

SID. Scuola Italiana Design Dipartimento di Disegno Industriale

Documento sintesi obiettivi Corso

Anno Accademico: 2024/2025

Materia (nome): Lingua Inglese 3

Docente: STUART

Descrizione del corso:

(Inserire qui una descrizione generale del corso, argomenti e obiettivi preposti)

The goals of the final year of the English course are to create a number of projects that are specifically linked to the students' profession (the other two years begin the approach of applying their language skills into appropriate contexts). The academic goals of the third year English course involve producing projects that they can use directly in their career (a Video CV) and consolidating skills that they will need in that career (the potential of crowdsourcing in their profession).

Lista degli argomenti trattati:

(Inserire qui l'elenco degli argomenti trattati nel corso)

The first 13 hours are spent examining the KS platform, how it works, best practices (including group work where each group teaches the others the strategies in their specific categories) and strategies for making the most out of its relatively simple format. Students examined real campaigns, including one created by Fabio Verdelli's Design Studio in Milan (with which I collaborated) as an example of how "people like you" can do it. In addition to this, there is a short module on creating advertising copy.

The second module focuses on creating a Video CV as a complementary element in a variety of "products" (portfolio, cv, website, etc.). Students examine different formats and examples of varying quality to get a sense of the type of information and content that often gets included. Students then spend time writing and planning their own video CVs.

Obiettivi formativi specifici del corso:

(Inserire qui gli obiettivi ed il presunto grado di preparazione degli studenti da raggiungere alla fine del corso)

The objectives in this final year fundamentally revolve around taking the various skills they've developed in the last two years with me (synthesizing information and creating content that they can present verbally, visually, and textually) along with the various design-related skills and implementing them in two "real" projects.

The Kickstarter project gives students the opportunity to simulate the creation and publication of a real crowdfunding campaign with almost all of the connected elements in real life. Students who actively follow the module will have most of the knowledge and know-how to create KS campaigns and

The second project taught students how to take their wide variety of skills and find a way to synthesize them into a Video CV. Along with their portfolios, students learned how to focus on their skills accumulated over these years and how to communicate them in an effective way. At the very least, it was an opportunity to communicate their process and growth professionally in English.

Modalità di erogazione della didattica:

(Lezioni frontali, esercitazioni pratiche, progetti, workshop, ...)

Lessons are frontal with the guidelines for creating the projects being communicated and practiced through the various lessons, and then consolidated in personal practice and finally realization of the projects.

Modalità d'esame/valutazione:

(metodo di valutazione del grado di preparazione degli studenti – esame scritto, valutazione prove pratiche, ...)

The two projects are evaluated and then averaged together.

The Kickstarter project is assessed on its adherence to project guidelines and effectiveness (linguistically and in terms of general digital/verbal communication)

The Video CV is assessed on similar terms, with guidelines to satisfy and linguistic parameters to follow.

Bibliografia fondamentale e bibliografia consigliata:

(Inserire un elenco di pubblicazioni, riviste o fonti di informazione consigliate per il corso)

<https://www.kickstarter.com/>

Data e Firma Docente:



16.10.24