



STUDIO
ARTS
COLLEGE
INTERNATIONAL

ART548 MFA GRADUATE SEMINAR IN COMMUNICATION DESIGN: PROFESSIONAL PRACTICUM II

Spring 2021

Instructor: Donatello D'Angelo

Email: ddangelo@saci-florence.edu

Meeting time: Wednesdays 15:00 – 18:00

DESCRIPTION

The Pragmatics of Preparing Yourself for a Professional Career

We continue to examine various facets of preparation for entering the professional environment in Communication Design. Students are guided to identify specific channels of interest and to develop and/or improve the tools needed for presenting themselves and functioning professionally in the world of communication design.

In this seminar, MFA students are encouraged to develop a visual identity project that explores and applies the themes of their final MFA theses, on which they will be working on in parallel. The project will focus on principles of *genius loci* as a starting point of designing a place brand and a wayfinding system. The inhabited place—frequented by man—and the relationship with communication systems will be the theme of deepening the second part of the course. All the spontaneous or designed visual forms will be investigated—from place identities to vernacular graphics, from city branding to environmental communication—that have revealed the close relationship between graphic signs and the identities of places in various eras and contexts.

The meetings with the students will be considered as a review of the work done in the context of the thesis research. At the same time as the review, they will be provided with insights into the areas of the project underway.

OBJECTIVES

By the end of the term students will gain a broader knowledge of the tools and traits needed to develop a complex project of communication design research.

READINGS

Specific bibliography will be provided to students during individual classes based on the nature of in-depth analysis required for individual research.

ATTENDANCE

Please refer to the general attendance policy on the SACI website: <https://saci-florence.edu/about/policies-guidelines>

GRADING

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

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

Please note: the schedule is subject to change.

Week 1	Wednesday, January 13 Review and deepening of the research topic 1 / Donatello D'Angelo
Week 2	Wednesday, January 20 Review and deepening of the research topic 2 / Donatello D'Angelo
Week 3	Wednesday, January 27 Review and deepening of the research topic 3 / Donatello D'Angelo
Week 4	Wednesday, February 3 Finalization of research paper 1 / Lucia Minunno
Week 5	Wednesday, February 10 Review and deepening of the research topic 4 / Donatello D'Angelo
Week 6	Wednesday, February 17 Review and deepening of the research topic 5 / Donatello D'Angelo
Week 7	Wednesday, February 24 Review and deepening of the research topic 6 / Donatello D'Angelo
Week 8	Wednesday, March 3 Finalization of research paper 2 / Lucia Minunno
Week 9	Wednesday, March 10 Finalization of research paper 3 / Lucia Minunno
Week 10	Wednesday, March 17 Finalization of research paper 4 / Lucia Minunno
Week 11	Wednesday, March 24 Finalization of research paper 5 / Lucia Minunno

- Week 12** **Wednesday, March 31**
Finalization of research paper 6 / Lucia Minunno
- Week 13** **Wednesday, April 7**
Finalization of research paper 7 / Lucia Minunno
- Week 14** **Wednesday, April 14**
Finalization of research paper 8 / Lucia Minunno
- Week 15** **Wednesday, April 21**
Final Review
1–hour Presentation / Visual Identity Project

GENERAL SAFETY & EMERGENCY INSTRUCTIONS

[Click here](#) for a pdf of SACI's General Safety & Emergency Instructions.

SACI Florence

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