



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Laboratorio 1 - Progettazione di prodotti multimediali per la divulgazione

2324-3-E4001N101

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#### Learning objectives

The educational objectives of this course are to promote the ability to design audiovisual content, to study its feasibility and sustainability, and to devise its narrative.

#### Contents

##### Detailed program

Lesson 1

##### Theoretical Section

- General overview of the digital communication landscape today
- Overview of the main audio/video content formats
- Watching and listening
- Impact of incorporating voice into content

##### Practical Section

- Practical exercise - reverse engineering of a content piece

Lesson 2

##### Theoretical Section

- Planning an audio/video communication project

- Project sustainability
- Strategic choices
- Introduction to Business Model Canvas
- Defining KPIs
- Defining a Listener Persona
- **Practical Section**
- Group work to create a communication project

### Lesson 3

#### **Theoretical Section**

- What is a podcast
- Formats and writing
- Seriality
- Analysis of the podcast format
- Traditional audio-only podcasts
- Video podcasts
- Episode structure
- **Practical Section**
- Group work: writing the pilot episode of a podcast

### Lesson 4

#### **Theoretical Section**

- Narrative structures
- Dialectics
- Three-act structure
- Hero's journey
- Basics of vocal hygiene
- Basics of using voice on the microphone
- Voice and narration
- **Practical Section**
- Writing and recording a short informative text

## **Prerequisites**

Something to tell

## **Teaching methods**

Frontal lesson, organization and execution of the exercise through group work, practical exercises in the classroom.

## **Assessment methods**

**PROJECT WORK** (Development of an original project starting from a simple idea or the analysis of an existing case)

Students will be evaluated during the exercises, all of which must be completed in order to pass the Laboratory, and by a final report. For this purpose, students will be divided into groups of three people.

## **Textbooks and Reading Materials**

## **Sustainable Development Goals**

QUALITY EDUCATION

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