

<b>SCHOOL</b>	Graphic Design
<b>ACADEMIC YEAR</b>	THREE-YEAR PROGRAM II - 2025/2026
<b>SUBJECT</b>	893 Tecniche e tecnologie della grafica A
<b>TYPE OF SUBJECT</b>	Theoretical-Practical
<b>NUMBER OF HOURS PER LESSON</b>	3
<b>NUMBER OF ECTS CREDITS</b>	5
<b>DISTRIBUTION OVER THE ACADEMIC YEAR</b>	I SEMESTER

### EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The course comprises a theoretical component and a practical laboratory component. The theoretical course is conducted by the Professor. Luigi Di Pasquale, the laboratory course is conducted by the undersigned, Professor. Marco Scuto. The workshop is designed to facilitate the practical implementation of graphic projects, ensuring the optimal utilization of printing, packaging, and material capabilities. The objective is to develop a comprehensive understanding of the production and budgeting challenges associated with graphic communication or coordinated image projects for print media, and to select the appropriate design techniques to achieve the desired effects.

<b>Knowledge and understanding</b>	The theory previously addressed in the theoretical section of the course, concerning the specifics of editorial graphics, will be put into practice by developing its potential in the production of graphic materials and the related conception of print production. The focus will be on providing accurate instructions to printing centers and selecting materials to optimally render the conceived design.
<b>Applying knowledge and understanding</b>	The application of the knowledge acquired during the practical laboratory course in design will facilitate informed choices and decisions in print production, with a particular focus on the use of materials and finishing techniques, as well as special effects, while maintaining a clear understanding of the limitations and potential of utilizing color ranges in CMYK, LAB, RGB, Pantone, Offset, and Digital.
<b>Making judgements</b>	The skills acquired and developed will facilitate significant autonomy in production decisions, with particular Attention to production costs with various finishes and techniques, aimed at differentiating the target audience and budget requirements.
<b>Communication skills</b>	The specific terminology addressed, along with the ongoing assessment of individual aptitudes, combined with the requisite The practice of creatively presenting one's ideas in classroom simulations develops and refines the Professional presentation and communication skills.
<b>Learning skills</b>	The preparation of detailed sheets that encompass all potential design variations in anticipation of production, both Both on paper and other media, they will develop a profound interest in the practice of printing, beginning with the decisions made in the context. project-related

<b>CONTENTS</b>	<p>Transition from theoretical to practical implementation of the graphic design project. The practical component of the workshop will encompass the comprehension of the client's requirements as outlined in the brief, as well as the detailed cost assessment of a comprehensive printing project. We will then proceed to the creation of graphic elements, including the design of materials, the selection of printing and packaging production methods, and the preparation of differentiated estimates for various budget levels. The workshop sessions are structured in four key points: 1] Development of a graphic project to be implemented (hypothetically, we will not proceed with printing, but will prepare it as if it were) 2] Graphic layouts incorporating mood boards, color schemes, and references. Creative project. Development of a concise rationale for the entire process, from concept to layout. Creative presentation. Accurate execution of graphics with all appropriate final production decisions. 3] Executive graphic design of the entire project, with a focus on printing issues and cost forecasting. 4] Preparation of two distinct estimates for various production finishes, each with a different budget level.</p>
<b>ADOPTED METHODOLOGY</b>	<p>[X] In Person The workshop course comprises lectures and features an initial phase of graphic design, followed by a second phase in which the theoretical aspects are practically applied in the selection of printing and layout methods. We will then evaluate various production methods, taking into account the diverse requirements and associated costs to be borne by the client. Throughout the course, continuous individual attention to ongoing projects ensures the production of the necessary graphic materials for the laboratory examination component.</p>
<b>ASSESSMENT METHODS</b>	<p>The course will conclude with two distinct assessments: one theoretical and one practical. The theoretical evaluation is conducted by the Professor. Luigi De Pasquale, while the practical evaluation will be conducted by the undersigned, Professor. Marco Scuto. The practical laboratory assessment comprises an examination, during which the graphic material produced throughout the semester will be presented and evaluated. The final laboratory assessment will take into account the diligence, completeness, creativity, and the care and accuracy of the project.</p>