

1	GRAPHIC DESIGN
2	COMPULSORY
3	EQF LEVEL 6
4	1
5	1+2
6	10
7	LUISA GOGLIO
8	The first year Graphic Design course (ground level) is conceived to provide students with a solid background in visual project methods. It develops through some theory lessons followed by practical training
9	FACE TO FACE
10	None
11	<p>COURSE PROGRAMME</p> <p>A few considerations: artist, designer, communicator or cultural operator? (1 theory lesson, hints to Graphic Design history)</p> <p>The features of visual communication</p> <p>Sign Theory: <ul style="list-style-type: none"> • iconic signs: pictograms and ideograms • expressive signs • synthesizing a form <i>Practical exercises</i> <ol style="list-style-type: none"> 1. research and documentation on existing pictograms, their formal analysis 2. from real object to pictogram, design training 3. from concept to ideogram </p> <p>Lettering Theory: short history of typography, classification of types and their use</p> <p>Visual identity: brand, logotype and corporate image 1 theory lesson and presentation of case histories <i>Practical exercises</i> <ol style="list-style-type: none"> 1. Briefing for a logo project 2. Documentation, study of competitors 3. Project and design of a logo 4. use of the brand and visual identity manual </p> <p>The spatial organization of the elements and their compositional syntax Theory: <ul style="list-style-type: none"> • simmetry/asimmetry Composition in: <ul style="list-style-type: none"> • advertising • publishing <i>Practical exercises</i> Layout of an illustrated book</p>
12	<p>Mandatory reading: Riccardo Falcinelli. <i>Critica portatile al visual design</i>, Einaudi 2014</p> <p>Suggested:</p>

	<p>Daniele Baroni, Maurizio Vitta. <i>Storia del design grafico</i>, Longanesi 2010</p> <p>Daniele Baroni. <i>Il manuale del design grafico</i>, Longanesi 2015</p> <p>Steven Heller – Gail Anderson. <i>Il libro del graphic design – 50 maestri da cui trarre ispirazione</i>. Vallardi 2016</p> <p>Alfred Hoenecker. <i>Forma e segno dell'alfabeto e del simbolo</i>, Romana libri alfabeto 1975</p> <p>Italo Lupi. <i>Autobiografia grafica</i>, Corraini Edizioni 2014</p> <p>Bruno Munari. <i>Artista e designer</i>, Laterza 1975</p> <p>Sergio Polanob - Giancarlo Vetta. <i>Abecedario – La grafica del novecento</i>, Electa 2010</p> <p>Charlotte Rivers. <i>Book art – Grafica editoriale e innovazione</i>, Logos 2007</p> <p>William Owen. <i>Il progetto grafico delle riviste</i></p> <p>Dario Russo. <i>Free graphics – La grafica fuori delle regole nell'era digitale</i>, Lupetti 2009</p> <p>Albe Steiner. <i>Il mestiere di grafico</i>, Einaudi 1978</p>
13	-
14	<p>EXAMS</p> <p>The final exam will consist of the illustration by the students of the work done during the school year. During the interview students will be asked some questions regarding the topics covered during the theoretical lessons</p>
15	ITALIAN