

RESEARCH THEME

XL cycle – a.y. 2024/2025

Title of the doctoral research

From Visual Culture To New Boundaries For Communication Design Education

Proponent professor

Valeria Bucchetti

Abstract

The research field relates the Visual Culture field – studies on Visual Culture (Bredenkamp, H. 2015; Mitchell, W.J.T., 2017) that are defined by the attention paid to the 'practices of seeing' – with Basic Design, and its developments (Anceschi, G., 2010), as a form of didactic learning based on a set of foundations of Configuration Theory. We want to investigate the developments of educational processes of Communication Design in the light of the transformations that have characterized the design area and which see the 'iconic act' immersed in a constant evolutionary process. It is a question of investigating new models for literacy in the social use of images to be placed at the basis of the training of the communication designer. In particular, considering the multiple factors underlying the transformations of the communicative context which require a strengthening of the theoretical tools. From hypervisibility, which sees the power of visibility besieged by itself in which density and pervasiveness, thanks also to the network that has redistributed and expanded the 'space' of vision, produce the phenomenon of image overload; to the democratization of digital technologies that have changed both the design and production processes of communicative artifacts, and the teaching methodologies through which to learn them, up to the most advanced forms of applications of generative computing and the AI image generator.

Keywords

Visual Culture, Configuration Theory, Communication Design Education