

SCHOOL	Web and Corporate Communications
ACADEMIC YEAR	THREE-YEAR PROGRAM I - 2025/2026
SUBJECT	1624 Elaborazione digitale dell'immagine (photoshop - web) I
TYPE OF SUBJECT	Theoretical-Practical
NUMBER OF HOURS PER LESSON	4
NUMBER OF ECTS CREDITS	6
DISTRIBUTION OVER THE ACADEMIC YEAR	I SEMESTER

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

Upon completion of the course, the student should be capable of independently utilizing Adobe Photoshop software to create communication materials. Upon acquiring the theoretical knowledge of the tools and the software's capabilities through targeted exercises, the student should be able to apply these concepts in a practical manner to achieve digital creations that are plausible and consistent with contemporary working methods. Students should be capable of producing personal projects, and ultimately, the knowledge of the program should provide them with a tool to express their creativity.

Knowledge and understanding	Upon completion of the course, students will have acquired the necessary knowledge of the software tools required for the creation of digital projects. They will be required to demonstrate a comprehensive understanding of the software's capabilities.
Applying knowledge and understanding	Through the knowledge acquired, students should be capable of independently creating projects that align with current market and design requirements. They must demonstrate the ability to utilize the appropriate software commands in accordance with the specific case. Be capable of interpreting and comprehending a project request, and utilizing the acquired tools to develop a digital document that effectively addresses the specified requirements.
Making judgements	It is anticipated that students will be able to utilize the program's technical tools to independently address project requirements. A proper understanding of the working methodology also enables a personal interpretation that can align with one's taste and style.
Communication skills	By acquiring the technical tools of the program, students will be able to produce digital documents that effectively articulate their ideas and communication needs.
Learning skills	During the course, the student will learn to present an idea translated into an image to the best of their abilities, utilizing various methods of representation and applying them in accordance with their personal sensibilities. Encouraging the development of a personal style for the presentation of an idea.

CONTENTS	<p>In the introductory section of the course, students will be provided with a comprehensive overview of the program's essential tools required for its effective utilization. These tools will be introduced to students through targeted exercises. Understanding and recognizing the characteristics of the various tools will enable a correct approach to the work, expedite certain steps, and facilitate the personalization of the program to meet individual needs. The information acquired will be essential for the independent execution of the final projects. Here are some of the topics that will be addressed in the classroom: - Formal presentation of the course - Introduction to the Photoshop Interface - The tools for simple and complex selection - Simple transformations - Primary techniques for image cropping - Raster vs. Vector Graphics - Layers and Groups of Layers - Masks - Fill layers and adjustment layers - Blending Modes - Text layer - Smart Object., Smart filters - Embedded element, linked element - Retouching tools (corrective brushes, clone stamp, etc.) - Guide - Artistic filters - Digital colouring techniques - Shadows and reflections - Creation of Patterns - Paths - Preparation of files for large-format printing - Fundamental Concepts of Artificial Intelligence</p>
ADOPTED METHODOLOGY	<p>[X] In Person The course will be conducted through lectures, and students will be provided with supplementary materials to support the lessons and the topics discussed. In the initial segment of the lesson, students will be formally introduced to the program's tools and functions, along with the demonstration of working techniques and approaches. These will be assessed in the second part of the lesson, which includes classroom exercises on the tools learned.</p>
ASSESSMENT METHODS	<p>The examination have to be undertaken to demonstrate that the logic of the work has been thoroughly understood. The evaluation criteria are based on the quality of the graphic execution, the demonstration of the ability to construct a project, and the mastery of the fundamental definitions, including purely theoretical ones, of this subject. Students will be evaluated based on the following submissions: - Exercises conducted in the classroom, aimed at acquiring knowledge of the tools explained during the lesson - One personal project, which commences with the development of customized graphics, accompanied by the creation of a mockup that illustrates the appearance of the finished product in a real-world context. The project should be subject to regular discussion.</p>