UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Audiovisual Communication

2526-2-E2004P019

Learning area

3: Techniques, tools, and technologies of communication.

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.

Independent Judgment

- Critical analysis of an audiovisual product.
- Ability to interpret and evaluate content.

Communication Skills

- Ability to communicate clearly and accurately with different stakeholders throughout the production chain of an audiovisual product.

- Ability to listen and work collaboratively in the development of a project.

Learning Skills

- Ability to apply acquired knowledge and skills to develop professionalism and design capabilities in an academic and professional path that may involve various sectors of the communication field.

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 particular, the course will examine the elements that make up the language of audiovisual communication. Through case studies discussed in class and hands-on field exercises, students will become familiar with the tools needed to reconstruct the spatial and temporal unity of a scene, using specific choices in image composition, cinematography, and editing to create narrative meaning.

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. Macro-Language and Micro-Language: reconstructing the spatial and temporal unity of a scene or video sequence
3. Designing a video content
4. Image composition
5. Continuity and tools of "classic" editing
6. Cinematography techniques
7. Video editing techniques
8. Final project

Prerequisites

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

Teaching methods

In-class discussions with screenings and analysis of specific case studies. Individual and group practical activities. Final group project.
The course combines lectures with hands-on workshops and supervised exercises.
Hours of lecture-based teaching: 9.

Hours of interactive teaching: 15.
No remote learning activities are planned.

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