

MASTER DEGREE: Technologies and languages of communication

COURSE: Digital Transformation

CFU: 5 (Antonio Opromolla) + 1 (Marco Accordi Rickards)

MODULES: 1st Module conducted by Antonio Opromolla, 2nd Module conducted by Marco Accordi Rickards

ACADEMIC YEAR: 2023/2024

TEACHER: Antonio Opromolla

EMAIL: a.opromolla@unilink.it

RECEPTION HOURS: at the end of each lesson

#### TEACHING LEARNING OUTCOMES:

The teaching aims to make the student achieve the following learning outcomes.

1. With reference to knowledge and understanding: Acquire fundamental notions on digital transformation processes and its impact on society.
2. With reference to applied knowledge and understanding: Acquire design skills of digital transformation solutions in the urban environment.
3. With reference to independent judgment: Knowing how to critically analyze specific urban contexts and define the most suitable strategies for their transformation.
4. With reference to communication skills: Acquire mastery of the terminology and digital transformation tools, explain and present the results of the analysis adequately and creatively.
5. With reference to the ability to learn: Acquire mastery of the processes underlying the digital transformation and bibliographic references useful for the project conducted.

#### PROGRAM

- Lesson 1: Course Presentation + Introduction to Digital Transformation
- Lesson 2: Entering in the Digitalized Society
- Lesson 3: How Digital Transformation is Changing Different Societal Fields
- Lesson 4: Digital Transformation in Public Services
- Lesson 5: The role of Design in Digital Transformation
- Lesson 6: Technologies for Digital Transformation
- Lesson 7: The Economic Side of Digital Transformation
- Lesson 8: Organisation and Processes under Digital Transformation
- Lesson 9: Test
- Lesson 10: Work on the PW

#### POSSIBLE RECOMMENDED PROPERTIES

None

#### METHOD OF CARRYING OUT THE EXAM

For Attending Students:

- First part: Test on the slides of the lessons
- Second part: Discussion of the project work. It consists in a thesis on a topic that will be discussed during the lessons

For non-attending students (oral exam):

- Slides of the lessons
- A book to be chosen from:
  - Antonio Opromolla, Human-centered cities. Significati, sfide e relazioni della città del futuro, 2021 (Italian)
  - Bas Boorsma, A New Digital Deal, 2020 (English and Italian)

#### TEACHING EVALUATION CRITERIA

1. With reference to knowledge and understanding: the final exam will assess the student's acquisition of the basic notions relating to the topics listed in the detailed teaching program.
2. With reference to applied knowledge and understanding: the final exam will assess the ability to design solutions and processes for the digital transformation of cities.
3. With reference to independent judgment: the final exam will assess the ability to discern the most suitable texts relating to the subject matter and the ability to do so independently.
4. With reference to communication skills: the final exam will assess the ability to adequately and creatively present the result of the analysis achieved.
5. With reference to the ability to learn: the final exam will assess the mastery in the search for themes and texts and bibliographic references useful for the project conducted.

#### FINAL VOTE ALLOCATION CRITERIA

The achievement of an organic vision of the issues addressed, the possession of a specific language, the knowledge of the complex elements underlying the analysis of different types of texts and the ability to apply digital solutions to a specific social and cultural context will be evaluated with marks of excellence. A manual knowledge of the subject, skills of synthesis and analysis that are not articulated or a correct but not always appropriate language, such as a scholastic domain of the discipline, lead to discrete evaluations. Training gaps or inappropriate language, such as a lack of knowledge of the basic concepts of the course, make it possible to obtain grades on the threshold of passing. Training gaps, inappropriate language, lack of orientation within the bibliography and inability to analyze are negatively evaluated.

#### TEACHING MATERIALS

- Didactic material provided during the course

+

- Antonio Opromolla, Human-centered cities. Significati, sfide e relazioni della città del futuro, 2021 (Italian)

OR

- Bas Boorsma, A New Digital Deal, 2020 (available in English and Italian)