

1	GRAPHIC DESIGN
2	COMPULSORY
3	EQF LEVEL 6
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5	5+6
6	10
7	VALERIANO IOSCA
8	<p>The Graphic Design Course aims at training professional figures in the field of visual communication. The Graphic Designer creates complex communication systems with clarity of objectives, consistency of languages and multidisciplinary knowledge. The annual course is configured as a workshop-course. You will tend to use the meeting hours in the classroom to work, present and discuss the product.</p> <p>Meetings with industry professionals will be organized to increase the skills and experience around the world of printing and graphic design. There will be theoretical didactic moments where students, who will show fragility compared to the work tools, will be assisted to specific skills given by the professor.</p> <p>In the third year the themes are better analyzed, the areas of intervention are branched out and a high level of professional simulation reaches a better level, which involves direct comparison and collaboration with companies for the development of research projects. For this academic year three exercises are proposed, aimed at summarizing the skills acquired in the design and multimedia field:</p> <ul style="list-style-type: none"> • The first exercise is related to the design of a thematic magazine. A creative editorial product, the right opportunity to highlight analytical skills and synthesis, to organize graphic contents and to write textual contents respecting the rules of the layout. • The second exercise will see as protagonists the boys engaged in an institutional collaboration with the great theater of Brescia to design a communication merchandising system. • The third exercise is in collaboration with a department of the CNR National Research Center and will be aimed at providing planning and graphic solutions to the instruments of the prestigious institute.
9	FACE TO FACE
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11	The course finalizes the skills to face the complexity of multimedia exercises. Overcoming the professional simulation, the students will be called to manage and create autonomous visual, graphic, digital and styling solutions, adopted as a test for their personal abilities and their own ethical, aesthetic and operational awareness. A work aimed at reflecting on the meaning and purpose of professional activity in the economic, social, communicative and environmental context in which we operate today.
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13	The course doesn't provide for the adoption of a manual. Each student can be free to accept my suggestions for more detailed bibliography of the topics faced.
14	The documents related to the topics faced during the workshop will be evaluated respecting the individual attitudes, aspects of personality, expressiveness, complexity and precision will be taken into consideration. The personal progress, the presence and the participation during the entire academic year can increase the evaluation of the project.
15	Italian