

FACULTY OF ARTS AND LETTERS

DEGREE COURSE: **FASHION AND DESIGN BA**

SUBJECT: THEORY AND PRACTICE OF AUDIOVISUAL MEDIA

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OBJECTIVES

Develop skills about:

- Historical development of audiovisual forms for Cinema, Television, and Web (i.e. movie, video, trailer, spot);
- Methods for the analysis of audiovisual Forms;
- Functional knowledge to create an audiovisual product.

At the end of the Course students will have acquired knowledge to analyze audiovisual forms, with a multimedia point of view, and functional to the use of methods and tools for the project of a simple, audiovisual product.

CONTENTS

1. audiovisual production: history;
 2. audiovisual production: forms and typologies (for cinema, television and web) ;
 3. theories of audio-visual analysis;
 4. theories about audiovisual productions;
 5. examples of multimedia analysis.
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ASSESSMENT

Written exam: Multiple choice and open questions.

RECOMMENDED TEXTBOOKS

- R. Robertson, *Cinema and the Audiovisual Imagination: Music, Image, Sound*, I.B.Tauris 2014.
- H. Beller - M. Chion - D. Diederichsen, *See This Sound: Audiovisuology Essays: Histories and Theories of Audiovisual Media and Art*, Buchhandlung Walther Konig GmbH & Co. KG. Abt. Verlag, 2010.
- C. Lunds - H. Lunds, *Audio Visual: on Visual and Related Media*, Arnoldsche - Har/DVD edition 2009.
- B. Block, *The Visual Story: Creating the Visual Structure of Film, TV and Digital Media*, Focal Press 2007.
- S. Cubitt, *Videography: Video Media as Art and Culture*, Palgrave Macmillan 1993.
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