COMMUNICATION AND INTERACTIVE DIGITAL MEDIA 2019/2020 COURSE DESCRIPTIONS
(COURSES SUBJECT TO CHANGE)

FALL SEMESTER:

DIPHID185 - Introduction to Digital Photography Experiential Learning + HACCP Seminar, 6 Credits.

Description: This course introduces contemporary technologies for producing photographic images. Approaching the medium in its current complex and pluralistic state, students explore a variety of photographic concepts and techniques. The fundamentals of using a digital camera including manual exposure and lighting are stressed. The course also introduces seeing, thinking, and creating with a critical mind and eye in a foreign environment (Italy) to provide understanding of the construction and manipulation of photographic form and meaning. During the first half of the course assignments, lectures, readings progressively build on each other to provide students with a comprehensive understanding of camera functions (manual mode) and processing techniques. The second half of the course will focus on weaving the techniques with specific photographic concepts via assignments. NOTE: This course is for beginners. The first half of the course will be devoted to understanding camera functions and basic printing. During this period assignments will emphasize basic camera functions in manual mode. This course includes experiential learning hours with our Community Engagement Member Institutions (CEMI). CEMI are dynamic learning environments created to foster learning through a structured interaction with the community. In addition to regular lecture hours, students will be involved in learning by doing through real projects and integration with the local population and territory in order to remove cultural and learning barriers as well as to develop a strong likelihood for success in life. The experiential learning hours are fully supervised by instructors who track students step by step during their learning experience, monitor and advise according to student needs, and support student initiative. This unique learning model allows students to benefit from an all-encompassing educational experience based on theory and practice in real enterprises, learning of comprehensive operational processes, problem-solving, leadership, and management.

DIVCCG150 - Introduction to Computer Graphics, 3 Credits.

Description: This introductory course provides a foundational knowledge of basic graphic design principles, exploring essential methodology and concepts on which to build. Course topics include basic models for good and efficient design through a series of exercises, introduction to the Adobe Creative Suite, layout, space and grid system, line, shape, forms and color, and fonts and typography.

CPPULM330 - Magazine Editing and Publishing I, 3 Credits.

Description: The first of a two-part series on magazine production, this course gives students a professional magazine production experience as an academic course. Students, under the supervision of faculty members, will curate every phase of production brainstorming, design, writing, photos, editing, layouts, production, and distribution of a professional lifestyle magazine produced by the institution. The magazine and its semiannual format will represent the student's approach to living in Florence and topics such as the arts, gastronomy, travel, style, city scenes, etc. from a cutting edge perspective that seeks to challenge and go beyond the surface of a city. Course projects and activities will interact with the journalism activities of Blending, the magazine of FUA's campus press Ingorda. This project requires additional hours outside of regularly scheduled class times. This class includes experiential learning with CEMI.

IDIDCD280 - 3D Computer Design and Rendering, 3 Credits.

Description: This course is based on the concepts and techniques of creating, viewing, and manipulating 3D models. Through the generation of drawings and perspectives, students develop an in-depth understanding of the modeling and rendering techniques used for creating objects and new products. This class includes experiential learning with CEMI.

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DIVCDF190 - Visual Communication and Design Fundamentals Studio I, 3 Credits.

Description: This course centers on visual communication design as a human communication problem and focuses on essential aspects of the profession and of the education of designers. The visual communication designer works on the interpretation, organization, and visual presentation of messages. Sensitivity toward form should go hand in hand with sensitivity toward content. Visual designers concentrate their work on the effectiveness, appropriateness, beauty, and budget of the messages. Through a series of tasks and exercises, the ubiquitous presence of visual communication principles will let the student see the many aspects of shape, color, space, typography and movement more compellingly as manifestations of one coherent medium. Topics include the study of space, color, frame, layout theory through the principles of Gestalt Psychology and other fundamentals concepts. The course will focus primarily on the basic computer programs for visual communication from the Adobe Suite. This class includes experiential learning with CEMI.

SPRING SEMESTER:

Course Descriptions Coming Soon!

- Introduction to Creative Video-making Experiential Learning
- Magazine Editing and Publishing II
- Introduction to Film Photography
- Introduction to Product Design
- Introduction to 3D Printing and Fabrication