



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Architettura		
ACADEMIC YEAR	2020/2021		
BACHELOR'S DEGREE (BSC)	INDUSTRIAL DESIGN		
SUBJECT	SEMIOTICS		
TYPE OF EDUCATIONAL ACTIVITY	A		
AMBIT	50232-Formazione umanistica		
CODE	06412		
SCIENTIFIC SECTOR(S)	M-FIL/05		
HEAD PROFESSOR(S)	MANGANO DARIO	Professore Ordinario	Univ. di PALERMO
OTHER PROFESSOR(S)			
CREDITS	6		
INDIVIDUAL STUDY (Hrs)	102		
COURSE ACTIVITY (Hrs)	48		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	1		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	MANGANO DARIO Thursday 11:00 13:30 viale delle Scienze ed. 15, terzo piano, stanza 303		

PREREQUISITES	Prerequisite are those presupposed by the second degree of secondary school
LEARNING OUTCOMES	<p>Knowledge and understanding abilities The main goal of the course is knowing and being able to expose the principal theories and models concerning the functioning of meaning production processes related to several communicative artifacts. The course will help students to develop analytic skills and critical awareness in order to manage all the aspects concerning the functioning of communicative processes involved in designing. Students will also acquire basic skills related to public communication, advertising and, more in general, traditional and ITC-based communication. The following topics will be specifically addressed: the fundamentals of structural semiotics (from sign to languages, from code to text) and of sociosemiotics (discourse, translation between languages and media).</p> <p>Abilities to apply knowledge and understanding Students will learn how to manage the semiotic functioning of the communication processes involved in several branch of design (product design, graphic design, web design etc.) by applying semiotic methodology to real case studies. Students will also have the chance to develop structured reasoning on the semiotic processes involved in several communication artifacts. Semiotic instruments useful to strategically drive creative processes involved in the development of new products will also be provided.</p> <p>Judgment autonomy The main goal of the course is to develop students' ability to recognize, comprehend, and control the meaning production processes involved in several cultural products.</p> <p>Communication The students' communicative skills will be stimulated presenting and discussing together case studies regarding the themes of the class. Students will learn how to develop the ability to present with a good command of language and scientific precision, pointing out the semiotical aspects of design, both to a professional and non-professional public.</p> <p>Learning skills The students will learn how to keep themselves up-to-date looking at the publication of the scientific sector. With the skills acquired in the class they will also be able to attend masters and specialized seminars in the field of communication.</p>
ASSESSMENT METHODS	<p>The evaluation of Semiotics module will be based on a written exam – a multiple choice test – about the general part of the class, and an oral exam regarding the applications. Those who will not pass the written exam will not be able to take the oral one.</p> <p>Oral exam. The main purpose of the oral exam is to verify the notions and skills acquired during the lectures. The exam will be based on three questions at least. Such questions are thought to test the learning objectives and will concern: a) the notions presented during the course, b) the ability to elaborate such notions and apply them to specific examples, c) the expressive ability of the student. The highest vote is obtained if in all these three aspects the student shows excellent abilities. It is important to underline the importance of mastering the language of the discipline, that consists in using a correct terminology but also in the ability to articulate lines of reasoning in a clear and complete way. Such assessment methods may be revised depending on the evolution of Covid-19 pandemic. Any change will be communicated as soon as possible to the students</p>
EDUCATIONAL OBJECTIVES	<p>The course's main goal is to articulate a reflection on the semiotic processes implied in several expressions of Industrial Design. The course also aims to cross the borders of the "branches" of design investigating the common ground which are the communication aspects involved in artifacts.</p> <p>The course will provide students with a complete overview of the main points around which the debate about meaning production processes into human sciences revolves. After addressing the fundamentals of structural semiotics (from sign to languages, from code to text) and of sociosemiotics (the notions of discourse and enunciation, the issues of intersemiotic translations between languages), the following topics will also be examined in depth:</p> <ul style="list-style-type: none"> -Semiotics of objects and design (meanings and objects, semiotic analysis of an object, sociosemiotics of design etc.) -interobjectivity (paradigmatic and syntagmatic relationships) -issues about materials (matter and substances of expression and content) -the meaning of technical objects (communication towards users, giving directions, practices of use etc.) -formal articulation of images (figurative and plastic languages, baroque and classic as forms of expression etc.)

	<ul style="list-style-type: none"> - brand design and store design - Semiotics of packaging <p>During the lectures, frontal lesson will be alternated with collective discussions guided by the teacher on specific case studies.</p>
TEACHING METHODS	Lectures
SUGGESTED BIBLIOGRAPHY	<ul style="list-style-type: none"> - G. Marrone, Introduzione alla semiotica del testo, Laterza - D. Mangano, Semiotica e design, Carocci - D. Mangano, Ikea e altre semiosfere. Laboratorio di sociosemiotica, Mimesis - I. Ventura, Che cos'è il packaging, Carocci <p>Dispense a cura del docente</p> <p>I testi potranno subire variazioni in base a novità editoriali non prevedibili al momento della stesura della scheda di trasparenza e potranno essere eventualmente integrati con dispense a cura del docente.</p>

SYLLABUS

Hrs	Frontal teaching
16	From structural linguistics to generative semiotics (Saussure, Hjelmslev, Propp, Lévi-Strauss, Barthes, Greimas...): langue/parole, linguistic value, syntagm/paradigm, expression/content, form/substance, signification/meaning, similarities and differences between languages, from sign to text, semiotic square, narration/narrativity, discourse/enunciation, thematic/figurative, reasons/passions, aesthetic/aesthetic. Differences and contaminations between social discourses: design, fashion, television, journalism, advertising, politics, spatiality etc. Methodological competences to orient in understanding and analysing social signification.
16	Semiotics of objects and design. History, issues, methods and instruments of semiotics applied to the analysis of design.
10	Sociosemiotics. What semiotics analysis is. Ikea as case study: from product design to a total brand. Elements of visual semiotics and photography
6	Packaging design