UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Visual Design

2021-2-E2004P037

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

Contents

The course considers **Visual Design** as a language and analyses its structural and strategical principles.

Through analysis and ‘deconstruction’ of models of contemporary visual culture (film, video, graphic design, animation, plays),

students will have the opportunity to learn visual grammar and semantics.

Grammar: space, grid, graphic signs, sym-bols, typography and color.

Semantics: The meaning of the symbols, in-terdisciplinary relations and connections. Visual culture will be of particular im-portance: it is considered a heritage which inspires contemporary design.

Detailed program

• The Masters: a brief history of modern graphic design (1907 until today).

• Basic Design

• Identity Design

• Graphic Design

• Cinema

• Imagery

• Positioning strategies and objectives

Prerequisites

Knowledge and basic competences required for the visual design class: an interest for art history, graphic design, cinema and visual communication in all its forms.

Teaching methods

Theoretical lectures and multidisciplinary planning are aimed at mental and visual innovation as well as decodification tools.

Marcel Merleau-Ponty and Rudolf Arnheim will serve as the courses theoretical references.

Assessment methods

Assessment modality:

The exam consists of two parts: a design project (individual or team) and an oral exam about two texts present in bibliography.

Design project up to 25 points. Oral exam up to 5 points.

For attending students: the project will be carried out and verified ‘in itinere’.

For non-attending students: the modalities for elaborating the design project will be specified in the e-learning page of the course.

? **Design:** 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 the critical knowledge and theorical basic design principles and practical design skills.

? **Theoretical:** the exam will test the acquisition of historical and critical knowledge in relation to the arguments discussed in class as well as the exams bibliography.

The modality of the exam will be updated in accordance with the rules for COVID-19 emergency.

Textbooks and Reading Materials

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