

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	Italian

Subject teacher	Name Surname	Mail address	SSD
	Claudia Attimonelli Petraglione	claudia.attimonelli@uniba.it	L-Art06

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

Class schedule	
Period	II semester 2020-2021
Year	I
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	
Class ends	

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: case studies: music, music events, festival, tv serial, fashion brand, sound design, Instagram.
Course program	
Bibliography	Other material edited by the teacher: <ul style="list-style-type: none"> - A. Lolli, <i>La guerra dei meme</i>, EffeQu, Orbetello, 2017.
Notes	
Teaching methods	Workshop; focus group; brain storming.
Assessment methods	Written test.
Further information	