UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Graphic Design per il Digitale

2526-1-F9202P013

Learning area

Study of the means and the instruments by which communication takes place

Learning objectives

Knowledge and understanding

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

Applying knowledge and understanding

- Adopting a critical judgment when evaluating visual artifacts.
- Understand and apply the principles of the psychology of perception in visual design.
- Evaluate how technologies influence the design of graphic artifacts.
- Manage a graphic project from the brief to the creation of the printed and digital executives.
- The ability to apply the knowledge acquired is stimulated through some individual exercises.

Making judgment

- The educational path strengthens the ability to make design decisions in a conscious and motivated way. The initial individual exercises stimulate the development of critical autonomy in the elaboration of design and formal choices. In addition to the ability to collaborate, the group project (composed of 3/4 people) also promotes the selection and application of effective visual strategies, aimed at achieving complex communication objectives.

- Having to design the visual identity for an exhibition dedicated to a graphic designer, students are asked to develop concepts and graphic solutions suitable for representing the work of the chosen graphic designer. Independent judgment is further stimulated through discussions in class and in groups, as well as through the choice of content to be enhanced in the project.
- A capacity for critical observation is also encouraged through the analysis of graphic artifacts present in everyday life.

Communication Skills

- Students acquire tools to effectively communicate their design ideas, through visual language (in exercises and in the group project), and oral presentation, developing the ability to argue their choices through discussions in class and in groups.

Learning Skills

- The course promotes the ability to learn independently, stimulating design curiosity, continuous updating on visual tools and languages and the connection between theory and practice. Laboratory activities allow theoretical principles to be applied through the use of computer graphics software.
- Students also develop visual and conceptual research skills, which are essential for tackling the final project. The personal investigation of a graphic designer allows for a deeper understanding of different methods, styles and approaches, stimulating progressive autonomy in learning and in the construction of one’s own visual language.

Contents

The Graphi Design for Digital 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 methods

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.

Assessment methods

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.

Textbooks and Reading Materials

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

Sustainable Development Goals

QUALITY EDUCATION