



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Audiovisual Communication

2324-2-E2004P019

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#### Learning area

1: 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 and Brand journalism
- 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.

## **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**

Detailed information about the reading materials will be published on the e-learning page associated with the course.

## **Sustainable Development Goals**

INDUSTRY, INNOVATION AND INFRASTRUCTURE

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