UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Visual Design

2425-1-F9201P223

Aims

Knowledge and understanding

- General aspects of communication design.
- Theoretical and technological aspects of different visual languages.
- Understanding and analysis of graphic artifacts.

Applying knowledge and understanding

- Adopting a critical judgment when evaluating visual artifacts.
- Management of a graphic project from the brief to the creation of print and digital executive files.

Contents

The Visual Design course is aimed at providing the student with historical, technological and design knowledge of the principles of graphic design and its different languages, such as layout, colour, typography and the language of images.

Detailed program

- Brief history of Graphic Design.
- Typography: typometry and lettering.
- Color.
- Layout and composition.

- The language of images and visual metaphors.
- Communication design and identity design.
- Graphic design technologies: from print to video.
- Design and creation of graphic artifacts

Prerequisites

Knowledge and basic competences required for the visual design class: an interest in the history of art, graphics and visual communication in all its forms.

Teaching form

The teaching will be delivered with different teaching methods:

- 28 hours of frontal lessons carried out in delivery and interactive mode, both in person and remotely (approximately 25%).
- 24 hours of laboratory lessons carried out in delivery and interactive mode, both in person and remotely (approximately 25%).
  The course is in Italian.

Textbook and teaching resource

Further information will be available and updated on the course’s e-learning web site.

Semester

II semester

Assessment method

Assessment modality is theoretical and practical.

Practical:
Students will be asked to design a graphic project (individual or group).

Theoretical:
written exam, set up as a multiple-choice questionnaire and open-ended questions.

Office hours

to be defined

Sustainable Development Goals

QUALITY EDUCATION