



GRAPHIC DESIGN & ART DIRECTION COURSE INFORMATION

SPECIALISATION	Brand Design Audiovisual Languages and Techniques
DEPARTMENT	Design and Applied Arts
INSTITUTION	Nuova Accademia di Belle Arti
ACCREDITED BY	Italian Ministry of Education and Research
TITLE AWARDED	Bachelor of Arts
ECTS CREDITS	180
ACADEMIC YEAR	2016/2017
LANGUAGE OF TUITION	Italian or English
COURSE DURATION	Three years

INTRODUCTION

This course guides students into the varied world of communication, which has been increasingly expanding with the spreading of new medias both in applicative and professional areas. At the same time, it takes them on a path of methodological experimentation and specialization, through the efficient integration between two professional specializations - brand design and advertising (audio-visual languages and techniques) - and the recent applicative/disciplinary developments: in digital publishing (on e-books, smartphones and web), viral video distribution on social networks and animated illustration in visual design.

Attention to the crucial elements of graphic design (typography, page layout, infographics, packaging) and constant update of computer graphic software (motion and 3D) are the strong points of our teaching methods, always up to date within the experimental activity of the creative labs: places for research, individual project design and group debates, where our international students, supported by professionals and experts in their industry, work on complete projects thus achieving awareness of the different roles and of their own professional profile.

ADMISSION CRITERIA

The ideal candidates are motivated to study communication in its various branches (graphics, advertising, illustration and computer graphics), are inclined to visualization, expressive synthesis of ideas and thoughts and to the use of communication tools (press, video, radio, web, etc.). They show curiosity towards the cultural aspects and the understanding of their professional environment. Flexibility within technological changes and innovation together with team work are crucial skills to successfully carry out this educational path.

For admission procedures, please refer to the Academic Regulations.

COURSE AIMS

The course aims to develop:

- › The ability of analysing and assessing complex issues related to graphic design and communication, and to consequently develop efficient, suitable and creative solutions using a project method that is consistent, sound and structured.
- › The ability of efficiently conveying information and ideas, supporting the own project suggestions with appropriate explanations and criteria.
- › Knowledge and understanding of the expressive languages and tools, and of the most suitable technologies to create communication strategies in graphics and advertising, beside deep knowledge of the cultural, historical and economic context where these solutions are proposed.
- › Understanding and implementation of mindful and transversal professional methods, ability to work individually as well as in a group and to manage whole projects in observance of briefing and deadlines.

LEARNING OBJECTIVES

KNOWLEDGE AND COMPREHENSION

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

Identify all different fields of application of the acquired skills, the different professional specificities and their related career paths.

Master the languages of communication from their theoretical aspects to their professional application, and be able to recognize the impact of communication processes on the contemporary socio-economic and cultural context

Understand the potential offered by the new technologies and their influence on communication processes.

ARTISTIC, CONCEPTUAL AND COGNITIVE SKILLS

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

Decode communication elements and languages and their cultural context through analytical tools: semiology, aesthetics, theory of mass media and history.

Analyse complex issues related to communication, and identify, among different project solutions, the most suitable and efficient one.

Elaborate suitable and efficient creative solutions based on a solid methodology, supported by research and analysis.

Support their own individual project solutions through consistent and mindful explanation of the creative choices that have been made.

Critically evaluate their own and others' work using field-specific criteria and vocabulary.

Interpret the information given with the creative brief correctly and interact with the professionals involved in the design and production process.

PRACTICAL AND PROFESSIONAL SKILLS

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

Deal with complete communication projects using professional approach and language, together with accurate use of analytical, creative and technical methods.

Develop the communication project on different devices, skilfully using typographical, publishing, illustration, photo and video elements.

Meet the communication and targeting goals with creative solutions that can be used on different media: print, radio, cine-TV, web, social media, etc.

Present a complex project in a simple way using conceptual and visual synthesis tools: infographics, motion graphics and video, etc.

Master all software applications used in their own professional field.

Create a portfolio using narration and visual techniques that are consistent with their own professional profile and with the application tools that have been used.

GRADUATE SKILLS

In compliance with the Qualifications Framework for the European Higher Education Area - QF for the EHEA, at the end of the first study cycle, students will have developed the following skills:

Knowledge and understanding: graduates must have knowledge and understanding in a field of study that builds upon their general secondary education, and must typically be at a level that, whilst supported by advanced textbooks, includes some aspects that will be informed by knowledge of the forefront of their field of study.

Applying knowledge and understanding: graduates must be able to apply their knowledge and understanding in a manner that indicates a professional approach to their work, and have competences typically demonstrated through devising and sustaining arguments and solving problems within their field of study.

Making judgements: graduates must have the ability to gather and interpret relevant data (usually within their field of study) to inform independent judgments that include reflection on relevant social, scientific or ethical issues.

TEACHING AND LEARNING STRATEGY

During the course, students are engaged in different kind of activities, according to the specific learning objectives. Those activities may include:

- › Class lectures
- › Debates, presentations, peer assessment
- › Use of tutorials, videos or other media tools
- › Demonstrations
- › Exercises and revisions
- › Labs
- › Seminars and workshops with industry professionals or visiting lecturers
- › Intensive workshops on specific subjects
- › Development of individual or group projects
- › Individual study or research
- › Field trips related to the professional field
- › Individual sessions and tutoring

ASSESSMENT STRATEGY

The achievement of learning objectives is generally assessed at the end of the term, although intermediate evaluations may occur. Assessment methods vary according to the learning objectives being assessed and may include:

- › Verbal exams
- › Written exams
- › Practical demonstration
- › Graded exercises
- › Graded revision
- › Papers
- › Complete projects
- › Submission of papers, projects or research works

COURSE OVERVIEW

Throughout the three years of the course, students have the chance to explore different areas of communication, experimenting with the techniques that are associated with specific branches of learning. They will develop their own professional profile within brand design or audio-visual languages and techniques. At the end of the course they will be able to mindfully opt for a professional career or a second-level study cycle.

The goal for the first year is to learn how to structure the creative thinking through the introduction of the crucial elements of communication, of design methods and of digital techniques. Students will acquire conceptual, strategic and cultural knowledge that will allow them to deal with communication issues in the field of graphics (basic and corporate design) as well as in advertising (campaigns). Hence, they will be able to develop a project that is consistent with the creative brief, finalizing it in its technical execution and integrating graphical aspects (typography, page layout and publishing) with elements of computer graphics.

The second year focuses on the development of an integrated approach to complex communication projects that make use of different tools and media, with deeper knowledge of the various professional roles involved in the project design. With the study of an integrated campaign in all of its phases - from research to presentation -, students will acquire methods and skills to develop projects for press, tv, web, and social media. In the scope of graphic design they will develop, at the same time, competency in digital publishing and motion graphics productions, alongside with the study of corporate identity on packaging, with 3D simulations.

Students will also be guided towards a more in-depth study with a choice of three subjects: illustration, photography and creative writing.

By the third year, students will reach full awareness of their own professional profile, mainly through two paths:

1. Constant involvement on projects based on real briefs with internationally renowned partners within creative labs, where groups of students supported by experienced professors and professionals of the industry will work on complex, complete projects by creating technologically advanced creative solutions.
2. In-depth study of one subject that will further develop into the thesis project:

› in brand design, with competencies in brand communication and innovation in its extension on web and social media, together with the fine-tuning of strategic skills

› or in audio-visual languages and techniques, specializing in the creation of video campaigns.

The optional subjects of the third year will also make it easier for skilful students with strong personality to find their own way in the new professions of visual design.

› Layout and visualization techniques, digital animation techniques, aesthetics and history of cinema and audio-visual aids.

PROFESSIONAL AND FURTHER STUDIES PERSPECTIVES

Successful Graphic Design & Art Direction graduates have all the theoretical, technical and design tools to start a career in several of the communication fields, including:

Art Director, Copywriter, Graphic Designer, Web Designer, Brand Designer, Visual Designer, Editorial designer, Retail and Exhibition designer, Packaging designer, Illustrator, Visual Designer, Creative Director.

CURRICULUM

1st YEAR				
SEMESTER	CODE	TYPE	COURSES	CFA
I	ABST48	B	History of Applied Arts (History of graphic and advertising)	6
I	ABTEC38	B	Computer Graphic I Adobe Photoshop Adobe Illustrator	8 4 4
I	ABPR19	C	Layout and Visualization Techniques	6
I	ABTEC37	C	Art Direction I Strategy and Planning Creativity: Art and Copy	8 2 6
Additional Training Activities				2
TOTAL CREDITS I SEMESTER				30
II	ABTEC38	B	Computer Graphic I Adobe Indesign	4 4
II	ABST47	B	History of Modern Art	6
II	ABPR19	C	Graphic Design I Typography Basic design e Corporate Identity	8 2 6
II	ABPC68	A	Semiotics	6
Mandatory additional training activities english				2
Mandatory additional training activities general IT				2
TOTAL CREDITS II SEMESTER				30
TOTAL CREDITS 1ST YEAR				60
2ND YEAR				
			Choose 1 options:	6
III	ABPC67	B	Creative Writing	
III	ABAV02	A	Illustration	
III	ABPR31	A	Photography	
III	ABTEC37	C	Art Direction II Integrated Communication Research Methodology	10 8 2
III	ABTEC38	B	Digital Technologies and Application Video Techniques and Dynamic Graphics 3D Design	8 5 3
III	ABST47	B	History of Contemporary Art	6
TOTAL CREDITS III SEMESTER				30

IV	ABLE69	A	Marketing	6
IV	ABPR19	C	Graphic Design II Editorial graphic design Packaging Design	8 4 4
IV	ABPC67	A	Communication Methodologies and Techniques Web design I Digital Communication System (VIRAL)	6 4 2
IV	ABPC65	A	Theory and Methodology of Mass Media	6
Mandatory additional training activities english				2
Additional Training Activities				2
TOTAL CREDITS IV SEMESTER				30
TOTAL CREDITS 2ND YEAR				60
3RD YEAR				
V	ABST51	C	Phenomenology Of Contemporary Arts	6
Choose 1 options:				6
V	ABTEC43	A	Audiovisual Languages And Techniques	
V	ABTEC37	A	Brand design	
V	ABTEC38	B	Computer Graphics II Motion graphic Web design II	6 4 2
V	ABTEC37	C	Project Methodologies of Visual Communication Design Tools Graphic Printing Techniques	6 4 2
Choose 1 options:				
V	ABPR31	A	Photography	
V	ABPR19	A	Layout and Visualization Techniques II (Visual Design for Communication)	
V	ABTEC38	A	Digital Animation Techniques	
TOTAL CREDITS V SEMESTER				30
VI	ABTEC37	C	Project Methodologies of Visual Communication Multimedia lab and editorial devices Creative Lab	6 4 2
Choose 2 options:				
VI	ABST48	A	History Of Cinema And Video	6
VI	ABPC66	A	Aesthetics	6
VI	ABPR31	A	Photography	6
VI	ABTEC38	A	Digital Animation Techniques	6
VI	ABPR19	A	Layout and Visualization Techniques II (Visual Design for Communication)	
Additional Training Activities				2
Mandatory additional training activities general IT				2
Mandatory additional training final exam				8
TOTAL CREDITS VI SEMESTER				30
TOTAL CREDITS 3RD YEAR				60
TOTAL CREDITS OF THE THREE YEARS COURSE				180

ADDITIONAL TRAINING ACTIVITIES	
Workshop	2
Conference	2
Extra-curricular projects	2
Training	2 to 4
Work experience	1 to 3
International exchange programs	4
TOTAL CREDITS ADDITIONAL TRAINING ACTIVITIES	8
MANDATORY ADDITIONAL ACTIVITIES	
Mandatory additional training activities english	4
Mandatory additional training activities general IT	4
Mandatory additional training final exam	8
TOTAL CREDITS OF ADDITIONAL ACTIVITIES	16

A = Additional training activities, B = Core courses, C = Field-specific course

APPROVED BY

Prof. Guido Tattoni - Design and Applied Arts Department Head

16/03/2016

Prof. Patrizia Moschella - Course Leader Graphic Design & Art Direction

16/03/2016

Prof. Alberto Bonisoli - Dean - Nuova Accademia di Belle Arti

16/03/2016

Dott. Annalisa Bottoni - Head of Academic Processes

16/03/2016