



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Comunicazione Audiovisiva

2021-2-E2004P019

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#### Learning area

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

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

#### Contents

A specific audiovisual language can substantially influence every project: from journalism to communication. Throughout the course you will become familiar with the pre-production, production and post-production phases of a video project and the choices (of style and content) involved.

The main trends of video-information in the Italian and foreign publishing scene will also 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 project.

## **Detailed program**

- How to read a scene: grammar and language
- 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 rules of video editing
- Video-editing techniques
- Encoding and optimization for social media

## **Prerequisites**

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

## **Teaching methods**

Classroom discussion, with analysis 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.

During the Covid-19 emergency period, the laboratory is organized with synchronous events and recorded (a)synchronous lessons.

## **Assessment methods**

A single or a group project will be evaluated. Active participation in at least 75% of the lessons is required.

## **Textbooks and Reading Materials**

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