



STUDIO
ARTS
COLLEGE
INTERNATIONAL

ART548 Professional Practicum I / C

MFA in Communication Design - Fall 2020

Instructor: Camilla Torna

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Meeting Times: Thursdays 16:30 - 19:30

DESCRIPTION

This Practicum is designed to introduce the students to the choice, development and organization of the final Communication Design Graduate project, with a special focus on the writing work. It works as a container of guest lectures, field trips and joint writing workshops with the other Graduate programs.

The course is intended to integrate the knowledge and skills acquired in your previous academic courses and is designed around the layout and development of your final graduate project.

During the Fall semester we will focus on three fundamental areas:

- 1) development of structure, introduction texts and ground design elements for the final graduate project
- 2) portfolio development and presentation skills
- 3) development of writing skills through joint workshops with the SACI MFA Photography and Studio Arts graduate programs

CLASS OBJECTIVES

1. Select and develop a research topic that will be at the base of your final graduate project
2. Engage with guest lecturers, design studios and experts in the discussion and presentation of both portfolio and final project work in progress
3. Develop written presentation skills

ATTENDANCE

Attendance and participation is mandatory, and review of final project progress is scheduled on a weekly basis. Portfolio and final project reviews are at the end of October, before break.

GRADING AND ASSESSMENT

100 Points:

Final project development 55

- a) Visual and written roadmap of research, in form of slides, with weekly update (30 points)
- b) Portfolio development (15 points)
- c) Presentation skills (10 points)

Writing workshops outcomes 45

- a) Structuring a final paper with Maria Antonia Rinaldi (15 points)
- b) Development of paper with Lucia Minunno (15 points)
- c) Problems and pitfalls, effective intro with Sharifa Lookman (15 points)

Grades range from A+ to F. The SACI grading scale follows:

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|----|--------------------|
| A+ | Outstanding |
| A | Excellent |
| A- | Nearly Excellent |
| B+ | Very Good |
| B | Good |
| B- | Nearly Good |
| C+ | Above Satisfactory |
| C | Satisfactory |
| C- | Below Satisfactory |
| D | Unsatisfactory |
| F | Failure |

SCHEDULE*

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| 01 - THU September 10 | Mapping the academic year Designing a roadmap of the unfolding directions to the final project |
| 02 - THU September 17 | Arch. Goffredo Serrini - Social Design / Sant'Orsola: State of the Art: Introduction to the history of the building from its historical meaning to the recent developments, suggestions for the signage system project |
| 03 - THU September 24 | Maria Antonia Rinaldi - Lecture on the structure of the paper PART ONE (two hours) Each student presents their idea of the final paper Introduction to development of general outline, structure of the final paper, methodologies of research |
| 04 - THU October 1 | Maria Antonia Rinaldi - Workshop on the structure of the paper PART TWO (correspond via Google docs) Maria Antonia Rinaldi - Critique on the structure of the paper Presentation & review of paper outline |
| 05 - THU October 8 | MILAN Field Trip: - Studio FM - Michael Loos Design - Milani Studio |
| 06 - THU October 15 | Midterm review |
| 07 - THU October 22 | Lucia Minunno - Guidelines for the writing of a final paper PART ONE Improving language and style Preparing abstract |
| 08 - October 24 – November 1 | MIDTERM BREAK |
| 09a - THU November 4 | Sharifa Lookman PART ONE Problems & Pitfalls – quotes, plagiarism, etc. Constructing an effective introduction |

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| 09b - THU November 5 | Camilla Torna - Joint lecture with Photography WRITING FOR THE WEB > creation of a draft web identity - domain registration issues - rewriting a text with keywords in mind - front-loading - micro-content - social media and hashtags - Yoast - Serena Giust |
| 10 - THU November 1 | Lucia Minunno - Workshop Individual review for the writing of a final paper PART TWO Presentation and review of abstract |
| 11 - THU November 19 | Final project and portfolio review |
| 12 - FRI November 27 | Sharifa Lookman PART TWO Presentation & review of the students' introductions |
| 13 - THU December 3 | Hi-Pe Vienna / Martin Foessleitner Information design portfolio review |
| 14 - THU December 10 | D'Apostrophe / Donatello D'Angelo Graphic design portfolio review |
| 15 - THU December 17 | FINAL REVIEW |

*All outside and/or group and in-person activities including field trips and any other educational activity will be regulated by Italian COVID-19 restrictions and, as such, may be subject to changes or cancellation. The professor reserves the right to change the syllabus when necessary and will inform the students if and when this occurs.

READINGS AND REFERENCE MATERIALS

Even if there are no official reading assignments for this class, you are expected to start developing a final project-related bibliography and refer to and cite texts from our previous academic seminars reading assignments.

Reference materials for the writing workshop might include:

- 1) Pinker, S. (2015). *The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century*, Penguin
- 2) Calvino, I. (1988) *Six Memos for the Next Millennium*, Vintage
- 3) West, A. (2011) *Mapping the Intelligence of Artistic Work*, Moth Press