PROGRAM: Innovative Technologies for Digital Communication (L-20) – Innovation and Digital

MODULE: Visual and Digital Media Culture

ECTS: 6 (2: Antonio Opromolla; 4: teacher to define)

YEAR RUNNING: 2023/2024

LECTURER: Antonio Opromolla; teacher to define

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CONSULTATION TIME: at the end of each lesson and according to the needs of the student

LEARNING AND SKILLS OUTCOMES
The module allows the student to achieve the following learning outcomes.
1. With reference to knowledge and understanding: Acquire fundamental notions on the processes of construction of meaning and on the characteristics of the different types of text.
2. With reference to applied knowledge and understanding: Acquire the ability to analyze different types of texts associated with a single topic.
3. With reference to independent judgment: Knowing how to critically analyze the messages underlying different types of texts and highlight possible links, even with the wider social and cultural context.
4. With reference to communication skills: To master the terminology and analysis tools, explain and present the results of the analysis adequately and creatively.
5. With reference to the ability to learn: Acquire mastery in the search for themes and texts and bibliographic references useful for the project conducted.

SYLLABUS AND TIMELINE
The course aims to involve students in a path of analysis of multiple types of visual and digital texts around a single theme, with the aim of highlighting how the meaning attributed to the same theme is created in a shared way between multiple types of texts. During the lessons, students will be actively involved in the analysis of these texts and will provide analysis.
The contents of the lessons will be:
- Fundamentals of the processes of construction of meaning
- Text analysis tools: the deep level of analysis
- Text analysis tools: the superficial level of analysis
- Organize desk research around a theme
- Fundamentals of the analysis of visual texts
- Fundamentals of the analysis of a digital text
- Fundamentals of data analysis and representation

SUGGESTED PRE-REQUISITE QUALIFICATIONS
No

METHOD OF ASSESSMENT
1. With reference to knowledge and understanding: the final exam will assess the student's acquisition of the basic notions relating to the topics listed in the detailed teaching program.
2. With reference to applied knowledge and understanding: the final exam will assess the ability to analyze different types of texts associated with a single topic.
3. With reference to independent judgment: the final exam will assess the ability to discern the most suitable texts relating to the subject matter and the ability to do so independently.
4. With reference to communication skills: the final exam will assess the ability to present the result of the analysis adequately and creatively.
5. With reference to the ability to learn: the final exam will assess the mastery in the search for themes and texts and bibliographic references useful for the project.

ASSESSMENT CRITERIA
Students will take a written test, which aims to assess the fundamental notions of the processes of construction of meaning and the main analysis tools. Then, an oral test will aim at evaluating an individual project work of mtext analyisis on a subject discussed during the course. Students will have to demonstrate their ability to analyze, criticize and research sources of information, as well as their communication skills. The exam grade will be an average between the written test and the oral exam.
Non-attending students will take an oral exam on the contents of the assigned textbook.

MARKING CRITERIA
The achievement of an organic vision of the topics addressed, the use of a professional language, the knowledge of the complex elements underlying the analysis of different types of texts and the ability to connect meaning production processes with a specific social and cultural context will be evaluated with marks of excellence.
A sufficient knowledge of the subject, skills of synthesis and analysis that are not articulated or a correct but not always appropriate language, such as a scholastic domain of the discipline, lead to discrete evaluations.
Training gaps or inappropriate language, such as a lack of knowledge of the basic concepts of the course, make it possible to obtain grades on the threshold of passing.
Training gaps, inappropriate language, lack of orientation within the bibliography and inability to analyze are evaluated negatively.

READING LIST
Slides provided during the course (mandatory for all)
P. M. Lester, Visual Communication: Images with Messages 7th Edition, 2017 (mandatory for students who will not take the course)