



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Architettura
ACADEMIC YEAR	2020/2021
BACHELOR'S DEGREE (BSC)	INDUSTRIAL DESIGN
SUBJECT	COMMUNICATION DESIGN WORKSHOP
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50234-Design e comunicazioni multimediali
CODE	19547
SCIENTIFIC SECTOR(S)	ICAR/13
HEAD PROFESSOR(S)	<div>DE GROSSI PIERO Professore a contratto Univ. di PALERMO</div> <div>FERRARA CINZIA Professore Associato Univ. di PALERMO</div> <div>MONTEROSSO Ricercatore a tempo Univ. di PALERMO</div> <div>FRANCESCO determinato</div> <div>EMANUELE DIEGO Professore a contratto Univ. di PALERMO</div> <div>COSTA MARCELLO Ricercatore a tempo Univ. di PALERMO</div> <div> determinato</div>
OTHER PROFESSOR(S)	
CREDITS	12
INDIVIDUAL STUDY (Hrs)	156
COURSE ACTIVITY (Hrs)	144
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	2
TERM (SEMESTER)	1° semester
ATTENDANCE	Mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	COSTA MARCELLO Monday 11:00 13:00 Edificio 14 FERRARA CINZIA Friday 11:00 12:30 Facolta di Architettura, Edificio 14 MONTEROSSO FRANCESCO Monday 15:00 17:00 Teams/Aule a disposizione

PREREQUISITES	Ability to apply basic methods and tools of technical drawing, knowledge of the fundamental elements of the history and culture of visual communication design
LEARNING OUTCOMES	<p>ECTS credits for this course are awarded to students who:</p> <p>KNOWLEDGE AND UNDERSTANDING</p> <ul style="list-style-type: none"> – 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; <p>APPLYING KNOWLEDGE AND UNDERSTANDING</p> <ul style="list-style-type: none"> – 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; <p>COMMUNICATION</p> <ul style="list-style-type: none"> – can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences in the field of the discipline; <p>MAKING JUDGEMENTS</p> <ul style="list-style-type: none"> – 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
ASSESSMENT METHODS	<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>
EDUCATIONAL OBJECTIVES	<p>The course of visual communication has become a training tool for the design and use of tools for the design of products and various objects. The intent is to face the students able to see the profound transformations taking place in the world of communicative artifacts, but also in the ways of life and in the socio-economic environment.</p> <p>The course is divided into a cycle of lectures and exercises. The first part of the course aims to introduce the study of visual knowledge, to interpret and describe the criticism of communication artifacts, through analysis and considerations to highlight the functional, technical, material, figurative, symbolic qualities. The second part of the course is a process of visual identification, which is an effective operating system</p>
TEACHING METHODS	Frontal teaching, exercises, laboratory activities, seminars
SUGGESTED BIBLIOGRAPHY	<ul style="list-style-type: none"> – AA.VV., Culture Identities. Design for Museums, Theaters and Cultural Institutions, Gestalten & Anna Sinofzik, 2013 – Cinzia Ferrara, La comunicazione per i beni culturali, Lupetti, Milano 2005. – Ellen Lupton (ed. italiana a cura di Marco Brazzali e Remigio Decarli), Caratteri, testo, gabbia. Guida critica alla progettazione grafica, Zanichelli, Bologna, 2010 – Michael Kewrick, Patrick Link, Larry Leifer, Manuale di Design Thinking.

	<p>Progettare la trasformazione digitale di team, prodotti, servizi ed ecosistemi, Edizioni Lswr, Milano 2018.</p> <p>– Vanni Pasca, Dario Russo, Corporate Image. Un secolo d'immagine coordinate dall'AEG alla Nike, Lupetti, Milano 2005.</p> <p>– Massimo Vignelli, Il canone Vignelli, Postmedia, Milano 2012.</p>
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SYLLABUS

Hrs	Frontal teaching
30	<p>The design of visual communication, ambits, perspective, history /</p> <p>The design project of communication, research and contemporary experiments / The visual identity system and editorial graphics /</p>
Hrs	Workshops
114	<p>Graphic, typographic and photographic exercises /</p> <p>Data collection and analysis, interviews, data processing / Construction of textual and iconographic contents /</p>

PREREQUISITES	Ability to apply basic methods and tools of technical drawing, knowledge of the fundamental elements of the history and culture of visual communication design
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ASSESSMENT METHODS	<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>
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SYLLABUS

Hrs	Frontal teaching
46	<p>The design of visual communication, ambits, perspective, history /</p> <p>The design project of communication, research and contemporary experiments /</p> <p>The visual identity system and editorial graphics /</p>
Hrs	Workshops
98	<p>Graphic, typographic and photographic exercises /</p> <p>Data collection and analysis, interviews, data processing /</p> <p>Construction of textual and iconographic contents /</p> <p>Design of a visual identity system and/or of editorial graphics /</p>