UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Visual Design

2324-2-E2004P037

Learning area

STUDY OF THE MEANS BY WHICH COMMUNICATION TAKES PLACE

Learning objectives

Theoretical knowledge:

Understanding and critical analysis of visual communicative artifacts
Historical knowledge of graphic design styles and influences

Hands-on skills:

Ability to consciously use different visual languages
Management of an editorial project from the brief to the realization

Contents

The course implies in theoretical and practical modalities.
The four theoretical modules purpose to provide the student with a cultural, historical and planning basis of visual design and are structured in frontal lessons. The first module focuses on the history of visual communication (styles and influences from 1880 to today), the second addresses the elements of composition (e.g. typography and layout) and applied theories of visual design (e.g. Gestalt), a the third concerns visual identity and corporate communication, while a fourth and final module deals with the more technical aspects of print and digital.
The practical part focuses on the graphic design of a magazine, in the format of a sixteenth print. The lesson plan

includes three workshop lessons to support the editorial design project.

Detailed program

Historical introduction to styles and protagonists (from 1880 to the contemporary):
• Art nouveau and jugendstil
• Plakatstil (“object-poster” in German)
• Bauhaus movement
• International typographic style / Swiss style
• Pop art and radical design
• Digital Age

Elements of the composition:
• Typography and lettering
• Layout
• Color theory
• Language of images (photographic, graphic and illustrated)

Identity Design, brand and corporate

Printing technology

Prerequisites

Knowledge and basic competences required for the visual design class: an interest for art history and images analysis capabilities.

Teaching methods

Theoretical lessons and multidisciplinary design activities aimed at exercising skills in the perspective of know-how, critical thinking and conscious choices.
Primary goal is develop the ability to analyze and decode visual communication.
The course is in Italian.

Assessment methods

Assessment modality is theoretical and practical.
The exam consists of two parts: the elaboration of a graphic project (individual or group) and a written computer exam (multiple choice questionnaire) based on the bibliography and the teaching material provided.
Evaluation: both the design and theoretical methods will be evaluated up to 30 points and will average each other.

For attending students, the design activity will be verified on an ongoing basis with a presentation in the last classroom lessons.

For non-attending students, the methods for developing the project are specified on the e-learning page of the course. The project will be presented on the dates scheduled for the exam session, immediately following the written exam.

• **practical**: editorial graphics design activity with final presentation and related critical discussion. The evaluation of the student will take place on the basis of the quality of the work carried out and the characteristic elements of the project (strategy, creativity, coherence with the objectives, realization and effectiveness of the developed prototype);
• **theoretical**: written exam, set up as a multiple-choice questionnaire, aimed at verifying the acquisition of historical and critical knowledge relating to the topics covered in the exam bibliography and in the teaching material provided.

Textbooks and Reading Materials

Falcinelli, R. (2014). *Critica portatile al visual design: da Gutenberg ai social network*. Einaudi.

Hochuli, J. (2018). *Il dettaglio in tipografia. Un'analisi breve e concisa delle questioni che riguardano la leggibilità dei testi*. Lazy Dog.

Further information will be available and updated on the course's e-learning website.

Sustainable Development Goals

GENDER EQUALITY | SUSTAINABLE CITIES AND COMMUNITIES | PEACE, JUSTICE AND STRONG INSTITUTIONS