



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Architettura		
ACADEMIC YEAR	2023/2024		
MASTER'S DEGREE (MSC)	DESIGN AN TERRITORY CULTURE		
INTEGRATED COURSE	VISUAL GRAPHIC DESIGN AND DIGITAL REPRESENTATION FOR THE WEB - WORKSHOP		
CODE	23445		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	ICAR/17, ICAR/13		
HEAD PROFESSOR(S)	FERRARA CINZIA	Professore Associato	Univ. di PALERMO
OTHER PROFESSOR(S)	FERRARA CINZIA	Professore Associato	Univ. di PALERMO
	MORENA SARA	Ricercatore a tempo determinato	Univ. di PALERMO
CREDITS	13		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	1		
TERM (SEMESTER)	1° semester		
ATTENDANCE	Mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	FERRARA CINZIA		
	Friday	11:00 12:30	Facolta di Architettura, Edificio 14
TEACHER OFFICE HOURS	MORENA SARA		
	Tuesday	10:30 13:30	Edificio 14, corpo C, stanza 121, previo appuntamento via mail

DOCENTE: Prof.ssa CINZIA FERRARA

PREREQUISITES	-
LEARNING OUTCOMES	<p>Knowledge and understanding Students will know and critically analyze a design project, referring to the themes of contemporary criticism and design history. Develop a design awareness of the social role of the designer today, in relation to the development of new professionals in the field of communication and new media.</p> <p>Ability to apply knowledge and understanding Students will be able to apply their knowledge and understanding in the field of discipline in order to demonstrate a professional approach to their work, and the possession of adequate skills both to devise and support arguments and to solve problems in their field of study.</p> <p>Autonomy of judgment Students at the end of the course will have acquired the ability to collect and interpret data in the field of discipline deemed useful to determine independent judgments; will have developed those learning skills that are necessary for them to be not mere performers, but authors, capable of reading and critically interpreting situations and contexts, attentive and receptive to social and cultural issues, prepared to make an original and responsible contribution in the professional field.</p> <p>Communication skills The communicative abilities are acquired by the students through the various activities carried out during the course to which they are called to participate actively through the exposition of theoretical reports, the public discussion of their work, both of study and project, the presentation of the states of progress of its design process.</p> <p>Learning skills The learning abilities, which concern the possession of adequate skills both to devise and support arguments and to solve problems in one's field of study, are acquired through training oriented as well as professionalization also in research and, together, lays the foundations for the acquisition of methodologies and skills to be used for continuous training in the field of the discipline.</p>
ASSESSMENT METHODS	<p>In itinere tests. Presentation of the final project. Oral exam.</p> <p>The evaluation is formulated on the average of the results of the three tests carried out, individually or in group work, concerning the project work carried out during the course. The oral exam will cover the theoretical topics covered during the course and the presentation of the developed project.</p> <p>The evaluation takes place in thirtieths, according to the following parameters:</p> <p>Excellent (30 -30 and praise): Excellent knowledge of the topics, excellent language properties, good analytical and interpretative skills; the student is fully able to apply analysis methods and design approaches together with the theoretical contributions acquired and tested in the Laboratory to intervene in territorial contexts through the design activity of visual communication design.</p> <p>Very good (26-29): Good command of the subjects, full ownership of language; the student is able to apply analysis methodologies and design approaches together with the theoretical contributions acquired and tested in the Laboratory to intervene in territorial contexts through the design activity of visual communication design.</p> <p>Good (24-25): Basic knowledge of the main topics, fairly good language properties; the student shows a limited ability to use analysis methodologies and design approaches together with the theoretical contributions acquired and tested in the Laboratory to intervene in territorial contexts through the design activity of visual communication design.</p> <p>Satisfactory (21-23): Basic knowledge of some topics, satisfactory language property; poor ability to autonomously apply analysis methodologies and design approaches together with the theoretical contributions acquired and tested in the Laboratory to intervene in territorial contexts through the design activity of visual communication design.</p> <p>Sufficient (18-20): Minimum knowledge of some subjects and language properties; very little or no ability to autonomously apply analysis methodologies and design approaches together with the theoretical contributions acquired and tested in the Laboratory to intervene in territorial contexts through the design activity of visual communication design.</p> <p>Insufficient: The student does not possess an acceptable knowledge of the topics addressed in the course of Visual and graphic design Laboratory.</p>
TEACHING METHODS	<p>Lectures, exercises, laboratory activities, seminars, and conferences.</p> <p>The module Interactive Graphics for the Web is taught in English.</p>

MODULE VISUAL AND GRAPHIC DESIGN STUDIO

Prof.ssa CINZIA FERRARA

SUGGESTED BIBLIOGRAPHY

AA.VV., Culture Identities. Design for Museums, Theaters and Cultural Institutions, Gestalten & Anna Sinofzik, 2013
Massimo Botta, Design dell'informazione, Valentina Trentini editore, Trento, 2006
Davide Ludovisi, Il potere dei dati: il data journalism e le nuove forme del comunicare, Effequ, Orbetello, 2016
Edward R. Tufte, Visual Explanations, Graphics Press, Cheshire, 1997
Julius Wiedemann & Sandra Rendgen, Information Graphics, TASCHEN, 2001
Jenn Visocky O'Grady & Kenn, The Information Design Handbook, HOW Books, Ohio, 2008

Dispense a cura del docente:

il docente fornirà all'interno del corso materiali non reperibili, testi o saggi critici stranieri eventualmente integrati con dispense su specifici argomenti.

AMBIT	50317-Design e comunicazioni multimediali
INDIVIDUAL STUDY (Hrs)	104
COURSE ACTIVITY (Hrs)	96

EDUCATIONAL OBJECTIVES OF THE MODULE

The Visual and Graphic Design Laboratory has as a general purpose to provide students with theoretical and methodological tools for the design in the field of the visual identity of companies, institutions and institutions, cultural heritage, territories and related services, products and works, through a multimodal and multimedia approach that distinguishes the language of contemporary multichannel communication.

The intent is to put students in a position to face the multiplicity of problems posed by the profound transformations taking place in the world of communication objects and artefacts, but also in the ways of life, in the global organization of production and fruition, in technological, socio-economic and environmental contexts.

The six-month course is divided into a cycle of lectures and exercises. The first part of the course aims to introduce the student to the knowledge and awareness of the environment and artifacts through the study of elements of visual communication, representation and critical description of communication artifacts, through analysis and considerations capable of highlighting the quality functional, technical, material, figurative, symbolic. An important role is assigned in this process to the knowledge of the Italian tradition of the project culture that in this field has been able to distinguish itself internationally for a design of communication of excellence and always protagonist in the development and innovation processes.

The second part of the course aims at forming the ability to construct a design path for the conception and realization of a visual identity system, that expresses an objective conformation process, that is communicable and effective.

SYLLABUS

Hrs	Frontal teaching
10	Visual communication design, areas, perspective, history. The discipline is reread through its theoretical and methodological tools, giving emphasis to the most recent and experimental practices.
10	The design project of visual communication and the territory, historical and contemporary research and experimentation.
10	The visual identity system, reread through case studies of complex and articulated projects related to territorial and corporate contexts. Design analysis, data collection and analysis, concept definition, project development as a system to intervene and modify territorial and business contexts.
Hrs	Practice
66	Graphic, typographic and photographic exercises as tools to analyze, learn and interpret complex contexts. Data collection and analysis, interviews, data processing through the use of synthesis tools such as the design of infographics and pictogram systems. Construction of textual and iconographic contents and their graphic elaboration. Design of a visual identity system and related graphic and visual design artifacts.

MODULE DIGITAL REPRESENTATION FOR THE WEB

Prof.ssa SARA MORENA

SUGGESTED BIBLIOGRAPHY

Bibliografia di base

Bottà Debora (2018), User eXperience Design: progettare esperienze di valore per utenti e aziende. Milano: Hoepli.

VINH Khoi (2011), Ordering Disorder: Grid Principles for Web Design. Berkeley, CA: New Riders.

FROST Brad (2016), Atomic Design, Brad Frost Web.

Testi consigliati

DI PASCALE Matteo (2019), Manuale di sopravvivenza per UX designers, Milano: Hoepli.

KRUG Steve (2014), Don't make me think. Un approccio di buon senso all'usabilità web e mobile. Milano: Tecniche Nuove.

BOLLINI Letizia (2016), Large, small, medium. Il design della comunicazione nell'ecosistema digitale, Rimini: Maggioli Editore.

MARCOTTE Ethan, Responsive Design: Pattern & Principles, New York: A Book Apart

AMBIT	50318-Discipline tecnologiche e ingegneristiche
INDIVIDUAL STUDY (Hrs)	85
COURSE ACTIVITY (Hrs)	40

EDUCATIONAL OBJECTIVES OF THE MODULE

The interactive web graphics module aims to provide students with the basic skills and software tools for designing and developing solutions for Web and mobile applications. In particular, the issues of interface design and interaction aimed at the cultural communication of a specific territory will be studied in depth.

SYLLABUS

Hrs	Frontal teaching
4	Definition of the web design and analysis of the planning and creation processes of a website. Presentation of a wide selection of exemplary projects.
2	User experience (UX) and User interface (UI)
2	Hardware and software fragmentation of devices and introduction to the design system.
2	The design of apps and websites through static and interactive wireframes and rapid prototyping.
4	Digital Twins: Photogrammetric and laser scanning techniques for the documentation of cultural heritage.
4	3D digital modeling and texturing techniques for cultural heritage documentation.
4	Augmented reality: techniques and procedures for the development of AR Apps
Hrs	Practice
4	Analysis, study, and deconstruction of a selection of web portals and mobile apps of particular interest. Reading and reinterpretation.
6	Websites and Apps Design through static and interactive wireframes and rapid prototyping.
4	Photogrammetric and laser scanning survey and processing of a textured digital model.
4	Development of an AR application