

General Information	
Academic subject	Brand identity and visual culture laboratory
Degree course	Corso di Laurea in Scienze della comunicazione pubblica, sociale e d'impresa
Curriculum	
ECTS credits	3
Compulsory attendance	yes
Language	Italiano

Subject teacher	Name Surname	Mail address	SSD
	Claudia Attimonelli Petraglione	claudiaattimonelli@gmail.com	L-Art06

ECTS credits details			
Basic teaching activities	10C/1	L-Art06	3

Class schedule	
Period	II semester 2018-2019
Year	I year
Type of class	Laboratory

Time management	
Hours measured	1 h = 60 minutes
In-class study hours	20
Out-of-class study hours	55

Academic calendar	
Class begins	11 th March 2019
Class ends	31 st May 2019

Syllabus	
Prerequisite requirements	Web navigation.
Expected learning outcomes (according to Dublin Descriptors)	<ul style="list-style-type: none"> - <i>Knowledge and understanding</i> among contemporary languages and praxis of old and new audiovisual texts. - <i>Applying knowledge and understanding</i> the analysis of image, brand identity . - <i>Making informed judgements and choices</i> concerning primary and secondary literature, along as multimedia materials such as, advertising, teaser, videoclip, idents. - <i>Communicating knowledge and understanding</i> due to facultative short oral expositions and/or posters to the class, along with participative frontal lectures. - <i>Capacities to continue learning</i> in a realm of individual study through crossing medial languages and praxis.
Contents	Understand what it means to develop a brand identity and related branding and marketing strategies at the time of Web 2.0 in the cultural industry scenario: the case of Liberato; territorial economy: the logo of the Terra di Bari; of fashion: Gucci and Alessandro Michele case.
Course program	
Bibliography	Lolli, Alessandro: <i>La guerra dei meme</i> , effequ, Orbetello, 2017.

	Other material by the teacher.
Notes	
Teaching methods	Workshop; focus group; brain storming.
Assessment methods	<p>Written test.</p> <p>Knowledge and understanding of audiovisual languages in light of media evolution.</p> <p>Knowledge and understanding skills applied to mass culture and social networks.</p> <p>Autonomy of judgment on the information conveyed on the digital platforms.</p> <p>Communication skills: exposure, use of the ppt and ability of rhetorical synthesis.</p> <p>Ability to learn the communication strategies present in the places of electronic social relation.</p>
Further information	