

SYLLABUS DEL CORSO

Comunicazione Audiovisiva

1920-2-E2004P019

Learning area

1: Study of the means by which communication takes place

Learning objectives

Knowledge and understanding

- Communication through audiovisual means
- Techniques of audiovisual production
- Types of audiovisual communication

Applying knowledge and understanding

- Mastering the technical language
- Ability to evaluate the feasibility of an audiovisual production
- Ability to create an audiovisual product with communicative purposes

Contents

The main trends of video-information in the Italian and foreign publishing scene will be analyzed, as well as the models of brand journalism applied to video-marketing and communication, focusing on the choices in terms of audiovisual language and effectiveness.

Video shooting and editing techniques will be experimented in the classroom, leading to the construction of a simulated classroom service.

Detailed program

- ? Video-journalism, from "clickbaiting" to a new "slow" journalism revolution
- ? Brand journalism: journalistic language applied to marketing and communication
- ? How to structure an editorial plan
- ? Production of a video content
- ? Shooting techniques
- ? Describe a scene: the grammar of video editing
- ? Video-editing techniques
- ? _____

Prerequisites

No specific prerequisites are required. The course is designed for entry level students.

Teaching methods

Lectures, with discussion of specific case histories. Individual and group practical activities: use of video shooting equipment, learning of the main phases of video post-production through the use of Adobe Premiere Pro video editing software.

Assessment methods

Students will be evaluated based on an individual assignment or a group project. Active participation in at least 75% of the lessons is required.

Textbooks and Reading Materials
