' CARMELO	Professore Associato	Univ. di PALERMO
CREDITS	12		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	3		
TERM (SEMESTER)	1° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	CALI' CARMELO Tuesday 09:00 10:00 Studio Aula 4.01 edificio 12 viale delle Scienze IV piano Friday 10:45 11:45 Da concordare per email: Aula 4.01 edificio 12 viale delle Scienze IV piano; locali della sezione di Musicologia via Divisi 81.		

PREREQUISITES	No prerequisites are required. The first few hours of each module are devoted to provide the students with the basic knowledge about images and GUI, analysis and synthesis technologies, theories of perception and media culture.
LEARNING OUTCOMES	<p>ECTS credits for this course represents the following expected learning outcomes:</p> <ul style="list-style-type: none">- Knowledge and understanding: Knowledge of key concepts of media theory and science of perception in order to be able to analyse the processing means for producing meaning and value in visual arts and user interface communication. Understanding of the various levels into which the study of perception can be decomposed, particularly in connection to the properties of tools and media, which are studied also from the standpoint of their cultural development.- Applying knowledge and understanding: Knowledge about how (a) to decompose an image and interface design problem into the perceptual as well as the conceptual components in order to choose the technological, computational tools that fit the artistic, creative characteristics of the content and the features of the expressive tools (b) to specify the perceptual structure in connection with the tools and media application in order to assess the fit and the optimality of the chosen technology.- Making judgments Acquiring the judgment capacity of (a) analyzing properties and rules of image and interface perception, (b) employing this knowledge (b.1) to forecast the communication effect in connection with the concepts of media theory, (b.2) to solve design and synthesis problems in connection with tools and media features.- Communication: Acquiring the skills to use the technical language: 1. to discuss the relevant scientific knowledge connected to the analysis and synthesis of images and interfaces; 2. to explain the perceptual and theoretical foundations of image and interface design to naive or expert users and workers in the field.
ASSESSMENT METHODS	<p>Oral assessment through the discussion of at least 3 questions regarding the subjects of the whole course. Answers will be evaluated by means of a 18-30 evaluation scale in which 18 is the lowest mark for the examination to be passed. The questions test: a) knowledge and understanding of key concepts and results of the scientific research; b) cognitive skills required to specify the perceptual and media properties to produce images, interfaces and solve design problems; c) making judgments to carry out the technical and theoretical analysis of images and interfaces; d) communication ability in mastering technical and conceptual issues.</p> <p>The evaluation scale refers to the European Qualifications Framework in which:</p> <ul style="list-style-type: none">- 30-30 cum laude attest advanced knowledge, skill acquisition and cognitive ability to solve problems, innovate, decompose analytically a connection between perceptual properties, tools and media, and theoretical concepts;- 29 - 26 attest proficient knowledge, skill acquisition and cognitive ability to solve problems, innovate, decompose analytically a connection between perceptual properties, tools and media, and theoretical concepts;- 25 - 22 attest good knowledge, skill acquisition and cognitive ability to solve problems, innovate, decompose analytically a connection between perceptual properties, tools and media, and theoretical concepts;- 21 - 18 attest basic knowledge, skill acquisition and cognitive ability to solve problems, innovate, decompose analytically a connection between perceptual properties, tools and media, and theoretical concepts.
TEACHING METHODS	Frontal teaching and classroom exercise through examples of visual and tactual properties and their translation into images and interfaces, problem solving, debriefing on their connection to media theory.

**MODULE
AESTHETICS OF MEDIA**

Prof. CARMELO CALI'

SUGGESTED BIBLIOGRAPHY

Andrea Pinotti, Antonio Somaini, Cultura visuale. Immagini sguardi media dispositivi, Einaudi, Torino 2016.
Andrea Pinotti, Estetica, visual culture studies, Bildwissenschaft, Studi di estetica, anno XLII, IV serie, 1-2/2014: <http://mimesisedizioni.it/journals/index.php/studi-di-estetica/article/view/143/196>
W. J. T. Mitchell, Pictorial Turn. Saggi di cultura visuale, Raffaello Cortina, Milano 2017.

Il docente si riserva la possibilità di modificare il programma in relazione alle reali esigenze che emergeranno nel confronto con gli studenti all'inizio del corso.

AMBIT	50155-Discipline critiche, semiologiche e socio-antropologiche
INDIVIDUAL STUDY (Hrs)	120
COURSE ACTIVITY (Hrs)	30

EDUCATIONAL OBJECTIVES OF THE MODULE

Ability to approach independently to the course topics.

SYLLABUS

Hrs	Frontal teaching
2	Introduction to the course
2	Introduction to the discipline
6	Aesthetics and visual culture
4	Images and representations
4	Aesthetics and media
4	Media and devices
4	The power of images
4	Images and technologies

MODULE PERCEPTION THEORY

Prof. CARMELO CALI'

SUGGESTED BIBLIOGRAPHY

Deutsch, D. (ed.) (2012) The Psychology of Music, Elsevier

Beauchamp, J. W. (ed.) (2007) Analysis, Synthesis and Perception of Musical Sounds, Springer: Berlin.

AMBIT	50155-Discipline critiche, semiologiche e socio-antropologiche
INDIVIDUAL STUDY (Hrs)	120
COURSE ACTIVITY (Hrs)	30

EDUCATIONAL OBJECTIVES OF THE MODULE

A. Acquisition of knowledge on:

1. sound perception science in order to provide the students with the capacity for the interdisciplinary analysis of the problems of sound and music synthesis/analysis, managing, listening;

2. the rules of the perceptual grammar to provide the students with the capacity for translating questions about composition and listening, sound space engineering into problems that are decomposable in scientific terms.

B. Acquisition of know how principles in order to make students able:

1. to select the relevant information according to the musical media and sound communication aims;

2. to translate the rules of the perceptual grammar into operational parameters to test the potentialities of the software and technological applications to sound analysis and synthesis, to generate and manage musical data.

SYLLABUS

Hrs	Frontal teaching
3	Elements of visual perception: research methods and questions.
5	Visual perception: perceptual invariances, translation into images, grouping mechanisms, textures.
3	Elements of tactual perception: reserach method and questions.
5	Tactual perception: tactual invariants, visual-tactile cross-modality, tactual modes of appearances, textures: micro and macro patterns.
3	Elements of sound and music perception: research method and questions.
5	Sound and music perception: grouping mechanisms, horizontal and vertical dimensions of sound, sounds combination properties.
Hrs	Practice
2	Visual tools examples and visualization problem solving.
2	Haptic user interface (GUI) and problem solving.
2	Sound synthesis tools examples and problem solving.