

SCHOOL	Web and Corporate Communications
ACADEMIC YEAR	THREE-YEAR PROGRAM I - 2025/2026
SUBJECT	1655 Net Art
TYPE OF SUBJECT	Laboratory-Based
NUMBER OF HOURS PER LESSON	3
NUMBER OF ECTS CREDITS	4
DISTRIBUTION OVER THE ACADEMIC YEAR	II SEMESTER

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The workshop delineates the stages of a digital project that participants will undertake in teams, simulating the operations of a web agency and developing a website.

K n o w l e d g e a n d understanding	Students will acquire the stages of a digital project: objectives, strategy, website development, and promotional plan.
Applying knowledge and understanding	Students will engage with a real client, understand their business objectives, and develop a web project aimed at achieving those objectives.
Making judgements	Students will be required to immerse themselves in the client's context and propose solutions that align with the communication strategy, the target audience, and the available resources.
Communication skills	Students are required to demonstrate their ability to articulate design choices, both through group discussions and presentations to the teachers, to ensure consistency and alignment with the objectives.
Learning skills	Upon completion of the course, each team will have gained experience in the collaborative work of a web agency, from project conception to website development, and ultimately to social media campaigns.

CONTENTS	In the initial module of the workshop, Content Strategy, students learn how to: - conduct a company analysis and interviewing the client to finalize the brief - analyse competitors and comparable - define SEO keywords - design a content plan - design a navigation tree - design a website homepage, which will subsequently be developed in the following modules.
ADOPTED METHODOLOGY	[X] In Person Students collaborate in teams, with each team operating as a web agency, integrating expertise in marketing and strategy, graphic design, programming, content, and copywriting. Each team develops a project for a website, creates a website, and formulates a social media communication plan for a real company.
ASSESSMENT METHODS	Students will collaborate in groups and will be assessed on their ability to collaborate as a team, leveraging the contributions of each individual to achieve the proposed objectives. During the exam, each team will formally present the work completed in the three modules, and will explain the choices made and the work undertaken. The final grade will take into account the presentation skills, the progress made by the group, and the demonstrated design and creative abilities.