UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Graphic Communication for Scientific "Converging Technologies for Biomolecular Systems" - 38th Cycle

2223-99R-GC-38

Title

Graphic Communication for "Scientific Converging Technologies for Biomolecular Systems"

Teacher(s)

Serena Ghezzi

Language

Italian and English

Short description

First day:
basic rules of Graphic Communication

1. Jacobson's definition of communication.
2. Cognitive Psychology: attention, perception and elaboration.
3. Attention: about noisy.

4. Layout: composition rules and negative space idea.
5. Visual perception: Gestalt's rules.
6. Colors perception: kind of contrast and psychology of color.

Second day:
Scientific poster:

1. Layout: dimensions, background, fonts, colours and composition rules.
2. How to menage the contents: tables, graphs, diagrams and images.
3. Printing project: kind of papers and four-colour printing tecnique.
4. Sharing trap: trick to set your poster for printing process.
5. From off-line to on-line.
6. Homework assignment

Third day:
? homework evaluation and brainstorming.

CFU / Hours

12 hours

Teaching period

may

Sustainable Development Goals

QUALITY EDUCATION