



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Visual Design

1920-2-E2004P037

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#### Learning area

STUDY OF THE MEANS BY WHICH COMMUNICATION TAKES PLACE

#### Learning objectives

*Knowledge and understanding*

- Basic design principles

- Visual languages design

*Applying knowledge and understanding*

- Understanding and critical thinking of visual artifacts
- Visual language design
- Communication trans-media ecosystems design

#### Contents

The course presents the basic design principles and the different visual language declinations such as spatial composition, typography, color language, images semiotics.

#### Detailed program

- Masters: a brief history of modern Italian Visual Design
- Introduction to Design culture
- Basic Design Principles
- Grid and space composition
- Typography
- Color design
- Images language and composition
- Visual Rhetoric

## Prerequisites

Previous and useful skills and knowledge for the Visual Design class:

Basic knowledge of art history

## Teaching methods

Lectures, design activities, collective workshops, experts and peers reviews, invited lectures/workshops with professionals

## Assessment methods

Students can choose between two different assessment modalities:

- **Design experience:** workshop aimed to develop and implement a design concept, presentation of the project, critical discussion and oral examination on the course topics and bibliography to verify the acquisition of theoretical basic design principles and practical design skills in complex communication trans-media ecosystems
- **Theoretical experience:** the exam will consist of multiple-choice and open-ended questions on the course topics and bibliography aimed to assess the critical knowledge of basic design principles and visual design culture

## Textbooks and Reading Materials

*Further information will be available and updated on the course's e-learning web site*

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