## **Lab on Visual & multisensory communication**

## Prof. Lorenzo Foffani

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The aim of the course is for students to learn a multisensorial approach for an integrated campaign.

At the end of the lab, the students will have the ability to identify key aspects of the product/service and to combine them into a communication ecosystem that will involve and enhance a variety of senses. They will understand how to identify the most relevant intrinsic values/attributes and to match them with a storytelling that will trigger the consumer interest.

***TEACHING METHOD***

After an introduction on the objective of the course and the most relevant tools that will be used, the students will work and learn on some real brief that were given to agencies/companies.

***ASSESSMENT METHOD AND CRITERIA***

Assessment will be happening during the lab itself.

***NOTES*** ***AND PREREQUISITES***

Students need to be aware of the basic principles of communication.

Thus, they will already know:

- how to work on the communication funnel

- Tools for competitors benchmarks

- How to work on consumer insights

- How to read and plan some research/listening

- How to create brand pyramids/ladders

- How to deal with channel planning