

SCHOOL	graphic design
ACADEMIC YEAR	THREE-YEAR PROGRAM III - 2025/2026
SUBJECT	1133 Laboratorio di scrittura creativa II A
TYPE OF SUBJECT	Laboratory-Based
NUMBER OF HOURS PER LESSON	3
NUMBER OF ECTS CREDITS	2
DISTRIBUTION OVER THE ACADEMIC YEAR	I SEMESTER

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

Writing is a skill and, as such, can be acquired. The objective of the course is to assist students in developing their critical thinking skills regarding written language, including by stepping out of their comfort zones. Rather than merely 'learning to write well,' we will understand how to avoid common mistakes, recognize them, and delve into examples. negative examples (such as anti-language) and we will compare them with positive examples. The shared readings of literary works and the viewing of audiovisual sources and cinematographic works will be key moments for the knowledge and understanding of what 'has already been done'. We will examine the various manifestations of the written word through the lenses of history, art, politics, and cinema, and, of course, literature. The written exercises will be based on the topics addressed and will serve as preparation for the final evaluation.

Knowledge and understanding	Upon completion of the course, students will have developed an understanding of the importance of Written communication that is clear and functional. Once these aspects are clarified, they will be able to work on their style with greater autonomy. aware that writing is not merely self-expression, but primarily a form of communication directed towards others, both in a professional path in copywriting, encompassing both commercial and creative writing, as well as fiction.
Applying knowledge and understanding	It is anticipated that students will be capable of managing in a more functional and timely manner, both in form and content, including both personal and others' written texts, with a focus on personal and corporate branding. Writing will no longer be an obstacle or a test for grammar, spelling, or syntax, but rather a practical tool to be utilized. in any circumstance, with versatility and pragmatism. It will be the refined materialization of organized thought.
Making judgements	Students will be able to recognize the defects, limitations, merits, and style of a written text, based on the type of communication.
Communication skills	It is anticipated that students will develop confidence in sharing their ideas, a process that that only through clear, precise, and expressive written language can it universally occur. In the process of writing, and Through writing, individuals will be able to highlight their transversal competencies (soft skills).
Learning skills	Students will be able to articulate their creative ideas in a shareable format. It will be observed that the Practice and process are the foundation of every creation, even when a particular medium is not congenial to us, or places us in respectful deference

CONTENTS	Introduction: Inspiration, intuition, and practice as tools for creativity. Writing and communication: Naming and payoff. Mascot: The manifesto. Advertising page.
ADOPTED METHODOLOGY	[X] In Person [X] IN ATTENDANCE The lessons will consistently incorporate a theoretical component, featuring frontal instruction with slides prepared by the instructor, audiovisual materials, and shared readings. Students are cordially invited to Take notes. Classroom discussions on the topics covered will be encouraged. Other sessions will be dedicated to written exercises and their reviews, whether conducted individually or in groups. group.
ASSESSMENT METHODS	<ul style="list-style-type: none"> • discussion on the mandatory texts; • assignments completed and submitted during the course; one week prior to the examination date, each The student will be required to submit their project in advance for the instructor's review, which will be developed utilizing the skills and tools acquired in the classroom. and will be from a personal branding perspective. • personal opinions and critical thinking, classroom participation, and initiative, soft skills: these can positively impact the final grade by one or two additional points.