

Course Visual Communication Lab
SDS NN
ETCS 7
Course modules (if any) 3 modules
Year II year
Semester II semester
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LEARNING OUTCOMES

The aim of the course is to achieve the following learning outcomes:

1. **KNOWLEDGE AND UNDERSTANDING SKILLS:** Visual literacy is based on the sharing of a set of knowledge that takes into account different aspects of visual language and which are preparatory to any type of critical analysis activity of a communicative text and creative audiovisual production. This knowledge system starts from the sharing of basic concepts, both linguistic and technical (visual atomic knowledge), to the knowledge of some linguistic and semantic rules that define a narrative structure (algorithmic procedural knowledge), such as those that characterize the narrative structure. Within a narrative structure, however, different narrative styles and narrative subgenres may be present within the cultural product with reference syntactic and semantic representation rules, which allow the product to be identified within a reading category within which activate interpretative processes linked to semantic and syntactic textual representation. At the end of the course, the student must have acquired knowledge and understanding, as well as skills that allow to support, from a theoretical and methodological point of view, the implementation of the planning of a visual narrative. The student must also have acquired adequate and specific knowledge about the definitions, key concepts, the principles underlying visual language and storytelling, as well as the tools, procedures and analogue and digital methods relating to aspects of the analysis of image through the use of standard and non-standard procedures.
2. **APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS:** At the end of the course the student will have to demonstrate mastery of an integrated analytical-design approach for the finalization of the knowledge and understanding acquired, to solve complex problems, linked to the conception and feasibility of fixed and interactive communication artefacts for projects relating to the image analysis and storytelling. In particular, the student - using the methods, techniques, tools and implementation procedures acquired - must be able to initiate multilevel analysis processes that take into account the textual dimension (linked to the narrative structure), the extratextual dimension linked to the functions psychological aspects of the narrated characters and ideological and cultural aspects of the sender and recipient of the communication process and the contextual dimension (cultural, historical, geographical and communicative) within which the product is interpreted.
The verification of knowledge will also be carried out through the final exam itself and through exercises and intermediate tests.
3. **AUTONOMY JUDGMENT:** At the end of the course the student will have to

demonstrate the ability to acquire knowledge and experience, evaluate them and re-elaborate them for the purposes of forming an independent and original judgement. In particular, the student must demonstrate skills in autonomous management and in analysis and planning, aware of the theoretical and applied problems associated with visual and multimedia communication. The achievement of these critical and autonomous judgment skills will be acquired during the course activities through design simulations proposed during the educational path within the module.

The verification of knowledge will also be carried out through the actual exam and through ongoing exercises and tests.

4. **COMMUNICATION SKILLS:** At the end of the course, the student will have to demonstrate, in light of the acquisition and operational capacity with respect to the theoretical, methodological, technical and design knowledge specific to the course, that he/she is able to communicate them, in an effective and innovative way, within of project proposals, using advanced and multimedia communication tools in the field of representation and different forms of language. The achievement of these skills will be acquired during the experimental and design activities of the Laboratory which ensure full possession of the specific expressive and illustrative capabilities of the plan and the project.

The verification of knowledge will also be carried out through the final exam itself and through ongoing exercises and tests.

5. **LEARNING ABILITY:** At the end of the course the student will have to demonstrate a high capacity for autonomous learning, which allows them to continuously update and increase their knowledge and skills in the field of image analysis and storytelling. The acquisition of these skills will take place through the specific theoretical contributions imparted by the teachers during the course, aimed at broadening the framework of skills to access innovative methodologies, tools and applications and through constant participation in the experimental and design activities of the module, dialectical field to verify the knowledge acquired within concrete design experiences.

The verification of skills will take place, above all, through the final exam, designed in such a way as to highlight the autonomy in organizing one's own learning.

DETAILED PROGRAM

The course aims to... Education in visual communication, at the basis of this didactic module and traceable in the communication process underlying the production and use of a visual/audiovisual product, can take two main orientations:

1. Identify with visual literacy or with an education in visual communication, from which to develop transversal skills of critical thinking, fruitive awareness and creative production of audiovisual content. This type of reflection inevitably considers the contributions and forms of theoretical contamination coming from studies of semiotics, linguistics and hermeneutics, especially when it concerns the development of critical thinking, while it recalls more generally some specific aspects of Communication Sciences, especially as regards concerns the functioning of the cultural industry system, as well as the process underlying the production of a visual and audiovisual text.

2. Emphasize the methodological-instrumental perspective of Visual Education, transferring critical and operational tools to students to initiate image analysis and storytelling processes through specific standard and non-standard, qualitative and quantitative tools, as well as to write a visual narrative in compliance with the principles fundamental to its effectiveness and communicative quality.

The "VISUAL COMMUNICATION LAB" laboratory involves carrying out activities, in groups or individually, which concern three main areas: video, motion graphics and interactive products for e-learning (interactive LOs). For each area, first the specific principles and techniques of the language in question will be illustrated and then the individual production phases will be analyzed.

The teaching activity will be aimed at creating a finished product. Each group/individual will produce, as output also valid for evaluation purposes, a video clip, an animated graphics clip and an interactive LO. The topic covered by the multimedia products will be defined by the participants in agreement with the teacher.

The main software adopted in the professional field for video editing will be illustrated and used (Final Cut Pro X, AVID Media Composer and others), for compositing and motion graphics (Adobe After Effects) and for production of multimedia Learning Objects with SCORM (Adobe Captivate).

The course also aims to make students more aware of the concrete and daily challenges that will be faced by them once they enter the world of work, particularly in the audiovisual/multimedia field. For this reason, experts and professionals from agencies, editorial offices and companies will bring their testimony.

Laboratory topics and activities

- Video production

Objective: Creation of a promotional video

- 📖 Principles of video production
- 📖 Shooting techniques
- 📖 Lighting technology
- 📖 Assembly
- 📖 Editing tools
- 📖 Any testimonials/guests
- 📖 Production activities

- Motion graphics production

Objective: Creation of an animated clip





- 📖 The language
- 📖 Colors
- 📖 Principles of graphics
- 📖 Any testimonials/guests
- 📖 Motion graphics tools: Adobe AE
- 📖 Production activities

- Multimedia for training

Objective: Creation of an interactive LO

- 📖 Principles of e-learning



-  E-learning tools
-  Adobe Captivate
-  Any testimonials/guests
-  Production activities

RECOMMENDED PRE-REQUISITES (IF ANY)

None

TEACHING METHODOLOGIES

The educational activities will be carried out through lectures and practical learning.

FINAL EXAMINATION METHODOLOGIES

The exam consists of an oral presentation by the students of the 3 project works designed and developed during the laboratory, verifying the technical and communication knowledge underlying the realization of the projects themselves.

The evaluation is based on the results of the final interview and the quality of the participation and the work carried out and presented during the entire course.

Ongoing assessment

The ongoing evaluation is based on the completion of the tasks assigned during the laboratory, the participation and presentation of individual and/or group work on the contents of the course. Details for each assignment will be explained throughout the semester. These activities, to be carried out during the course period, are part of the ongoing evaluation and include the implementation of:

- a promotional video;
- an animated clip;
- an interactive LO.

Final evaluation

The final evaluation is cumulative and takes into account:

- Active participation in the classroom.
- Active participation in individual and/or group work.
- Results of ongoing evaluation based on presentations made in the classroom .

EVALUATION CRITERIA

At the end of the course, the following skills of the student will be evaluated:

1. **KNOWLEDGE AND UNDERSTANDING SKILLS:** having acquired the basic knowledge...
2. **APPLIED KNOWLEDGE AND UNDERSTANDING SKILLS:** the exam will evaluate the planning and multimedia development ability, required in the laboratory, for each student, knowing how to justify from a professional point of view the motivations underlying the selection of contents and the chosen communication languages and their structuring within digital storytelling.
3. **AUTONOMY JUDGMENT:** the final exam will evaluate the student's ability to self-reflect on their project, discussing opportunities for its development and

integration in the social context, as well as critical technical, procedural and content issues that can be improved.

4. **COMMUNICATION SKILLS:** the exam will evaluate the student's expository ability, the appropriateness of the language used, the ability to aesthetically represent the project respecting the times and logistical conditions proposed by the teacher.
5. **LEARNING ABILITY:** the exam will evaluate the degree of familiarity and cognitive flexibility in recognizing and contextualizing the use of specific multimedia functions underlying the design.

FINAL GRADING INFORMATION AND CRITERIA

The course "Visual Communication Lab" does not require final grade but only eligibility. For those students who need a final grade for various reasons (e.g. ERASMUS), the following criteria apply.

Through an evaluation rubric, the teacher will evaluate the student's learning level. This evaluation rubric will take into account three main dimensions: technical and technological requirements of the product created compared to the teacher's requests, characteristics of the narrative storytelling, quality of the design process followed by each working group during the laboratory.

Regarding the presentation of project works:

Score	Description
< 18 not sufficient	Fragmentary and superficial knowledge of contents, errors in applying concepts, insufficient exposure.
18-20	Sufficient but still general knowledge of contents, elementary exposure, uncertainties in the application of theoretical notions.
21-23	Appropriate, but not deep, knowledge of contents, good ability in applying theoretical notions as well as presenting them in a simple way.
24-25	Appropriate and vast knowledge of contents, discrete ability in applying them, good ability in presenting notions in a comprehensive way.
26-27	Precise and comprehensive knowledge of the topics, good ability in applying the acquired knowledge, good analytical skills, clear and correct exposure.
28-29	Extensive, comprehensive and deep knowledge of contents, good applicative skills, good ability of analysis and synthesis, confident and correct exposure.
30 30 with honors	Very broad, comprehensive and deep knowledge of the contents, well-established ability to apply the acquired notions, excellent ability of analysis, synthesis as well as ability to create interdisciplinary links, fluency of exposure.

COURSE MATERIAL

Students are required to complete preparation for the exam by integrating the teaching

materials discussed during the face-to-face lessons with specific chapters from the following volume:

OWENS J., VIDEO PRODUCTION HANDBOOK, ROUTLEDGE, 2017 and following.

OTHER ADVICES

Attendance and active participation are required.

that enhances 'cooperative learning' and flipping classroom " placing the student at the center of the learning process , through his active commitment to studying to promote the formation of transversal skills.

Non-attending students

Any students belonging to the 'part-time/workers' category are required to use all the educational and technological supports provided to guarantee their success in studying and through which they will be able to maintain interaction with the teacher.

These students are advised to contact the teacher to examine specific training needs together.

NB :

It is advisable to bring your personal devices (laptop) into the classroom for individual and/or group work