

RESEARCH THEME

XLII Cycle – a.y. 2026/2027

Title of the doctoral research	Rethinking Practices of Seeing in Communication Design: Theory, Practice, and Digital Transformation
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Proponent professor	Valeria Bucchetti
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Abstract	Communication design must invest in basic research in order to advance studies related to the field of Visual Culture, with the aim of strengthening theoretical tools in light of the transformations that have characterized it. The iconic act, immersed in a constant process of evolution, must today confront new models of literacy in the social use of images, the themes of hypervisibility—where the power of visibility is besieged by itself—and the phenomena of density and pervasiveness which, also thanks to the web, have expanded the space of vision, producing a semantic overload. Within this framework, it is also necessary to consider the processes of democratization of digital technologies, which have changed both the processes of designing and producing communicative artifacts, and the methodologies and approaches through which they are learned, including, not least, the most advanced forms of application of generative computation and AI-based image generation. It is therefore a matter of reconsidering studies on Visual Culture (Bredekamp, H., 2015; Mitchell, W.J.T., 2017), the theories that place the “practices of seeing” at the center, and the reflections developed around Basic Design (Anceschi, G., 2010), in order to contribute to the foundations of Configuration Theory, while maintaining as the axis of research the educational processes of Communication Design, which must be able to adapt its tools in relation to the overall transformations of the communicative context.
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Keywords	Visual Culture, Theoretical Frameworks, Educational Processes
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