UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Laboratory 4

2324-3-E1601N083

Learning objectives

The course objective is to develop the ability to

- design content
- tell your story and your course of study or your job.
- write in a clear and understandable way

Contents

The course focuses on writing, especially for web. Together we will understand using also examples:

- how to stay creative
- how to listening deeply
- how to framing problem
- how to make a research
- how to choose the right words
- what is the secret of legible texts
- how to create pages or posts that are easy to read

We will start with paper and handwriting, getting in the end to the web. We'll go from theory to practice doing many exercises.

Detailed program

The lab is useful for learning to take care of the content we publish online, but also to learn how to write an email, to give shape to texts for the web, to organize them on an online page, to notice the differences between contexts and formats.

We will focus on the role of the writer, of how important it is to think of yourself as a writer. We will understand how to identify the message and the things to say, focusing on the tones, keywords and form of the content. We will analyze the context and the target audience to get to ask the right questions. We will experiment with narrative interviews and field research. We will address the reader, define the personas and their behavior. We will talk about the job of the designer and what are the things to keep in mind when designing, exactly as those who deal with web content. We will look at good and bad examples and discuss each individual or group exercise in class. We will alternate theory and practice. You'll write a lot.

Prerequisites

Enrolment at third year

Maths and Statistic exams passed

90 CFU already obtained

Labs have to be included in the study plan

Teaching methods

Lectures and research work in groups.

Assessment methods

Evaluation will be based in class on active participation during the lessons, and discussion of the topics presented during class and presentation of your project to the classroom.

Textbooks and Reading Materials

Didactic materials will be provided or indicated during class hours.

- Manuale di scrittura creativa: Tecniche ed esercizi per creare contenuti originali per il Web, Simona Sciancalepore Apogeo
- Due gradi e mezzo di separazione, Domitilla Ferrari Sperling & Kupfer Editore
- World wide we, Mafe De Baggis Apogeo
- Sense-making. Organizzare il mare dell'informazione e creare valore con le persone, Luca Rosati UXUniversity
- L'arte di vedere le cose intorno a noi, Rob Walker De Agostini

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE