

SCHOOL	Communication and Art Education
ACADEMIC YEAR	TWO-YEAR PROGRAM I - 2025/2026
SUBJECT	1482 Progettazione multimediale
TYPE OF SUBJECT	Theoretical-Practical
NUMBER OF HOURS PER LESSON	4
NUMBER OF ECTS CREDITS	10
DISTRIBUTION OVER THE ACADEMIC YEAR	ANNUAL

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The course is designed to introduce students to the field of curatorship, providing them with firsthand experience of the profession's responsibilities. This approach enables students to assess their interest in this profession, potentially leading to the pursuit of this career. The responsibilities of a curator encompass various sectors and necessitate interaction with multiple departments of cultural institutions. Therefore, it is essential to possess a broad range of knowledge that facilitates effective communication and collaborative work with all stakeholders. It is essential to communicate with a graphic designer using the appropriate language to ensure clear and immediate corrections to a poster. This includes understanding the differences between various newspaper advertisement formats, the process of creating a catalog, and effectively collaborating with the photographer for exhibition views. Every aspect of an exhibition, from its initial concept to its completion, and occasionally beyond, is executed under the coordination and supervision of the curator. Furthermore, in smaller organizations or projects, the curator is often required to assume the roles of absent professionals. This necessitates the ability to compose press releases, educational panels, and captions, as well as to draft and review catalogs. Additionally, the curator must be proficient in budgeting, with a thorough understanding of the expenditure items and associated costs that constitute a project. They must also be capable of requesting sponsorships and participating in tenders. These responsibilities are in addition to the curator's standard duties: composing the critical text, delivering presentations at conferences and inaugurations, liaising with institutions and artists, developing the exhibition project and layout, and other related tasks. Each exhibition adheres to a distinct process of creation and balance, tailored to the specific realities involved. Whether initiated through an open call or at the request of an artist or institution, these exhibitions possess unique characteristics that the curator must effectively manage. These characteristics are also influenced by the chosen medium, such as photography, video, performance, painting, sculpture, or graphics.

Knowledge and understanding	The ability to evaluate the research of artists and critically analyze their works; Professional understanding of the diverse professions involved in curating an exhibition; Professional understanding of the responsibilities undertaken by the curator and the professionals involved; Fundamental understanding of the work of these professionals.
Applying knowledge and understanding	Professionally engage with the professionals involved in organizing an exhibition, utilizing the same language and maintaining a critical approach. Possess the ability to work effectively both in a team and independently. Demonstrate the ability to adapt to the requirements of the space, the client, and the artists, while simultaneously imparting a personal touch to the project. Engage in professional dialogue with colleagues; Developing exhibition projects; Compose critical texts, panels, and press releases; Manage social media pages and newsletters; Coordinate the project's graphic design; Developing exhibition design projects; Possess the ability to speak publicly at press conferences and inaugurations; Coordinate the various institutions and collaborators involved; Collaborate and mediate with artists; Possess the ability to adapt to the diverse characteristics of individual projects, artists, exhibition venues, and institutions.
Making judgements	Evaluate one's coordination and organizational skills, as well as the ability to engage in dialogue with professionals, and to write and conceptualize exhibition projects. Evaluate and define the fields and investigations of interest in contemporary visual arts; Evaluate one's competencies in the fields related to curatorship; Evaluate your ability to alternate between individual and group work. Evaluate one's adaptability and problem-solving skills.
Communication skills	Proficiency in engaging with institutions and industry professionals, and coordinating the various stakeholders involved. Proficiency in public speaking; Proficiency in engaging with work groups; Professional ability to collaborate with artists.
Learning skills	Acquire the primary responsibilities of a curator: conceptualizing exhibition projects, selecting artworks, composing critical texts, engaging with institutions and professionals, delivering public presentations, and organizing exhibitions. Acquire the fundamental knowledge of the professions associated with curation in the context of exhibition organization.

CONTENTS	<p>- Project approach: Establishing social media pages, initial editorial plan (introducing the project and curators), monitoring institutional developments; compiling a directory of press contacts and local and non-local cultural entities. - Selection: Discussion for the selection of artists; Sending emails to the selected individuals; Social media editorial plan dedicated to the artists. Exhibition organization: Curator(s) will conduct individual interviews with artists to establish a collaborative relationship; they will write texts dedicated to each artist; they will prepare the exhibition layout; they will collect materials from artists, including photographs, captions, and biographies; they will define the poster and graphics in various formats. - Construction: Drafting the general project text; Composing the press release; Reviewing the online catalog; Developing the editorial plan for the presentation and invitation to the exhibition; Verifying materials (revisions of captions and texts); Conducting speech rehearsals; Submitting a request for sponsorship from the Municipality (even if only to view the platform if it has already been released). - Implementation: Preparation; Conference; Inauguration. - Monitoring: Monitoring of press coverage; Social media relaunch. - Conclusion: Dismantling; Evaluation of the project's outcomes.</p>
ADOPTED METHODOLOGY	<p>[X] In Person The majority of the hours involve alternating between lectures and dedicated sessions for project development, both in group and individual settings. The course is designed to culminate in the creation of an exhibition, and thus involves an external project agreed upon with the Management. Throughout the year, educational excursions will be organized to visit the exhibition venue; additional visits to artist studios, galleries, and independent spaces may also be arranged to understand their relationships with curators and the selection process for exhibitions and artists.</p>
ASSESSMENT METHODS	<p>Students will be required to present a brief overview to the committee regarding the tasks and artists they have followed for the project. The grade will be determined based on their commitment, behavior, ability to work both individually and in a group, and the results achieved during the course. Students may be required to independently develop any tasks not completed during the course, such as a hypothetical project budget.</p>