



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società		
ACADEMIC YEAR	2022/2023		
MASTER'S DEGREE (MSC)	PUBLIC, CORPORATE AND ADVERTISING COMMUNICATION		
INTEGRATED COURSE	BRAND SEMIOTICS, ADVERTISING CAMPAIGN DESIGN - PROFESSIONAL WORKSHOP AND VIRTUAL REALITY - PROFESSIONAL WORKSHOP		
CODE	20308		
MODULES	Yes		
NUMBER OF MODULES	3		
SCIENTIFIC SECTOR(S)	M-FIL/05		
HEAD PROFESSOR(S)	MANGANO DARIO	Professore Ordinario	Univ. di PALERMO
OTHER PROFESSOR(S)	VELA FILIPPO MARIA	Professore a contratto	Univ. di PALERMO
	MANDALA' GIUSEPPINA	Professore a contratto	Univ. di PALERMO
	VENTURA BORDENCA ILARIA	Ricercatore a tempo determinato	Univ. di PALERMO
	MANGANO DARIO	Professore Ordinario	Univ. di PALERMO
CREDITS	15		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	2		
TERM (SEMESTER)	1° semester		
ATTENDANCE	Not mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	<p>MANDALA' GIUSEPPINA Monday 9:30 11:30 Teams</p> <p>MANGANO DARIO Thursday 11:00 13:30 viale delle Scienze ed. 15, terzo piano, stanza 303</p> <p>VENTURA BORDENCA ILARIA Friday 9:00 10:30 studio docente (stanza 306, terzo piano, edificio 15, viale delle scienze)</p>		

PREREQUISITES	Prerequisites correspond with those required to access to the Corso di Laurea, a good competence in spoken and written Italian and in general culture. It is strongly recommended a basic skill in generative semiotics.
LEARNING OUTCOMES	<p>MODULO 1 – Brand Semiotics</p> <p>Abilities to apply knowledge and understanding Students will learn how to manage the semiotic functioning of the communication processes that public and private companies need to face in order to promote their products 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 which are now used in advertising (from static advertising to viral videos and social network campaigns) . Semiotic instruments useful to strategically drive creative processes involved in the development of new communicative products will also be provided.</p> <p>Knowledge and understanding abilities The main goal of the course is knowing and being able to expose the fundamental theories and models concerning the functioning of meaning production processes related to advertising. 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 advertising. During the course great attention will be paid to the evolution of advertising artifact, languages and strategies due to the spread of the Internet and the new technologies</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 the advertising discourse.</p> <p>Communication The students' communicative skills will be stimulated presenting and discussing together with the teacher 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 advertising, both to a professional and non-professional public.</p> <p>Learning skills The students will learn how to keep themselves up-to-date within 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 advertising.</p> <p>MODULO 2 – Professional Laboratory of Advertising campaign</p> <p>Knowledge and understanding abilities Knowing and understanding the main instruments and the creative, technical and technologic solutions used to create and produce commercials and viral video.</p> <p>Abilities to apply knowledge and understanding Ability to produce a creative idea. Commanding the narrative structure of a commercial and the main solution for filming and editing videos.</p> <p>Judgment autonomy Ability to evaluate both ex ante and ex post the efficacy of the narrative structure of a commercial in constructing and promoting the brand image.</p> <p>Communication Ability to describe with the appropriate language and instruments a creative strategy to an audience of both professional and non professional people.</p> <p>Learning skills Students will learn how to improve their knowledge by exploring and analysing archives containing commercials and pictures. They will also learn to integrate in productive structures like production firms, communication agencies, advertising divisions of companies, URP of public authorities.</p> <p>MODULE 3 – Professional Laboratory of Virtual Reality</p> <p>Knowledge and understanding abilities Knowing and understanding the main instruments and the creative, technical and technologic solutions used to create and produce Virtual Reality contents.</p> <p>Abilities to apply knowledge and understanding Ability to produce a creative idea. Commanding the narrative structure of a</p>

	<p>commercial and the main solution for VR.</p> <p>Judgment autonomy Ability to evaluate both ex ante and ex post the efficacy of the narrative structure of a VR contents.</p> <p>Communication Ability to describe with the appropriate language and instruments a creative strategy to an audience of both professional and non professional people.</p> <p>Learning skills Students will learn how to improve their knowledge by exploring and analysing archives containing VR. They will also learn to integrate in productive structures like production firms, communication agencies, advertising divisions of companies.</p>
ASSESSMENT METHODS	<p>The assessment method for the Semiotic module is an orale exam whilst for the Professional Laboratory of Advertising Campaign and Virtual Reality it will be a project-work. Such a project will be due a few days before the examination day for the evaluation.</p> <p>Oral exam The main purpose of the oral exam is to verify the notions and skills acquired during the lessons. 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.</p> <p>Marks: 30/30 s/he expresses herself/himself with extremely clear and effective language, excellent knowledge of the course subjects, good analytical and problem solving skills; 26-29 s/he expresses herself/himself with clear and effective language, good knowledge of the course subjects, fine analytical and problem solving skills; 24-25 s/he expresses herself/himself properly, has basic knowledge of the course subjects and acceptable problem solving skills; 21-23 imperfect knowledge of the course subjects, low analytical and problem solving skills; 18-20 minimal knowledge of the course subjects;</p>
TEACHING METHODS	Lectures and exercitations

MODULE BRAND SEMIOTICS

Prof. DARIO MANGANO

SUGGESTED BIBLIOGRAPHY

- G. Marrone, Il discorso di marca, Laterza
- D. Holt, Quando i brand diventano icone, LUP (titolo provvisorio)
- G. P. Fabris, Societing, Egea
- P. Peverini, Social Guerrilla, Luiss University Press

Dispense a cura del docente.

Agli studenti che non dovessero avere precedenti conoscenze di semiotica generativa, e' fortemente consigliata la lettura dei seguenti testi:

G. Marrone, Prima lezione di semiotica, Laterza
G. Marrone, Basi di semiotica del testo, Laterza

I testi potranno subire variazioni in base a novita' editoriali non prevedibili al momento della stesura della scheda di trasparenza. In occasione della prima lezione, come di consueto, verrà descritto nei dettagli il programma e saranno forniti i riferimenti dei testi consigliati eventualmente aggiornati.

AMBIT	50504-Discipline sociali, informatiche e dei linguaggi
INDIVIDUAL STUDY (Hrs)	165
COURSE ACTIVITY (Hrs)	60

EDUCATIONAL OBJECTIVES OF THE MODULE

The course will provide a wide and complete overview of all the theories, models and instruments in the field of Semiotics useful to understanding and explaining the functioning of brand communication, with special regards to contemporary and ITC based forms of promotion. 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, helping them to be prepared to manage communication processes in public and private companies aimed to promote not only products but also values with various audiences and targets. The course will demonstrate that Semiotics can be used not only ex post to analyse various advertising artifacts, but also ex ante, in order to strategically design them to maximize their efficacy.

Two "special parts" of the course will be dedicated one to photography and the other to video, this because of the importance of visual languages in contemporary communication. The course will provide not only theoretical notions useful to understand and analyse visual texts, but also knowledges useful to create pictures and videos taking care of directing and editing them.

SYLLABUS

Hrs	Frontal teaching
6	Advertising in the Internet Age. How digital media are changing advertising. From advertising to brand design
6	Fundamentals of Brand Semiotics. Differences and contaminations between social discourses: fashion, television, journalism, advertising, politics, space. Methods to orient in understanding and analyzing meaning production processes that characterize societies.
6	What a brand is. Semiotics of branding. Modern and postmodern brand. From the possible world to brand discourse. The pathway of brand. Levels of pertinence of brand analyzing: thematic, narrative, discursive, textual.
7	Contemporary marketing: products and subjectivity. Communication and identity construction in the Internet era. From experiential advertising to existential advertising. Ikea and the construction of consumer.
3	Sensorial engagement: bodies and passions as meaning dimensions. Forms of life.
4	The digital picture. Instagram, Facebook, Flickr etc. how advertising uses pictures and new media
8	Videos as instruments of communication. Viral communication.
10	From marketing to societing: the consumption and advertising systems
10	Structuring and realizing audiovisual products
Hrs	Practice
10	Collective analysis of adverts and audiovisual promotion

MODULE
VIRTUAL REALITY - PROFESSIONAL WORKSHOP

Prof.ssa GIUSEPPINA MANDALA' - Lettere A-L, - Lettere A-L

SUGGESTED BIBLIOGRAPHY

Dispense preparate dal docente

AMBIT	21344-Altre conoscenze utili per l'inserimento nel mondo del lavoro
INDIVIDUAL STUDY (Hrs)	45
COURSE ACTIVITY (Hrs)	30

EDUCATIONAL OBJECTIVES OF THE MODULE

The objective of the course is to learn about the technologies for creating virtual reality experiences, the problems they present, and the different possibilities for their application. The workshop will also offer the tools to design and implement such experiences with different tecnolgies: from 360° videos to environments designed in the Unity development environment.

SYLLABUS

Hrs	Frontal teaching
2	Technologies for creating VR experiences
2	Issues related to technologies for VR
4	VR applications
4	VR development tools and environments
4	Unity/360° video tools

Hrs	Practice
14	Developement of VR experience

MODULE
ADVERTISING CAMPAIGN DESIGN - PROFESSIONAL WORKSHOP

Prof.ssa ILARIA VENTURA BORDENCA

SUGGESTED BIBLIOGRAPHY

- D. Cassani, "Manuale del montaggio", UTET

AMBIT	21344-Altre conoscenze utili per l'inserimento nel mondo del lavoro
INDIVIDUAL STUDY (Hrs)	45
COURSE ACTIVITY (Hrs)	30

EDUCATIONAL OBJECTIVES OF THE MODULE

The course aims at providing students with the basic notions for the creation of an advertising campaign. The various phases of the conception, design and realisation of a communication campaign will be illustrated, starting from the identification of a strategic objective, as well as the professional roles and actors involved in this process (agencies, accounts, art directors, copy, etc.). The fundamentals of video editing will also be taught during the course.

The course will also have two special parts dedicated to photography and audiovisuals, because images are today an extremely widely used language in communication in general, and in promotional communication in particular. Theoretical notions aimed at analysing visual texts will be flanked by practical information concerning both the shooting of static and moving static and moving images, as well as the direction and editing of audiovisuals.

At the end of the course, students will have acquired the communication and technical skills for the development and realisation of an advertising campaign.

SYLLABUS

Hrs	Workshops
4	Audiovisual products as a tool of communication.
4	Forms of the viral communication.
6	The phases of conception, development and creation of an advertising campaign.
6	Semiotics of cinema. The language of cinema. The rules of video editing.
10	Conception, direction and realisation of an audiovisual. The camera, lighting, sound, story, time