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| 1  | <b>ADVERTISING</b>  |
| 2  | COMPULSORY  |
| 3  | EQF 7   |
| 4  | ANNO ACCADEMICO 2018-2019   |
| 5  | 1+2   |
| 6  | 6   |
| 7  | GIOVANNA MAGRI  |
| 8  | A professional photographer is engaged in a varied background, that mixes both the content and the refinement of the form. His work is focused on enhancing the potential of the aforementioned formal dimensions; The aim of the course is to investigate and highlight the existing and essential link between photographic language and design; developing the ability to enhance objects through composite messages, mastering technique, compositional and narrative sensitivity. Moreover we will begin to acquire the characterizing elements necessary to relate with the world of work and to achieve a mature professional personality.   |
| 9  | FACE TO FACE  |
| 10 | Basic knowledge of Photoshop  |
| 11 | <p><u>TOPICS</u></p> <ul style="list-style-type: none"> <li>- WHAT DESIGN PHOTOGRAPHY MEANS</li> <li>- HOW DESIGN PHOTOGRAPHY WAS BORN</li> <li>- PHOTOGRAPHY IN THE HISTORICAL AVENGUARDS</li> <li>- PHOTOGRAPHY AND DESIGN: THE IMPORTANCE THAT THE IMAGE HAS IN THE COMPLETENESS OF THE DESIGN PROJECT</li> <li>- LEARNING THE TECHNIQUES NEEDED TO ENHANCE THE PRODUCT</li> <li>- THE COMPLEXITY OF RESPECTIVE LANGUAGES BETWEEN PHOTOGRAPHER AND DESIGNER</li> <li>- COMPANIES AND PHOTOGRAPHERS</li> <li>- COMMITANCE</li> <li>- COOPERATION WITH COMPANIES AND DESIGNERS</li> </ul> <p><u>AIMS</u></p> <ul style="list-style-type: none"> <li>- Students, through the path, enter the world of work through direct contact with professional realities and realize the specific technical-expressive, cultural and interpersonal skills acquired during the specialization process.</li> </ul> |
| 12 | Emotional Design Donald A. Norman Ed. APOGEO  |
| 14 | Present the completed work projects and learn how to support the complexity of the contents.  |
| 15 | ITALIAN   |