

# FACULTY OF ARTS AND LETTERS

## DEGREE COURSE: **FASHION AND DESIGN BA**

### **SUBJECT: THEORY AND PRACTICE OF AUDIOVISUAL MEDIA**

#### **LECTURER: ROBERTA ZIOSI**

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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.

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### **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.

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### **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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