UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Architettura
ACADEMIC YEAR	2021/2022
BACHELOR'S DEGREE (BSC)	INDUSTRIAL DESIGN
SUBJECT	MULTIMEDIA DESIGN AND REPRESENTATION
TYPE OF EDUCATIONAL ACTIVITY	A, B
AMBIT	50233-Formazione di base nella rappresentazione| 50235-Discipline tecnologiche e ingegneristiche
CODE	17727
SCIENTIFIC SECTOR(S)	ICAR/17
HEAD PROFESSOR(S)	MORENA SARA Ricercatore a tempo Univ. di PALERMO determinato
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	**MORENA SARA** Tuesday 10:30 13:30 Edificio 14, corpo C, stanza 121, previo appuntamento via mail

PREREQUISITES	3D modelling
LEARNING OUTCOMES	Knowledge and understanding Ability to read and analyze a design project through knowledge traditional methods of representation and communication through the new average. Development of critical knowledge and control of digital technologies e of their potential. Ability to apply knowledge and understanding Ability to produce graphic designs using masterly methods and representation techniques and ability to use computerized procedures suitable for the multimedia presentation of the design project. Judgment autonomy Ability to choose, with critical evaluation, methods, tools and scales suitable for the traditional and multimedia representation of the project design. Communication skills Skill in communicating a design project through the codes of the Science of Representation and through video tools. Learning skills Know and apply the acquired knowledge and ability to analyze and to represent independently.
ASSESSMENT METHODS	oral examination, evaluation of the ongoing tests, evaluation of the graphical tests and video making The examination is the same for the students that didn't follow the course.
EDUCATIONAL OBJECTIVES	The course aims to provide useful elements and operating procedures for interpretation and production of graphic designs aimed at the representation, at different scales, of design and architectural objects. The course also aims to develop an aware critical knowledge of possibilities offered by digital and multimedia representation for the conception and realization of a communicative product for architecture and design in a digital environment. To this end, some methodological aspects will be explored to document and communicate design and architecture through the use of multimedia languages and production of still and moving digital images.
TEACHING METHODS	direct lessons and exercises
SUGGESTED BIBLIOGRAPHY	AA. VV., Dizionario dei termini informatici, Milano 1994. Benjamin W., L'opera d'arte nell'epoca della sua riproducibilità tecnica, Einaudi, Torino 1966. Elizabeth Resnick, Design for Communication: Conceptual Graphic Design Basics 1st Edition, 2003

SYLLABUS

Hrs	Frontal teaching
8	The methods of representation between tradition and innovation. The representation and communication of the design project in the era of digital media
4	Raster graphics and vector graphics. Digital methodologies for the generation and treatment of images two-dimensional. Guidelines for the design and layout of the print. Storage, manipulation and data transmission. 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 communicative products in audio-visual format. Digital communication through video production: from concept, to editing, to post production, to publication.

Hrs	Practice
28	1. Survey, representation and analysis of urban design products 2. Design and production of a video product concerning a project developed by students during the course Education: - The starting idea and the brainstorming process - The writing of the storyboard - The creation of the graphical interface - The acquisition of multimedia data - The assembly of the digital format