



## DIGITAL ENVIRONMENT DESIGN

### Introduction

Digital information has become a fundamental commodity of our time: it is of interest in almost all manifestations of human life and brings a radical modification of processes of production, experience and culture. We are increasingly dependent upon multimedia technologies, and modern society is now in a period in which types and modes of sensorial perceptions are being modified. Such a process of hybridization determines new dynamics of knowledge, in which thought processes are caused by integration of stimulus received from the natural perception system with information originating from artificial devices, revealing phenomena which was previously invisible, if not even unimaginable: the mix of telematic networks, data flows, stimulation models characterise a new dimension of reality. In the most innovative institutions of the information society, the various fields of cultural production, performing arts, design and the exhibition industry, there is a growing demand for professionals who can interpret these changes.

With the launch of the Master in Digital Environment Design, a new space has been opened for research and experimentation that can adequately represent the content and dynamics of this new context.

### Educational Philosophy

The aim of Master is to develop both technical and critical skills, and to train new professional figures, able to create environments that integrate the digital scenarios of the information society in new representations of space, characterised by the dynamics of pervasiveness and interaction. Through the integration of theoretical and critical studies, research and experimentation, the program defines a new educational approach with a methodology that is based on the interdisciplinary sharing of general topics through the structure of different artistic and technological languages, in order to arrive to the elaboration a final project that includes the complexity related to the professional environment.

During the program the student experiments with representation models of digital environments to study about one of the most significant aesthetic dimensions of recent years: interaction. The creative process is focused on using digital techniques as such as 3D modelling and animation, interface design, database management for the design of complex digital environments: from technological exhibitions and contemporary theatre, to virtual museums, but also communication architectures, delocalized and with a high level of space-time plasticity, in order to face the problem of representing information processes, fluxes and networks, and the resulting structural changes involving our contemporary society.

### Professional profiles and opportunities

The course is addressed to designers, architects, theatre designers, artists, authors and multimedia designers. The training is oriented towards design and realisation with specialisation in a variety of fields:

- theatre and artistic sector: digital theatre environment design and new forms of performance (interactive dance, multimedia performance, digital story-telling), production of digital and interactive artistic installations;
- exhibition and design sector: communication for key events of products and brands;
- cultural heritage sector: realisation of interactive digital and virtual paths for museums, exhibitions and envi-

ronments of cultural value;

- exhibit and interaction design sector: interactive environments for multimode displays.

Further professional opportunities and fields of specialisation:

- architecture, furnishing, design: domotics, pervasive environments;

- digital TV, podcasting, web design: interface design, post-production, special effects.

The curriculum, based on theoretical and methodological study and activities applied to a wide range of contexts, allows for placement in professional structures that operate in the above described fields. The projects realised and seminars organised during the program allow participants to develop their portfolios and widen the network of contacts facilitating professional development.

## Program

The Master program undertakes five project areas: design of exhibition spaces (exhibition design), scenography (digital theatre design), design of virtual museums, communication architectures (urban display, pervasive environments, domotics) and new forms of performance (interactive performance). Each of these areas is treated in an integrated way with courses that allow students to develop different professional skills simultaneously: technical, methodological and cultural skills. A great relevance is given to an interdisciplinary and team approach to projects; together with the teachers students take part in real productions: research and experimentation are united in the elaboration of one or more projects-events in collaboration with a network of partners.

The curriculum is divided into two parts. In the first, attention is focused on theoretical-scientific and technical-methodological skills, while the second part of the program is dedicated to design project elements. As such there are a variety of course types: project workshops, technical laboratories, theoretical courses, short seminars, meetings with external guests and guided visits.

The objective of the project workshops is to learn about the field of 3D animation, visual and interface design with video and multimedia techniques, in order to reveal new interactive and multimode representations intended for exhibition design, cultural heritage and scenarios for performance events. In the laboratories equipped with advanced technology the conditions simulate a real studio: from briefing to ideas elaboration, from project development to the presentation of a prototype.

The technical-methodological laboratories aim to introduce the tools used for design and production of multimedia projects. The laboratories are integrated at an interdisciplinary level, offering coordinated support for the development of project work.

The theoretical courses involve critical study of issues related to spatial anthropology and to the theory of mass media, to cognitive sciences and to the history of contemporary theatre.

Short seminars and meetings with artists and professionals, organised in collaboration with other NABA Master programs, allow participants to acquire a broad vision of the international scene.

Guided visits to research centres, performing and audio-visual productions, publishing houses, theatres, artist studios and contemporary art galleries enrich a curriculum that also foresees participation in one or more international festivals and conferences.

A studio lab (D3D-lab) equipped with most advanced technologies and professional softwares, as well as a wide range of laptop computers are at students and professors disposal for projects research and development.

TRAINING ACTIVITIES	ARTISTIC-DISCIPLINARY AREA	CREDITS	TOTAL CREDITS FOR EACH KIND
PROJECT WORKSHOPS	DIGITAL STAGE DESIGN	6	16
	INTERACTIVE INSTALLATIONS (COMMUNICATION ARCHITECTURES, EXHIBITION DESIGN, INTERACTIVE PERFORMANCE, VIRTUAL MUSEUM)	10	
THEORETICAL COURSES	SPACE ANTHROPOLOGY	3	12
	THEORY AND METHODOLOGY OF MASS MEDIA	3	
	HISTORY OF CONTEMPORARY THEATRE	3	
	VISUAL ANTHROPOLOGY	3	
TECHNICAL-METHODOLOGICAL LABS	DIGITAL ANIMATION TECHNIQUES (3D MODELLING AND ANIMATION)	5	24
	INFORMATION TECHNOLOGY (PHYSICAL COMPUTING)	4	
	MULTIMEDIA INSTALLATIONS (MULTIMEDIA PERFORMANCE, MEDIA INSTALLATIONS)	4	
	SOUND DESIGN	3	
	INTERACTION DESIGN (INTERACTIVE STAGE DESIGN, HYPERTEXTUAL DRAMATURGY)	5	
	DIGITAL STAGE DESIGN	3	
FURTHER TRAINING ACTIVITIES	INTERNSHIP	4	4
	PERSONAL STUDYING AND PROJECTS DEVELOPMENT/		
	PROFESSIONAL TRAINING/ PORTFOLIO/ FINAL PROJECT	4	4
<b>TOTAL</b>			<b>60</b>

## Internship and Professional Training

Throughout the year students will acquire a number of methods and techniques in the extra-curricular Personal Training Courses, which will be useful to them in the working environment, in terms of designing professionalism and presentation techniques.

During the second part of the study process there is a period of internship, structured as an intensive laboratory at NABA, within the frame of a co-production agreement for events or digital environment projects, with partner companies and institutions. This kind of internship allows students to develop an entire project with all necessary technological tools at their disposal; to experiment professionally with a real customer and to work in a multidisciplinary team as happens in a working context.

It will also be possible to undertake a second period of internship in museums, theatres and cultural production institutions, or in multimedia/exhibition design studios.

## Evaluation

The program foresees individual evaluation at the end of each project workshop and every series of lectures and laboratories, checking the different parameters and monitoring the development of student's project and technical skills, as foreseen in the curriculum. The Master program ends with a final exam, open to the public, where the student will present a final project and a portfolio, showing the intermediary stages of the single projects carried out during the course.

## Course Director

Paolo Atzori <http://www.khm.de/~Paolo>

After a period working as an architect in Vienna Paolo collaborated as an artist and scientific consultant with the Cologne Academy of Media Arts (KHM), where together with Fabrizio Plessi he founded the department of electronic theatre design. From 1994 to the present he has created many theatrical and artistic projects characterised by experimentation with electronic and digital technologies and with the objective of expanding the scenographic environment and introducing new representations of space characterised by the dynamics of pervasiveness and interaction. Paolo Atzori has also curated numerous exhibitions dedicated to electronic and digital arts, directed educational programs, participated in conferences and seminars and published articles and essays on digital culture.

## Scientific Committee and Teaching Staff

\* For the complete list of lecturers and subjects please see the website [www.master-naba.com](http://www.master-naba.com) and [www.master-naba-d3d.net](http://www.master-naba-d3d.net).

### Scientific Committee

Isabella Bordoni (Digital Theatre author and interpreter)  
Roberto Castello (ALDES)  
Antonio Caronia (Philosopher, PhD M-Node)  
Mario Canali (Arcnaut)  
Francesco Monico (Mediologist and Director M-Node)  
Paolo Ranieri (N!03)  
Nicola Zanardi (HubLab)

### Teaching Staff

Paolo Atzori (Digital Scenographies)  
Enrico Bagnoli (Lighting Design)  
Massimo Banzi (Senses and sensors)  
Stefano Bassanese (Sound synthesis and elaboration)  
Isabella Bordoni (Storytelling)  
Andrea Borlo (3D Modelling->Maya)  
Marco Brizzi (Space anthropology)  
Antonio Caronia (Aesthetics of new media)  
Mario Canali (Interactive installations/virtual worlds)  
Roberto Castello (performance)  
Stefano Delle Monache (Audio Interaction Design)  
Raffaele de Tintis (Audio Interaction Design)  
Jaromil (Theories and techniques of free software)  
Kris Krois (Public Space and the Economy of Attention: Interactions, interventions and subversions)  
Francesco Lupi Timini (Advanced Video Editing and Special Effects)  
Norbert Math (Pure Data)  
Armando Menicacci (Interactive Performances)  
Francesco Monico (Theorie and technique of mass-media)  
Annamaria Monteverdi (History of contemporary theatre)  
Orfeo Quarenghi (Interface Design)  
Andrew Quinn (3D advanced)  
Paolo Ranieri (Multimedia museum design)  
Paolo Rigamonti (Mediascape-Soundscape-Datascape)  
Benjamin Tighpen (Sound synthesis and elaboration)  
Christian Ziegler (interactive stage)

### Partners and international relations

The projects carried out during the Master program are realised in collaboration with professionals, who are particularly innovative in the various fields of digital design some of whom already collaborate with NABA and other professionals who are involved in Master course. These include: Interactiondesign-lab srl, Milan; HubLab, Milan; N!03 s.r.l., Milan; Fondazione Fabbrica Europa, Florence; Centro Culture Contemporanee ZO-CULTURE, Catania; Museo Nazionale della Scienza e della Tecnica Leonardo da Vinci, Milan; Mediateca Santa Teresa, Milan; Allianz Teatro (ex-Teatro della Luna), Milan; Teatro Litta, Milan.

Interested students may request to continue their studies by taking a period of study in one of NABA's foreign university partners on completion of the Master course. Such requests will be evaluated and presented to the partner institutions if related to the students' research goals. NABA collaborates, among others, with Center of Advanced Inquiry in Integrative Arts-University of Plymouth, McLuhan Program in Culture & Technology University of Toronto, Philadelphia University, San Francisco State University.

## Admission requirements

The program is addressed to designers, architects, theatre designers, visual artists, multimedia project managers and authors, graduates with a philosophy, arts theory and practice, media communication.

Admission of students with different degree or diploma, as well as professionals with a significant experience in the program's field, will be taken into consideration if the applicant is motivated by a research interest towards the programs' topics. Participants not holding a first level Bachelor degree/academic diploma will not get the 60 educational credits, but will receive a certificate (instead of a diploma) of attendance to the first level academic Master.

Admission will be subject to selection, which will be done in order to identify the mix of necessary skills to create project working groups. A commission lead by the program's Director will evaluate whether the degree corresponds to requirements and will identify possible educational credits or debts, upon estimating the candidate's application.

All the post-graduate educational programs have restricted entry, for a maximum of 25 enrolled students.

## Selection procedure

All admission are based on an evaluation interview. In order to apply for the evaluation interview, candidates have to fill in the application form, to be required on the website [www.master-naba.com](http://www.master-naba.com) ("Admissions" area) or via email, writing to [master@naba.it](mailto:master@naba.it).

Together with the application form, candidates will have to submit to NABA the following documents, creating the "application dossier":

- curriculum vitae/resume (max 2 typed pages)
- artistic and professional portfolio
- motivation letter (max 1 typed page)
- documentation regarding previous academic career:
  - study plan (academic transcript) of previous studies, translated into English/Italian, listing subjects and exams, with corresponding number of hours/credits and short description of each subject's program
- copy of Bachelor Degree/Academic diploma (if available), translated into English/Italian
- documentation regarding further courses or seminars attended (if available)
- certificate attesting the knowledge of the Italian language, or letter of purpose stating the student's commitment to learn the corresponding language
- copy of passport/ID card.

Upon reception of the "application dossier", NABA will get in touch with the candidate, in order to answer possible doubts or questions and to communicate the exact date and time of the evaluation interview.

Before starting the interview, applicants will have to submit a copy of a valid identification document. Any educational credits or debts will be notified to the applicants together with the results of the selection procedure.

For those international applicants who cannot come in person to NABA for the interview, alternative distance evaluation methods will be agreed for every single case. Please contact us at [master@naba.it](mailto:master@naba.it) for further details.

## Deadlines

Applications will be evaluated starting from April 1st, 2008, until all the available places will have been assigned. Deadlines vary depending on the selected program and on the candidate's citizenship, according to the following outline. Students interested in grants and scholarships opportunities and deadlines, please visit the website area "Fees, grants and scholarships" on [www.master-naba.com](http://www.master-naba.com).

	ITALIAN AND EU CITIZENS	NON-EU CITIZENS
FIRST LEVEL ACADEMIC MASTER PROGRAMS - ADMISSIONS OPENING	APRIL 14TH, 2008	APRIL 1ST, 2008
FIRST LEVEL ACADEMIC MASTER PROGRAMS - ADMISSIONS DEADLINE	OCTOBER 31ST, 2008	SEPTEMBER 30TH, 2008
FIRST LEVEL ACADEMIC MASTER PROGRAMS - ENROLMENTS DEADLINE	NOVEMBRE 30TH, 2008	OCTOBER 31ST, 2008

## Fees and payment conditions

The total fee for first level academic master programs attendance may vary - as a consequence of the awarding of scholarships or other kinds of grants, awarded according to different deadlines throughout the year - from 12.000 to 7.220 Euros.

The tuition fee payment is divided into various instalments and amounts, varying according to student's citizenship:

### Italian and EU citizens

By November 30th, 2008 (enrolment deadline) - 3.000 Euros (600 enrolment + 2.400 tuition first instalment)

By the first day of class - 4.000 Euros (tuition second instalment)

By July 31st, 2009 - 5.000 Euros (or in any case left amount, according to possible grants or scholarships)

### Non-EU citizens

By October 31st, 2008 (enrolment deadline) - 3.000 Euros (enrolment)

By January 31st, 2009 - 9.000 Euros (or in any case left amount, according to possible grants or scholarships)

## Special terms

Early Bird discount:

5% discount on the whole amount (including both tuition and enrolment fee), if the enrolment is done within September 30th, 2008.

Unique solution discount:

5% further discount on the final amount (already discounted of early bird, grants or scholarships), if the total amount is paid all together (including both tuition and enrolment fee) at the moment of the enrolment.

## NABA & partners - grants and scholarships

Together with various public and private institutions, NABA awards every year a series of scholarships partially covering the tuition fee amount.

NABA offers 18 scholarships for Italian students - 3 for each postgraduate program, with the exception of Landscape Design Master program - partially covering (33%) the whole amount of enrolment and tuition fee.

Further 18 scholarships, 3 for each postgraduate program - with the exception of Landscape Design Master program, are reserved to international students.

NABA reserves the right to award further grants to talented students, with the study/work formula, where students commit themselves to work for the Academy, according to terms established on an individual basis.

Candidates may download the announcements from the box on this page, or require them via email writing to [master@naba.it](mailto:master@naba.it).

Further agreements with external partners, for scholarships partially or totally covering the tuition fee amounts, will come throughout the year. We recommend interested students to regularly visit the "Fees, grants and scholarships" area of the [www.master-naba.com](http://www.master-naba.com) website. Moreover, sending an email to [master@naba.it](mailto:master@naba.it) it is possible to be inserted in a mailing list and receive updated information.

## Private bank loan

Italian and EU citizens may apply for private bank loans with special conditions, called "Prestito d'Onore", thanks to an agreement between NABA and one of the main Italian banks, Banca Popolare di Milano.

For further information please see [www.master-naba.com](http://www.master-naba.com) website.

## Summary

**Fields of specialization:** hypermode design and scenography, multimedia production, virtual architecture.

**Professional profiles:** digital theatre designer, designer of museum and exhibition digital environments.

**Director:** Paolo Atzori.

**Language:** Italian.

**Title:** First level academic master.

**Credits:** 60 CFA.

**Duration:** one year, from January to December.

**Yearly schedule:** intensive - 600 hours of class and 800 including individual studies, group studies, internship

**Internship or company project:** the internship can be undertaken in an external institution or within NABA, in a development laboratory supported by a partner company.

**Evaluation:** in addition to the individual evaluation at the end of each course module, there will be a final exam open to public, foreseeing the presentation of the portfolio including the projects carried out during the course.

## NABA

NABA is an Academy of Fine Arts and Design, legally recognized within the Higher Education Fine Arts System (AFAM), a department of the Italian universities system ruled by the Italian Ministry of Education and Research (MUR), which includes academic institutions involved in the field of fine arts, music and performing arts. Founded in 1980, it was the first academy within the AFAM system to create experimental courses in the design area

(fashion, graphic, industrial, interior), showing a permanent interest towards research and innovation. Strongly oriented towards experimentation, NABA aims at integrating education, research and production and at fostering a cross-disciplinary, intercultural and socially responsible approach to education and artistic production.

Nowadays NABA educational offer is structured in three major training areas - Visual Arts, Communication and Design - structured in six Schools or Departments: Visual Arts, Design, Fashion and Textile Design, Graphic Design and Art Direction, Media Design, Theatre Design. All degrees issued by NABA are internationally recognised, allowing students to continue their studies in Italian and foreign academies and universities: the undergraduate three-year degrees are equivalent to the BA (Bachelor of Arts) Degree and the postgraduate two-year degrees to the MA (Master of Arts) Degree, while the one-year Master courses correspond to a first level Italian university master diploma. Together with other institutions, NABA promotes also a Master Program in Landscape Design (in collaboration with Politecnico di Milano) and a Master Program in Photography and Visual Design (in collaboration with FORMA Centro Internazionale di Fotografia). In addition to the academic programs, the Academy hosts in its premises Semester and Summer programs held in English in the areas of communication, fashion and design, organized in collaboration with Philadelphia University (US), Domus Academy (I), Central Saint Martins College of Arts and Design (UK).

Studying at NABA means meeting professionals and artists coming from various professional environments, taking part in several extra-curricular activities and working with students from all over the world. The multicultural environment of the Academy, with more than 20% of its more than 1000 students coming from abroad, is also strengthened by the wide network of international relations. In fact, in addition of being member of ELIA (European League of Institutes of the Arts) and part of the LLP-Erasmus project, NABA is twinned with more than forty European and international Universities and Academies, including, among others, Rhode Island School of Design (US), San Francisco State University (US), Pratt Institute (US) and Nagoya University of Arts (JP). Furthermore, NABA participates in the M-Node Planetary Collegium project, an innovative PhD Program in Arts and Technologies organised by Plymouth University (UK).

## NABA educational offer

### UNDERGRADUATE PROGRAMS

VISUAL ARTS

GRAPHIC DESIGN AND ART DIRECTION  
MEDIA DESIGN

DESIGN  
FASHION AND TEXTILE DESIGN  
THEATRE DESIGN

### MA DEGREE PROGRAMS

VISUAL ARTS AND CURATORIAL STUDIES

MULTIMEDIA COMMUNICATION DESIGN  
DIGITAL ENVIRONMENT DESIGN

INTERIOR DESIGN \*\*\*  
TEXTILE AND NEW MATERIALS DESIGN

### FIRST LEVEL ACADEMIC MASTER PROGRAMS

LANDSCAPE DESIGN \*

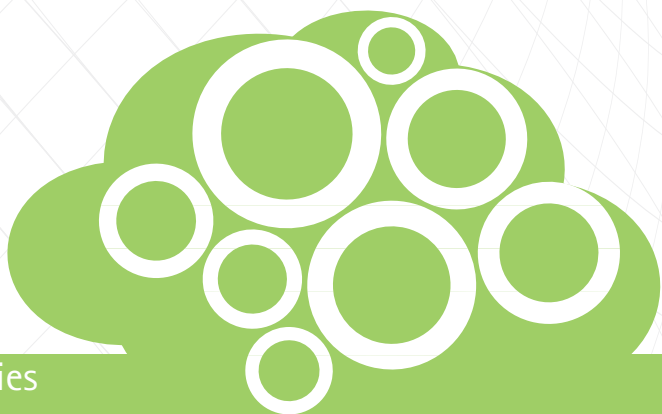
PHOTOGRAPHY AND VISUAL DESIGN \*\*

\* In collaboration with Politecnico di Milano.

\*\* In collaboration with FORMA Centro Internazionale di Fotografia.

\*\*\* In English language.

**NABA**  
postgraduate studies



NABA is an Arts and Design Academy founded in 1980 and legally recognised by the Italian Ministry of University and Research (MUR). It awards academic diplomas equivalent to undergraduate and postgraduate university degrees.

Info and deadlines: [www.master-naba.com](http://www.master-naba.com)

Email: [master@naba.it](mailto:master@naba.it)

**NUOVA ACCADEMIA DI BELLE ARTI MILANO**

Via Darwin, 20 20143 Milano Italia tel. +39 02.97372.1 fax +39 02.97372.280 [www.naba.it](http://www.naba.it)