



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Dipartimento
di Lingue, Letterature
e Culture Straniere



FAIRLEIGH
DICKINSON
UNIVERSITY

HUMANITIES SUMMER SCHOOL COURSES

Period: 3 – 14 July 2023

Visual Culture: Digital Images, Virtual Reality, Videogames and their Cultural Roots

Instructor to be announced.

Our everyday life is filled with images and our experience of the world is continuously mediated and negotiated through visual elements. However, we tend to think that images are something passive and easy to analyze, especially given the sense of immediacy that many forms of digital visuality seem to provide. This module is an introduction to visual culture studies and aims to provide students with a general understanding of how contemporary images work in terms of agency circulation, and politics. Addressing various forms of digital images (from photography and cinema to videogames and virtual reality), the course will help students to develop a critical sensitivity towards the visual, stressing elements such as the presence of ideological narratives, the role of devices in our perception of the world and the multisensorial dimension of our relationship with images. Through collective discussion of theories and case studies, the course will address issues such as: What is the role of images in contemporary society? How is vision historically, culturally and geographically defined? How does politics define what we see and we do not see? How do (or do not) we visually perceive racial or sexual narratives?

'Make' in Italy: An Introduction to Entrepreneurship and Startups

C/o CYFE, Center for Young and Family Enterprise, Project Manager Prof. Davide Hahn

The entrepreneur is an agent of change and an innovator who seizes opportunities and needs in a wide range of fields. Radical and rapid changes in new technologies (such as information technologies, biotechnologies, new materials, renewable energies), opportunities coming from a globalized and interconnected economy, and societal trends (new approaches to health, aging and lifestyles) enable the establishment of startups in different sectors.

The course moves from the idea that the entrepreneurial culture fosters innovation and that there are phenomena and dynamics that characterize an "Italian way" to entrepreneurship: regional and sectorial variety of innovation ecosystems, diffused craftsmanship that meets digital transformation, entrepreneurial models based on families and communities, and so on.



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The course is mainly practical (through laboratory activities) and challenges students to explore innovative ideas of new businesses and discover their potential.

At the end of the course students will be able to:

- analyze the value of an entrepreneurial idea through different perspectives;
- master the tools needed to establish and develop a startup project