

<b>General Information</b>	
Academic subject	Visual studies and digital culture
Degree course	Communication sciences
Curriculum	
ECTS credits	6
Compulsory attendance	No
Language	Italian

<b>Subject teacher</b>	Name Surname	Mail address	SSD
	Angela Bianca Saponari	angelabianca.saponari@uniba.it	L-Art/06

<b>ECTS credits details</b>			
Basic teaching activities	10 C I	L-Art/06	6

<b>Class schedule</b>	
Period	I semester
Year	2021/2022
Type of class	

<b>Time management</b>	
Hours measured	1h= 60 min
In-class study hours	40 hours
Out-of-class study hours	

<b>Academic calendar</b>	
Class begins	
Class ends	

<b>Syllabus</b>	
Prerequisite requirements	<p>Knowledge of the key elements of communication and the functions of language. Awareness that every medium can be investigated as a sign / symbol and as a symbolic system / language.</p> <p>Ability to orient oneself in the relationship between traditional graphics, new media and audiovisual disciplines. Knowledge of the widespread practices of photography, animation, audio-video, information technology for communication</p>
Expected learning outcomes	<p><i>Knowledge and understanding</i> of the main functions of audiovisual communication, of the expressive forms of audiovisual language, of the types and variants of audiovisual communication</p> <p><i>Applying knowledge and understanding.</i> At the end of the course, the student will have to demonstrate that he / she possesses: high ability to understand audiovisual language thanks to the application of visual studies methodologies for the analysis; ability to contextualize cinematographic phenomena, also through the comparison between different formal and aesthetic solutions; knowledge of shooting techniques and forms of editing in the analogical and digital phases of audiovisual production; knowledge of the communication strategies of the new digital platforms.</p> <p><i>Making informed judgements and choices.</i></p> <p>Students will be able to orient themselves in the galaxy of contemporary audiovisual media with a critical spirit by learning to deconstruct an audiovisual product.</p> <p><i>Communicating knowledge and understanding</i></p> <p>Acquisition of a specific technical lexicon and of reading tools for the audiovisual product that help to express oneself with coherence and awareness. The achievement of a mature expressive level, of clarity and effectiveness in the argument is hoped for.</p> <p><i>Capacities to continue learning.</i> Ability to learn the communication strategies present in digital platforms. The relationship with the teacher and</p>

	with the other students will be an important moment to enhance one's learning skills.
<b>Contents</b>	The course will introduce the main methodologies of visual culture: the discipline will be defined and its history will be traced taking into consideration the texts and ideas of the most relevant authors active in the 1920s and 1930s (Béla Balázs, Walter Benjamin, Siegfried Kracauer, László Moholy-Nagy, Dziga Vertov), and a series of contemporary authors who have contributed to the affirmation of visual culture studies. We will work on the foundations of audiovisual language by investigating aesthetic and epistemological issues relating to the functions of images and screens in the contemporary era.
<b>Course program</b>	
<b>Bibliography</b>	Pinotti, Somaini, <i>Cultura visuale. Immagini, sguardi, media, dispositivi</i> , Einaudi, Torino, 2016. Luca Malavasi, <i>Il linguaggio del cinema</i> , Mylab. With digital content for download and online access, Pearson 2019. Notes, materials and bibliography will be provided during the lessons.
<b>Notes</b>	
<b>Teaching methods</b>	Lectures, screenings, images and film analysis
<b>Assessment methods</b>	Oral examination
<b>Further information</b>	