

<b>SCHOOL</b>	Communication and Enhancement
<b>ACADEMIC YEAR</b>	THREE-YEAR PROGRAM III - 2025/2026
<b>SUBJECT</b>	1589 Workshop III
<b>TYPE OF SUBJECT</b>	Laboratory-Based
<b>NUMBER OF HOURS PER LESSON</b>	3
<b>NUMBER OF ECTS CREDITS</b>	2
<b>DISTRIBUTION OVER THE ACADEMIC YEAR</b>	I SEMESTER

### EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The workshop aims to engage students in the development of a communication project that evolves within a local social and territorial context, and can be articulated into a concrete proposal, eligible for funding through public tenders. Specifically, students will be required to operate within the neighborhood that also houses the Accademia SantaGiulia offices, with the aim of fostering a relationship and exchange between the Academy and the community of residents and students. From an educational perspective, the objective is to facilitate the acquisition of skills necessary for the conception and development of a 'feasible' neighborhood enhancement project, with the 'Culture and Proximity' call for proposals from the Fondazione Comunità Bresciana serving as a concrete reference.

<b>Knowledge and understanding</b>	Students will be required to familiarize themselves with the reading, interpretation, and analysis of a specific call for proposals. They will then develop a project for enhancement and communication, suitable for submission as a participation application, taking into account the specified requirements (eligible subjects, fundable projects, cost amounts, deadlines, operational procedures, regulations, partnerships, documentation to be submitted, and final reporting).
<b>Applying knowledge and understanding</b>	Students will subsequently acquire the skills to analyze the details of the call, identifying which aspects are conducive to admission. From this analysis, they will then proceed to develop a project that can meet and satisfy the required criteria for admission.
<b>Making judgements</b>	In terms of ideation, students will have greater autonomy, as they will be tasked with conceiving a project that involves the neighborhood, selecting a theme, a reality, or a narrative thread to be realized.
<b>Communication skills</b>	The communication skills will be enhanced by the methods selected to promote the project, both in terms of the tools and languages that will be developed, and in relation to the ability to establish a network of aggregation within the neighborhood and present a high-quality proposal.
<b>Learning skills</b>	The learning process for the course content will be structured along two key areas: the analysis and understanding of public tenders, including the evaluation of specific tenders; and the development of a suitable enhancement project that can be translated into an application for admission.

<b>CONTENTS</b>	The workshop content will be structured into the following segments: 1) Reading, Analysis, and Understanding of the Calls for Proposals 2) Meeting with the S. Eustachio District (assessment of the educational, professional, and social realities present) and with the District Committee 3) Meeting with the Promoters of the Call (Municipality of Brescia and representatives of the Brescia Community Foundation) 4) STUDY AND ANALYSIS OF CASE HISTORIES 5) Project Conceptualization 6) Project Documentation 7) Preparation of the Application
<b>ADOPTED METHODOLOGY</b>	<input checked="" type="checkbox"/> In Person Both theoretical and practical lessons will be conducted, with a strong emphasis on laboratory work. We anticipate neighborhood outings, meetings, and group exercises.
<b>ASSESSMENT METHODS</b>	The evaluation will focus on the group's activities and the quality of the final proposal, considering the eligibility for admission to the selected call.