UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Audiovisual Communication

2021-2-E2004P019

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

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

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