UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Audiovisual Communication

2425-2-E2004P019

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 significantly influence any project, from journalism to communication. During the course, students will become familiar with the phases of pre-production, production, and post-production of a video project, along with the stylistic and content choices these entail.

In addition, the course will analyze the main trends in video journalism and video marketing, identifying — in the

case of journalistic services — the alignment with specific business models of the media outlets, and — in the case of marketing videos — the choices made in terms of communication.

Video recording and editing techniques will be practiced in the classroom, culminating in the creation of a simulated project.

Detailed program

1. Reading a Scene: The Grammar and Language of Video
2. Video Journalism and Brand Journalism
3. Designing Video Content
4. Filming Techniques
5. Describing a Scene: The Rules of Video Editing
6. Video Editing Techniques
7. Video Exporting and Optimization for Social Media Channels

Prerequisites

No specific prerequisites are required. The course covers filming and editing techniques starting from the basics.

Teaching methods

Class discussions, featuring the projection and analysis of specific case studies. Practical individual and group activities: use of video recording equipment, learning the main phases of video post-production through the use of the Adobe Premiere Pro video-editing software.

Assessment methods

An individual or group project completed in class will be evaluated. Active participation in at least 75% of the lessons is required.

Textbooks and Reading Materials

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

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE