

1	PROFESSIONALISM DESIGN
2	COMPULSORY
3	EQF LEVEL 6
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6	6
7	ARNAUDO ALDO GUILLERMO
8	<p>THE COURSE IS A PREPARATION OF THE STUDENTS TO THE WORLD OF WORK. THERE ARE 12 LESSONS THAT TAKE DIFFERENT TOPICS OF ANALYSIS THAT GRADUALLY LEAD THE STUDENT TO HAVE A CONCRETE KNOWLEDGE OF THE WORLD OF WORK. FOR EACH LESSON THERE IS A PRESENTATION IN POWERPOINT / KEYNOTE OF THE PROFESSOR, AN ANALYSIS AND DISCUSSION OF THE TOPICS PRESENTED OR WORKS, AND THE REQUEST FOR A WORK TO BE DONE DURING THE WEEK, TO BE SENT TO THE PROFESSOR TWO DAYS BEFORE THE NEXT LESSON. PARTICIPATION IS REQUIRED FOR STUDENTS. DURING THE COURSE THE TOPICS OF THE EXAM ARE KNOWN AND DEEPENED. THE COURSE ALSO AIMS TO ADDRESS THE PERSONAL HUMAN ASPECTS BY COUCHING STUDENTS, AN INDIVIDUAL TRAINING STRATEGY ON HUMAN AND SOCIAL VALUES OF LIFE AND WORK. THE PURPOSE OF THE COURSE IS TO PREPARE STUDENTS FOR A REAL AND CONSCIOUS TRANSITION TO THE WORLD OF WORK BY MAKING THEM AWARE OF THE DIFFERENT COMPONENTS OF THE PROFESSION THAT THEY WILL PERFORM. NORMALLY STUDENTS POSTPONE PRIOR KNOWLEDGE OF THE WORKING FUTURE, POSTPONING EVERYTHING TO WHERE A JOB WILL BE FOUND. VERY COMMON IS THE CONSIDERATION THAT STUDENTS ARE NOT PREPARED AFTER UNIVERSITY. THEY HAVE NOT BEEN PREPARED. WITH THIS COURSE THIS CONSIDERATION LAPSES. THE GOAL IS TO DEVELOP FOR EACH STUDENT THE AWARENESS OF HIS PROFESSIONAL PROFILE, HIS TECHNICAL / CREATIVE KNOWLEDGE, PERSONAL ATTITUDES TO FACE THE JOB, AND TO BE IN POSSESSION OF ALL THE MATERIAL NECESSARY FOR AN INTERVIEW, A PERSONAL PRESENTATION AND TO ACQUIRE A SECURITY ON THE CHOICE OF SELF---EMPLOYMENT OR STARTUP.</p>
9	FACE TO FACE
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11	<p>THERE ARE 12 LESSONS OF 2 HOURS WITH SPECIFIC TOPICS OF THE WORLD OF WORK. THE LESSON IS DIVIDED INTO TWO PARTS: THE FIRST PART IS THE ACTUAL LESSON, WHILE THE SECOND PART TAKES PLACE WITH THE ANALYSIS OF THE REQUESTED WORKS.</p> <p>LESSON 01: PRESENTATION OF THE COURSE LESSON 02: THE IMAGE LESSON 03: TOWARDS A PROFILE LESSON 04: THE PROFESSIONAL PERSONAL PHOTO LESSON 05: A PROFESSIONAL PROFILE LESSON 06: THE PORTFOLIO LESSON 07: THE WEBSITE LESSON 08: I AM LOOKING FOR A JOB LESSON 09: JOB INTERVIEW LESSON 10: EXPERIENCE LESSON 11: AT WORK LESSON 12: A NETWORK</p>
12	<p>DURING THE COURSE, VARIOUS LINKS TO WEBSITES AND BOOKS ARE PRESENTED AND PROVIDED WHICH ORIENTATE STUDENTS ON THE VARIOUS TOPICS. THESE SITES ARE CONTINUOUSLY STUDIED BY THE PROFESSOR AND KEPT UP TO DATE.</p> <p>BIBLIOGRAPHY: GRAPHIC DESIGN VISIONARIES - CAROLINE ROBERTS ARTISTA E DESIGNER - BRUNO MUNARI IT'S NOT HOW GOOD YOU ARE, IT'S HOW GOOD YOU WANT TO BE.... - PAUL ARDEN IL MANUALE DEL GRAPHIC DESIGN. PROGETTAZIONE E PRODUZIONE - GAVIN AMBROSE IL LIBRO DEL LAYOUT. STORIA, PRINCIPI, APPLICAZIONI - GAVIN AMBROSE IO SONO OK, TU SEI OK - GUIDA ALL'ANALISI TRANSAZIONALE - THOMAS A. HARRIS</p>

	<p>SIMBOLI E ALLEGORIE - MATILDE BATTISTINI - DIZIONARI DELL'ARTE BIOMARKETING - GIULIANO NOCI L'ARTE GIAPPONESE DELLA GUERRA - THOMAS CLEARY LA TERRA DESOLATA - THOMAS S. ELIOT PSYCHOFARMERS - PIETRO ADAMO / STEFANO BENZONI LO ZEN E L'ARTE DELLA MANUTENZIONE DELLA MOTOCICLETTA - ROBERT M. PIRSIG</p>
13	
14	<p>THE EXAM CONSISTS IN THE PRESENTATION OF THE DOCUMENTS PREPARED BY THE STUDENTS THAT MAKE THEM SUITABLE TO PRESENT THEMSELVES IN THE WORLD OF WORK WITH THE UTMOST PROFESSIONALISM. THE DOCUMENTS REQUIRED FOR THE EXAMINATION ARE:</p> <ol style="list-style-type: none"> 1. BUSINESS CARD 2. LETTER OF PRESENTATION 3. PERSONAL PROFESSIONAL PHOTO 4. CV – CURRICULUM VITAE 5. PORTFOLIO 6. WEBSITE 7. SUBSCRIPTION TO LINKEDIN 8. THE STUDENT IS ASKED TO IDENTIFY PHOTOS OF FAMOUS DESIGNERS WITH NAME AND SURNAME. 9. WRITTEN COMMENT MAXIMUM 1 A4 PAGE OF ONE OF THE BOOKS READ IN THE BIBLIOGRAPHY. <p>THE EXAMINATION MUST BE PRESENTED AND HANDED OVER TO THE TEACHER IN PDF FORMAT, AND PARTLY IN PAPER FORM.</p> <p>FOR THE STUDENT'S GRADE, THE TECHNICAL QUALITIES OF THE MATERIAL PRODUCED, THE CREATIVITY, THE COMMITMENT, THE AWARENESS AND THE ASSISTANCE TO THE LESSONS ARE CONSIDERED.</p>
15	ITALIAN