



DEPARTMENT OF DESIGN AND APPLIED ARTS

SCHOOL OF NEW TECHNOLOGIES IN ART
Specialism ► VISUAL COMMUNICATION AND MULTIMEDIA DESIGN

LEARNING OBJECTIVES:

Latest-generation television, which features interactive digital technology, requires extremely creative, highly trained professionals to handle the complex field of communications using new multimedia technologies (interactive TV, mobile telephony, etc.)

This course is therefore made up of many specific subjects that involve researching and experimenting with new media and technologies, as well as touching on the basics of communication.

The course, unique in its field in terms of the range of teaching offered, was designed and operates in response to the latest developments, thanks to collaboration with a national broadcaster which has studios located within the Academy, where specific laboratory work is carried out.

EMPLOYMENT PROSPECTS:

Those completing the course will be able to combine the basics of visual culture with the most suitable forms of expression, thanks to highly specialised training which will allow them to slot easily into all sectors connected to multimedia communication.

OVERVIEW OF MODULES

The overview of modules provides detailed information on all aspects of the teaching students will receive:

- the module type (core, specialist, elective, etc.)
- the module code
- the area of study
- the subject matter.

The core list comprises the areas of study common to all specialisms, whilst the specialist list contains the areas of study that define that particular specialism.

CORE MODULES

C O R E L I S T	ABPR31	Photography	Photography Photographic documentation Cinematography
	ABTEC38	Digital applications for the visual arts	Digital applications for art Computer graphics Digital animation techniques Digital technologies and applications Videography
	ABST47	Style and the history of art and fashion	History of contemporary art History of modern art
	ABST58	Theory of the perception and psychology of shape	Theory of the perception and psychology of shape Psychosociology of the consumption of culture
	ABPC65	Mass media theory and methods	Mass media theory and methods Communication ethics

SPECIALIST MODULES

ABPR35	Direction	Direction
ABTEC37	Design methodology for visual communication	Design methodology for visual communication
ABTEC40	Multimedia design	Multimedia languages Multimedia design
ABTEC43	Audiovisual languages and techniques	Audiovisual documentation techniques Editing techniques Shooting techniques Introduction to video production New integrated media techniques
ABTEC44	Sound design	Sound design Audio and mixing
ABST55	Cultural anthropology	Cultural anthropology

Minimum number of credits required for the bachelor's degree 60

SUPPLEMENTARY OR ELECTIVE MODULES

S P E C I A L I S T L I S T	ABAV06	Painting techniques	Chromatology
	ABPR15	Design methodology	Design methodology
	ABPR16	Drawing for designers	Basics of computer-aided design Design and technical drawing
	ABTEC42	Interactive systems	Audiovisual techniques for the web Interaction theories and techniques
	ABST45	Theories of multimedia art	Multimedia communication
	ABST46	Aesthetics	Aesthetics The phenomenology of the image
	ABST51	The phenomenology of contemporary art	Languages of contemporary art
	ABST52	History and methods of art criticism	Theory and history of visual methods: methodology and visual analysis
	ABPC67	Communication methods and techniques	Introduction to communication in journalism Creative writing
	ABLE70	Legislation and economics of the arts and entertainment	Information and digital communication law

Minimum number of credits required for the bachelor's degree 36

EXTRA MODULES

Computer skills
Foreign language test
Seminars/workshops/internships

CFA 14

MODULES CHOSEN BY STUDENT

CFA 10

MODULES RELATED TO THE FINAL EXAM

CFA 12

Total credits required for the bachelor's degree 180

PROGRESS TESTS

Tests of the progress made in each module are carried out at the end of the year and consist of:

- an oral or combined written/oral examination for theoretical subjects
- a presentation of projects, followed by a discussion, for subjects that combine theory and practice

**FINAL EXAMINATION
TYPE**

The final examination taken at the end of the bachelor's degree involves:

- the presentation of a laboratory-based piece of work in the student's specialist field under the guidance of a dedicated lecturer
- the writing and subsequent presentation of a theoretical or experimental thesis, with or without illustrations, under the guidance of a supervisor

Pursuant to Italian Ministerial Decree no. 123/09, the core and specialist modules must account for a total of 108 credits (60% of the total of 180); however, the Academy, given its independence, can decide to insert subjects from the core and specialist lists not used as such in the bachelor's degree into the list of elective or supplementary modules. Furthermore, to optimise the teaching provided, it reserves the right to alter the way the different subjects are divided up, on the condition that the aforementioned sectors in the core list remain unchanged.