

SCHOOL	Museum Education
ACADEMIC YEAR	THREE-YEAR PROGRAM II - 2025/2026
SUBJECT	1096 Progettazione multimediale I
TYPE OF SUBJECT	Laboratory-Based
NUMBER OF HOURS PER LESSON	3
NUMBER OF ECTS CREDITS	5
DISTRIBUTION OVER THE ACADEMIC YEAR	ANNUAL

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The teaching aims, specifically in the writing module, to equip students with the following design and creative steps for constructing communicative content in audio format (podcasts). In this context, the following competencies are expected, in order: the ability to construct a message; the ability to develop a 'content box' (format); the ability to articulate in episodes; the ability to write outlines for episodes; and the ability to organize, construct, and conduct interviews.

Knowledge and understanding	The student is expected to possess a comprehensive understanding of podcast production at both national and international levels, from both a historical perspective and in relation to the current landscape. Furthermore, the objective is to develop the student's awareness of market and production perspectives.
Applying knowledge and understanding	The course aims to develop students' awareness of the production processes of a podcast, enabling them to collaborate as a team and apply specific professional skills to produce an independent product, suitable for presentation to potential clients (pitch) or as a pilot episode.
Making judgements	It is also expected that the student will acquire a strong capacity for critical analysis of podcast products, considering the various aspects that characterize them, including the ability to evaluate the project's effectiveness, analyze the script, and assess the musical and directorial elements. Furthermore, it is anticipated that the development of a capacity to analyze the landscape will enable the envisioning of potential evolutions in both trends (which products may prove successful in the future) and the market (figures, targets, dominant companies, etc.).
Communication skills	The student is expected to possess the capability to develop a comprehensive, engaging, and comprehensible document pertaining to their project, tailored for both specialists (potential clients) and the general public. The objective is to develop the ability to present this document with accompanying support (slides) in a persuasive manner.
Learning skills	The student is expected to develop both analytical and creative/production/project skills, enabling them to collaborate independently in the development of future projects.

CONTENTS	<p>The content for the writing component will be as follows: *historical background and evolution, linguistic characteristics, and models *storytelling, practical exercises, and models Format: an overview of its definition and construction process *pitch, theoretical and practical; workshop on pitch with reference to the specified episode Workshop on reference episodes, commencing with a model episode, editorial research, and archival review. *theoretical insights on the interview *interview practices, including work on a reference episode, commencing with a model episode Group pitch for episode content. Interviews: scheduling and queuing. Delivery within two weeks: scheduling and organizing interviews *individual presentation *delivery of the interview lineup and scheduling * Work on the playlists (writing for audio post-production, playlist construction) *Analysis of written episode drafts, teaser development *Professional Voice Recording * Review of the recording and subsequent work *Final work on the written episodes and presentation of the final outlines *Final individual presentation</p>
ADOPTED METHODOLOGY	<p>[X] In Person Following a necessary theoretical introduction, the course will adopt a highly workshop-oriented structure. In the practical component, we will work with a pre-existing format (A stands for Art) based on the structure previously tested last year: a study on episode 0, which has been designated as the model episode (hereinafter referred to as such); work on episodes that students will collaborate on, divided into groups. The sole variation pertains to the increased number of hours available, which allows for a more focused approach on certain essential aspects, and the discontinuation of work on the reference episode, which, based on this year's efforts, proved to be of limited utility. A workshop period is anticipated (ideally following the winter break), comprising four consecutive three-hour sessions. Each week, students will be required to listen to at least one episode of a podcast and/or radio program, focusing on specific aspects, followed by an initial class discussion. Following the initial series of lessons (subsequent to the lecture on storytelling), the groups (alternating) will be required to develop a concise presentation pertaining to an assigned product, based on the specified audio recordings, in accordance with established guidelines and employing engaging methodologies (concept, genre, narrative structure, character development, interviews and contributions, sound design, etc.). In this instance, a discussion will follow. The products to be addressed in groups will be as follows: *Poison, Pablo Trincia *Disco and Pride, Paolo Colombo *The City of the Living, Nicola Lagioia *Alcatraz, Diego Cugia (listening to a minimum of 5 episodes, including the first and last) *The Enigma of the Chinese Vase, Sergio Ferrentino I am enamored with Pippa Bacca, Crime+ Investigation *Twice I have died, Paolo Nori, Raiplay sound *Matteo Caccia Narrates, catch-up content from Radio 24 (minimum of 5 episodes)</p>
ASSESSMENT METHODS	<p>Examination Analysis and evaluation of the final individual project Theoretical inquiry regarding the texts referenced in the bibliography, lecture notes, or one of the audiographic products. The evaluation of the contribution made in class throughout the year will serve as a criterion for assessment. For the examination, each student is required to propose a book of their choice that they deem consistent with the course and to provide a rationale for their selection. Final Project For the examination, it is required to construct a pitch with a teaser for an individual project on an artistic theme.</p>