



# UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Culture e società		
ACADEMIC YEAR	2023/2024		
MASTER'S DEGREE (MSC)	COMMUNICATION OF CULTURAL HERITAGE		
INTEGRATED COURSE	ADVERTISING CAMPAIGN CREATION WORKSHOP		
CODE	23019		
MODULES	Yes		
NUMBER OF MODULES	2		
SCIENTIFIC SECTOR(S)	M-FIL/05		
HEAD PROFESSOR(S)	MANGANO DARIO	Professore Ordinario	Univ. di PALERMO
OTHER PROFESSOR(S)	VENTURA BORDENCA ILARIA	Ricercatore a tempo determinato	Univ. di PALERMO
	MANGANO DARIO	Professore Ordinario	Univ. di PALERMO
CREDITS	10		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	1		
TERM (SEMESTER)	Annual		
ATTENDANCE	Mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	<p><b>MANGANO DARIO</b> Thursday 11:00 13:30 viale delle Scienze ed. 15, terzo piano, stanza 303</p> <p><b>VENTURA BORDENCA ILARIA</b> Friday 9:00 10:30 studio docente (stanza 306, terzo piano, edificio 15, viale delle scienze)</p>		

**DOCENTE:** Prof. DARIO MANGANO

<b>PREREQUISITES</b>	A good knowledge of hardware and operating software of major systems, photographic technique and equipment both digital and analog, bi- and tri-dimensional graphics and software to create them are strongly recommended, although not essential. A good knowledge of film history is also helpful as well as how traditional and digital media work.
<b>LEARNING OUTCOMES</b>	<ul style="list-style-type: none"><li>- Knowledge Know how to analyze, devise, design, and implement different types of communication campaigns that use different media and languages</li><li>- Comprehension skills Know how to identify the variables that characterize different forms of communication and understand their value</li><li>- Ability to apply knowledge and understanding Ability to carry out full communication, projects and communication artifacts that use different languages and media</li><li>- Autonomy of judgment Evaluate the chances of success of different communication strategies</li><li>- Communication skills Development of communication techniques related to different languages, from verbal and visual to audiovisual through different syncretic forms.</li><li>- Learning skills Ability to keep up to date by orienting oneself within the landscape of scientific publications specific to the field.</li></ul>
<b>ASSESSMENT METHODS</b>	<p>The examination consists of the creation of a communication project and its presentation from which the problems faced and the solutions adopted as well as the reasons that led to them emerge. The evaluation will be given in thirtieths.</p> <p>30 - 30 cum laude (a) Advanced knowledge of the topics and critical understanding of the theories and principles of the discipline. (b) Advanced ability to apply knowledge and solve problems proposed even in innovative ways (c) Full command of specific language. (d) Professional-level communicative artifact. 26 - 29 a) Comprehensive and specialized knowledge accompanied by critical awareness b) Complete ability to apply acquired knowledge and develop creative solutions to abstract problems c) Good command of specialized language (d) Communicative artifact of a semiprofessional level. 22-25 (a) Knowledge of general teaching facts, principles, processes and concepts. b) Basic ability to apply methods tools materials and information related to teaching (c) Basic mastery of specialized language. (d) Communicative artifact of sufficient level. 18-21 (a) Minimal knowledge of major teaching topics. b) Minimal ability to independently apply acquired knowledge c) Minimal mastery of technical language d) Communicative artifact of amateur or lower level</p>
<b>TEACHING METHODS</b>	Lectures, exercises, laboratory activities

**MODULE**  
**THEORY AND TECHNIQUES OF AUDIO-VISUAL LANGUAGE**

*Prof. DARIO MANGANO*

**SUGGESTED BIBLIOGRAPHY**

Erasmus students are kindly requested to contact the professor for further information on course contents and readings

- M. Corsi, Il linguaggio cinematografico, Hoepli
- Manuale d'istruzioni del software utilizzato

Eventuali dispense a cura del docente

<b>AMBIT</b>	21051-Attività formative affini o integrative
<b>INDIVIDUAL STUDY (Hrs)</b>	75
<b>COURSE ACTIVITY (Hrs)</b>	50

**EDUCATIONAL OBJECTIVES OF THE MODULE**

Know the fundamentals of film language, shooting, editing and color correction techniques, scene lighting and techniques for capturing sound.

Know how to use one or more of the major professional-level nonlinear editing programs on the market

**SYLLABUS**

Hrs	Frontal teaching
4	Shooting techniques
4	Lighting techniques
5	Fundamentals of editing theory
5	Nonlinear editing: theory and techniques
3	Managing videos
5	Audio editing
5	Colour grading
3	Exporting techniques
Hrs	Practice
4	Review exercises
4	Review exercises
4	Review exercises
4	Review exercises

**MODULE  
COMMUNICATION DESIGN**

*Prof.ssa ILARIA VENTURA BORDENCA*

**SUGGESTED BIBLIOGRAPHY**

A. Pastore, M. Vernuccio, 2016, "Impresa e comunicazione", Rimini, Maggioli  
Di Fraia G., a cura di, 2015, "Social media marketing", Milano, Hoepli  
P. Iabichino, 2017, "Scripta volant. Un nuovo alfabeto per scrivere (e leggere) la pubblicità oggi", Torino, Codice edizioni

Erasmus students are kindly requested to contact the professor for further information on the laboratory.

<b>AMBIT</b>	21051-Attività formative affini o integrative
<b>INDIVIDUAL STUDY (Hrs)</b>	75
<b>COURSE ACTIVITY (Hrs)</b>	50

**EDUCATIONAL OBJECTIVES OF THE MODULE**

The laboratory aims to provide students with the professional tools to conceive, design and implement an effective advertising campaign. Through knowledge of the development stages of a campaign, of the actors involved and of the various elements of the advertising communication mix (traditional, digital, unconventional), students at the end of the course will be able to independently create an advertising project, from the communication plan to its execution.

**SYLLABUS**

<b>Hrs</b>	<b>Workshops</b>
4	what is advertising campaign - goals of an advertising campaign - case histories
4	brand management process - brand positioning
6	communication plan of marketing plan - strategic and operational marketing - marketing mix
6	communication mix and planning - the communication plan
6	advertising mix - television advertising - press advertising - radio advertising - out-of-home advertising - how to measure the effectiveness of an advertising campaign - case studies
6	ambient advertising - web advertising - digital marketing: tools and strategies of planning - main KPI - case histories
9	the phases of development of a campaign - how to prepare a brief - definition of the goals of the campaign - the creative strategy: concept and copy strategy - media planning - the elements of an ad
9	creation of the creative outputs: how to elaborate the visual layout, how to prepare a treatment, a script and a storyboard