UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Laboratorio 1 - Progettazione di prodotti multimediali per la divulgazione

2324-3-E4001N101

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