



NABA

NUOVA ACCADEMIA DI BELLE ARTI

SUMMER COURSES

2017

FASHION DESIGN

DESIGN

VISUAL AND DIGITAL ARTS

**ITALIAN CULTURE
AND LIFESTYLE**

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MILAN

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LIU NETWORK: LAUREATE INTERNATIONAL UNIVERSITIES



NABA - NUOVA ACCADEMIA DI BELLE ARTI

NABA, Nuova Accademia di Belle Arti, founded in Milan in 1980, is the first and private academy accredited by the Italian Ministry of Education, University and Research (MIUR). Its first and second level academic degrees **in Italian and English** are legally recognized in Europe and over the world. NABA offers academic diplomas **equivalent to first and second level university degrees** in the fields of design, fashion design, graphic design, multimedia, visual arts and scenography.

The Academy establishes numerous collaborations and projects with Italian and international companies and institutions to give students hands-on workplace opportunities. With a dedicated team NABA has placed students and graduates in leading companies in the fields of art, design, fashion, graphics, communication, editing, and media. NABA was selected by Frame and included in the Masterclass Frame Guide to the 30 World's Leading Graduate Design, Architecture and Fashion Schools, by Domus Magazine as one of Europe's Top 100 schools of Architecture and Design, as well as by BoF - Business of Fashion in the Global Fashion School ranking.

www.naba.it



MILAN

Milan is the city of important events such as Fashion Week and Design Week.

HOW TO GET THERE

By plane

Milan has three airports: Malpensa [MXP], Linate [LIN], and Orio al Serio (Bergamo) [BGY]. Buses and trains leave from the airports to Milano city centre, to Milano Cardona Station or Milano Central Station.

By train

Getting to Milan by train is convenient as the city has direct links with all major cities in Italy as well as several destinations in Europe. Most of the trains arrive at Milano Central Station. Two underground lines as well as several tram and bus lines link the station to many main points of interest in Milan.

Public transportation

Milan's public transport system includes ATM (www.atm-mi.it). The metro consists of five underground lines (red MM1, green MM2, yellow MM3, lilac MM5 and blue Passante Ferroviario).

NABA SUMMER COURSES 2017

NABA Summer School proposes a wide and updated synthesis of NABA know-how, giving a view of the most significant trends of the market, of industrial creation processes, of artistic and social expression together with the opportunity to experiment with a topical project theme.

NABA Summer courses are 2-week intensive research and project experiences in 4 thematic areas distributed along 3 summer sessions. They include:

INTRODUCTION LEVEL COURSES

intended for students without any academic background in a specific subject area and to students attending their first year of university studies in Art & Design

INTERMEDIATE LEVEL COURSES

for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art & Design who are keen on building upon this through hands-on training experience

ADVANCED LEVEL COURSES

for final year university students or those with some initial working experience in the field willing to explore new opportunities combining strategy and creativity

EXPERIENCE COURSES

for people of all ages and abilities willing to explore their passion in a new creative environment while experiencing Milan, World's Capital of Fashion and Design.

ALL LEVEL COURSES

for both Beginner and Advanced level students, the participants will develop their project in accordance with their skills



1ST SESSION
June 27 - July 7

2ND SESSION
July 11 - July 21

3RD SESSION
July 25 - August 4

Fashion Design I ①①①
Fashion Marketing & Communication ①①①

Fashion Image & Styling I ①①①

Fashion Design II ①①①
Fashion Trend Scouting ①①①

Fashion Image & Styling II ①①①
Accessories Design ①①①

Textile Design ①①①
Fashion Design I* ①①①

Visual Merchandising ①①①
Fashion Image & Styling I* ①①①

Interior Design I ①①①
Product Design I ①①①

Interior Design II ①①①
Product Design II ①①①

Interior Design for Hotels ①①①
Lighting Design ①①①
Interior Design I* ①①①
Product Design I* ①①①

Photography I ①①①
Hand Illustration ①①①
Visual Design ①①①

Photography II ①①①
Digital Illustration ①①①

Advanced Photography ①①①
2d Cartoon Animation ①①①

Sketching Around Milan /EXP
Cultural Tour of the Best in Fashion in Milan /EXP
Cultural Tour of the Best in Design in Milan /EXP

Sketching Around Milan /EXP
Cultural Tour of the Best in Fashion in Milan /EXP
Cultural Tour of the Best in Design in Milan /EXP
Food Design /EXP

Sketching Around Milan /EXP
Cultural Tour of the Best in Fashion in Milan /EXP
Cultural Tour of the Best in Design in Milan /EXP

FASHION
DESIGN

DESIGN

VISUAL AND
DIGITAL ARTS

ITALIAN CULTURE
AND LIFESTYLE

* Introduction level Courses are scheduled both in the first session and in the third session

①①① Introduction level - ①①①
Intermediate level - ①①①
Advanced level

/ALL = all level

/EXP = experience



YOUR FASHION DESIGN PATH

1ST SESSION

June 27 - July 7

2ND SESSION

July 11 - July 21

3RD SESSION

July 25 - August 4

Fashion Design I INTRODUCTION LEVEL	Fashion Design II INTERMEDIATE LEVEL	Textile Design ADVANCED LEVEL
Fashion Marketing & Communication INTRODUCTION LEVEL	Fashion Trend Scouting INTERMEDIATE LEVEL	Fashion Design I* INTRODUCTION LEVEL
Fashion Image & Styling I INTRODUCTION LEVEL	Fashion Image & Styling II INTERMEDIATE LEVEL	Visual Merchandising ADVANCED LEVEL
	Accessories Design INTERMEDIATE LEVEL	Fashion Image & Styling I* INTRODUCTION LEVEL

* Fashion Design I and Fashion Image & Styling I are available both in the 1st and 3rd session

FASHION DESIGN I

Introduction level

FIRST SESSION: JUNE 27 - JULY 7

THIRD SESSION: JULY 25 - AUGUST 4

An inspiring exploration of the Italian Fashion pipeline with lectures by experienced professionals and visits to Milan's best fashion zones and showrooms. Students will be given an overview of the Italian Fashion System and will learn to do fashion sketches, to carry out research and to use it to develop a fashion collection.

FASHION DESIGN II

Intermediate level

SECOND SESSION: JULY 11 - JULY 21

In this course students will create a small coordinated collection. Concepts, moods and themes will be conceived and developed to provide inspiration for clothing, color and shape. Students will experiment studio and workshop practice and work on the realization of a prototype with handcraft tailoring methods.



Eugenio Marongiu / Shutterstock.com

TEXTILE DESIGN

Advanced level

THIRD SESSION: JULY 25 - AUGUST 4

The first part of this course will be devoted to gaining a basic knowledge of the available materials and structures and learning to make informed and responsible choices. Having learned what is necessary to make a textile do its job from a practical perspective, the course will then focus on the aesthetic considerations covering the fields of manipulation, surface design (printing and embroidery) and nets/lace-like fabrics (cut work, devoré).

The students will then choose a specific situation for which to design a textile based on the previously acquired information and skills and produce a mini project outlining the reasons for their choices and illustrating this with samples.

FASHION MARKETING & COMMUNICATION

Introduction level

FIRST SESSION: JUNE 27 - JULY 7

The course focuses on the fashion industry through a business and management perspective. It will provide students the necessary tools to understand the dynamic context of the fashion business in Italy and abroad. Students will be introduced to fundamentals such as fashion industry sourcing, the supply chain, and fashion buying cycle; vendor selection and fashion buying decision criteria; retail brand marketing in the fashion industry; internationalization of fashion retailing; international branding and flagship stores.

FASHION TREND SCOUTING

Intermediate Level

SECOND SESSION: JULY 11 - JULY 21

Trend scouting is key to the development of a creative and innovative personal fashion collection. Cool Hunting as research methodology is based on the observation of what is really going on in the streets of the world.

What people really do, think and wear is a powerful tool to create a new vision of Fashion. Students will learn and implement the observation, research and analysis techniques related to cool hunting specifically focusing on Milan.

FASHION IMAGE & STYLING I

Introduction level

FIRST SESSION: JUNE 27 - JULY 7

THIRD SESSION: JULY 25 - AUGUST 4

Students will develop understanding and experience in styles hunting and image styling as foundations of fashion and project approach. They will be given an overview of the Italian Fashion System and will be stimulated to develop their ideas and their potential to the full.

They will learn how to innovatively apply trend skills to interpret the personality of a client and his/her lifestyle, create a style for a collection look for a fashion magazine and propose a new image through clothing, accessories, photos and location combinations.



FASHION IMAGE & STYLING II

Intermediate level

SECOND SESSION: JULY 11 - JULY 21

Students will have specific technical training in the field of fashion styling to enable them to create a new image for a body and its clothes encompassing make-up techniques, hair shapes, location, light, photography.

Students will experience the excitement of making a photo-shooting in a real working environment: with live models, on location and in a professional studio. Personal research and observation will be used to analyze contemporary advertising vehicles for the promotion of a fashion product for a targeted consumer.

VISUAL MERCHANDISING

Advanced level

THIRD SESSION: JULY 25 - AUGUST 4

The analysis of visual merchandising strategies for showrooms, concept stores, mono-brand stores and department stores will be the key element of the course along with the understanding of the tools to create a strategic language for a fashion brand. Students will develop a theoretical, analytical and critical approach through guided tours to the most relevant concept stores in Milan.

At the end of the course they will be asked to develop an individual project.

ACCESSORIES DESIGN

Intermediate level

SECOND SESSION: JULY 11 - JULY 21

This course is focused on the exploration of the fundamentals of luxury accessories brand collections, Made in Italy shoes and bags. Students will acquire the basic skills needed to coordinate and develop a new luxury accessories brand and will get acquainted with the technical methodology to make shoes.



YOUR DESIGN PATH

1ST SESSION June 27 - July 7	2ND SESSION July 11 - July 21	3RD SESSION July 25 - August 4
Interior Design I INTRODUCTION LEVEL	Interior Design II INTERMEDIATE LEVEL	Interior Design for Hotels ADVANCED LEVEL
Product Design I INTRODUCTION LEVEL	Product Design II INTERMEDIATE LEVEL	Lighting Design ADVANCED LEVEL
		Interior Design I* INTRODUCTION LEVEL
		Product Design I* INTRODUCTION LEVEL

* Interior Design I and Product Design I are available both in the 1st and 3rd session

INTERIOR DESIGN I

Introduction level

FIRST SESSION: JUNE 27 - JULY 7

THIRD SESSION: JULY 25 - AUGUST 4

A full immersion course that will provide students with an overview of the Italian design methodology. Students will be introduced to the analysis of the elements of the space, and will have the opportunity to focus specifically on interior design, and delve into intensive project works. Lifestyle, art and design research in Milan will be used by students to develop an interior space plan.

INTERIOR DESIGN II

Intermediate level

SECOND SESSION: JULY 11 - JULY 21

This course is intended for students with background understanding and experience in Interior Design. Students will have the chance to analyze contemporary interior spaces through observation based on personal research. They will develop a professional designer's attitude searching for materials as a source for inspiration through the city exploration. The project work will be geared toward the creation of a physical model of interior layout, using only regenerated or discarded materials.

INTERIOR DESIGN FOR HOTELS

Advanced level

THIRD SESSION: JULY 25 - AUGUST 4

The course will enable participants to understand the combination of aesthetics, functional and operational aspects to design successful hotels. Students will experience a deep analysis of the contemporary hotel typologies, the latest hotel design trends and information regarding materials, furniture, and lighting. The course offers a deep exploration of the extensive and complex field of Interior Design within the hospitality industry and the way it is changing and evolving.



PRODUCT DESIGN I

Introduction level

FIRST SESSION: JUNE 27 - JULY 7

THIRD SESSION: JULY 25 - AUGUST 4

Students will be introduced and exposed to the design process in order to understand what is living behind a product. They will have the opportunity to delve into intensive project work geared towards creative thinking and exploring form and function. Students will work in small groups, in an open discussion environment, developing their creative process from the idea to a final presentation. The final result will be presented, simulating a small exhibition, with a model and a short story in digital format.

PRODUCT DESIGN II

Intermediate level

SECOND SESSION: JULY 11 - JULY 21

Students will develop a coordinated product line using hand or digital drawing as well as a prototype product model. The project will be carried out in groups as a studio work, under the supervision of an established designer in an open discussion. Specific workshops focused on materials, history of design and on the biography of an object will expose students to multiple possible approaches.

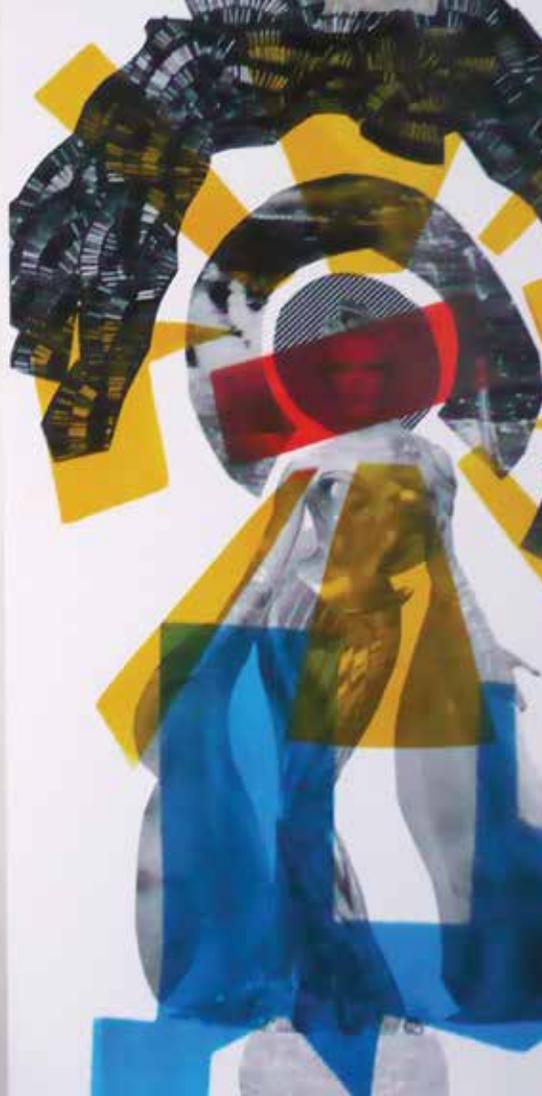
LIGHTING DESIGN

Advanced level

THIRD SESSION: JULY 25 - AUGUST 4

The course gives an overall vision of the art of lighting and its related functions from a technical and stylistic point of view. It will provide students with the tools to carry out a lighting project in a wide variety of different spaces. Lectures will deal with the subject of light and design both in theory and in practical terms. The students will be expected to produce sketches and technical drawings.





YOUR VISUAL & DIGITAL ARTS PATH

1ST SESSION

June 27 - July 7

2ND SESSION

July 11 - July 21

3RD SESSION

July 25 - August 4

Photography I
INTRODUCTION LEVEL

Photography II
INTERMEDIATE LEVEL

Advanced Photography
ADVANCED LEVEL

Hand Illustration
INTRODUCTION LEVEL

Digital Illustration
INTERMEDIATE LEVEL

2d Cartoon Animation
INTERMEDIATE LEVEL

Visual Design
INTRODUCTION LEVEL

PHOTOGRAPHY I

Introduction level

FIRST SESSION: JUNE 27 - JULY 7

Throughout this intensive course students having an elementary knowledge of photography will be introduced to a higher level in use of techniques and materials. The course will range from the basics of optics and light (aperture, shutter speed, exposure), working procedures and photographic methods to a more in depth journey through the language (composition techniques). Also image processing in Photoshop and output techniques will be covered during the course.

PHOTOGRAPHY II

Intermediate level

SECOND SESSION: JULY 11 - JULY 21

This course will be a follow up of Photography I and will enable students to further deepen their knowledge of photographic techniques and further develop their expressive skills. Students will be given a specific theme and will have to develop a concept, a mood board and a final project under the guidance of a professional photographer.

ADVANCED PHOTOGRAPHY

Advanced level

THIRD SESSION: JULY 25 - AUGUST 4

This course enables students to expand their knowledge of Photography. Each participant will be taken to a further level, focusing on complex camera techniques and learning about how to edit photo and develop his social media voice and style through photographs. The course follows hands-on approach plenty of practical training and projects. At the end of the course students will be able to maximize the effectiveness of their photos, developing their own style.

HAND ILLUSTRATION

Introduction level

FIRST SESSION: JUNE 27 - JULY 7

Students will learn to create effective and powerful images, interesting illustrations, applicable to different professional areas. Alternating theory and practice, the course will show different techniques, processes and approaches.

DIGITAL ILLUSTRATION

Intermediate level

SECOND SESSION: JULY 11 - JULY 21

The course will teach how to create interesting paperless illustrations by using software applications. It will be divided into two parts: PART 1: digital as a faithful reproduction of hand painting instruments PART 2: digital as an independent expressive language. The course will not focus on Photoshop or Illustrator, but on the expressive use of the digital tools. The illustrations will concern publishing (magazines and book covers), animation (inspirational drawings) and new media (tablets, apps...).

2D CARTOON ANIMATION

Intermediate level

THIRD SESSION: JULY 25 - AUGUST 4

The course will deal with all the aspects connected with the realization of a successful short movie: drawing, design, animation, storyboarding, acting, timing, scriptwriting. Students will be both directors and animators of their own movie, thus facing all the issues and problems that normally arise whilst making an animated movie.

VISUAL DESIGN

Introduction level

FIRST SESSION: JUNE 27 - JULY 7

Throughout this intensive course students will gain knowledge of the different visual communication concepts and tools. Participants will be guided through a path marked by theoretical lessons and practical exercises in order to learn digital skills and the methods of the visual representation. At the end of the course each student will be able to find his own visual style and will learn how to develop his own personal project.



YOUR ITALIAN CULTURE AND LIFESTYLE PATH

1ST SESSION

June 27 - July 7

2ND SESSION

July 11 - July 21

3RD SESSION

July 21 - 31

**Sketching Around Milan
EXPERIENCE**

**Sketching Around Milan
EXPERIENCE**

**Sketching Around Milan
EXPERIENCE**

**Cultural Tour of the Best in
Fashion in Milan
EXPERIENCE**

**Cultural Tour of the Best in
Fashion in Milan
EXPERIENCE**

**Cultural Tour of the Best in
Fashion in Milan
EXPERIENCE**

**Cultural Tour of the Best in
Design in Milan
EXPERIENCE**

**Cultural Tour of the Best in
Design in Milan
EXPERIENCE**

**Cultural Tour of the Best in
Design in Milan
EXPERIENCE**

**Food Design
EXPERIENCE**

SKETCHING AROUND MILAN

Experience

AVAILABLE IN EACH OF THE 3 SESSIONS

The course has the aim of both developing drawing skills while enjoying and getting to know the city of Milan, its monuments, museums, but also everyday places like street markets. The course will start in class with very simple exercises of copying from still life and photography to equip the students with some basic drawing skills. As the students will gain confidence in their practice, they will start going around Milan with the teacher to take sketches from street markets and public buildings. Visits to art galleries are also included in the program to allow students practice copying from the old masters. Different tools will be explored, from the simple pencil and color pencils, to comtè crayon, china, pen, charcoal, and so on.

CULTURAL TOUR OF THE BEST IN DESIGN IN MILAN

Experience

AVAILABLE IN EACH OF THE 3 SESSIONS

This course aims at demonstrating how the idea of “design” is closely connected with the core of Italian creativity. These aspects will be examined by considering several cultural, social, artistic and industrial elements. The course will dig down to the heart of Italian design values, alternating lectures with visits. Students will be able to explore and analyze the unique reality of design in Milan (features, history, and outlook) and present it properly through a personal project.

CULTURAL TOUR OF THE BEST IN FASHION IN MILAN

Experience

AVAILABLE IN EACH OF THE 3 SESSIONS

Geared to those who wish to approach the world of Italian fashion, this creative experience is a path guiding students through the uniqueness of Italian taste for fashion. The course will alternate lectures with visits to the best of fashion spots located in Milan: showrooms, fashion exhibitions, flagship and concept stores, cult places for cool hunters. It will provide an absorbing experience helping students develop passion, curiosity and a broad vision of the fashion world. Students will be able to explore and analyze the unique reality of fashion in Milan and present it properly through a personal project.

FOOD DESIGN

Experience

SECOND SESSION: JULY 11 - JULY 21

Food Design is the pre-ordination of everything having to do with food, in terms of design, style and planning. It is tied both to industrial production and classic design (packaging, shape, color of the food), as well as to a cultural and visual element. Students will analyze from an aesthetic, communicative and representative point of view through forms, colors and combinations of flavors and smells. The course will consist of lectures, visits to concept stores and brief design workshops. The participants will be asked to create a final project.

SESSIONS

- **First session:**
from June 27 to July 7 2017
- **Second session:**
from July 11 to July 21 2017
- **Third session:**
from July 25 to August 4 2017

APPLICATION DEADLINES

Applications to NABA Summer Courses 2017 must be sent to:
NABA SUMMER COURSES OFFICE via email at summer@naba.it and must be sent within and not later than three weeks prior to the course session beginning.

HOW TO APPLY

You can choose among

- **ON LINE APPLICATION:** visit the website www.naba.it and follow the steps to book and pay on line.
- **STANDARD APPLICATION:** download the application form from the website www.naba.it, fill it out and send it to summer@naba.it.

You will be contacted by email to finalize your booking.

ADMISSION REQUIREMENTS

- All classes are held in English, so a fluent understanding of the English language is required.
- Please carefully read the course descriptions before applying to a course as NABA will not take any responsibility for the students' choice of a course level that is not suitable to their background and skills.
- NABA can accept bookings from students from 18 years of age. In case of applicants who are 16 but show a strong motivation to NABA Introduction level or Experience level courses, NABA will take their applications into account, on condition that a written declaration of responsibility is sent by their parents or legal guardians.
- We strongly suggest students to bring their personal equipment, as indicated prior to the course beginning.

TUITION FEES

- **1,595 EUR tuition fee for a 2-week session** (45 hours of lesson over 9 days)
- **2,795 EUR tuition fee for a 4-week session** (90 hours of lesson over 18 days)
- **3,995 EUR tuition fee for a 6-week session** (135 hours of lesson over 27 days)

The fees include: class work, lectures and guided visits included in the program.

The fees do not include: travel expenses, accommodation, local transportation and meals.

Total fees are due by the start date of the course and under no circumstances students who have not finalized the payment will be admitted into class.

Please note that NABA Summer Courses 2017 have a limited number of places that will be therefore assigned on a first come-first accepted basis.

CREDITS

NABA will award ECTS credits for its Summer Courses, so it will be easier for students to transfer their credits to other Universities and Academies that use or acknowledge the ECTS system.

Upon successful completion of each two-week summer course (45 hours of classes), NABA will issue **3 ECTS** credits that can be transferred at the option of each student's home university.

Interested students should require NABA ECTS course syllabus to NABA Summer Courses Office at summer@naba.it and submit it to their home universities in order to verify the possibility of having the ECTS credits issued by NABA for the summer courses recognized in their study

curriculum. In order to obtain the ECTS credits students must be over 18, shall have completed the High School studies and be enrolled in a university study path, meet the admission requirements of the course and achieve the course learning outcomes and objectives.

HOUSING OPTIONS

NABA helps international students find accommodation. Students can choose among a number of single and shared room at Campus walking distance, in apartments managed by the school.

Furthermore, NABA has developed agreements with a certain number of real estate agencies that have a variety selection of apartments in different area of the city and, at the same time, has developed contacts with private landlords that rent out apartments close to the Campus and in various area. NABA has also special deals with hostels, residence and hotels.

For further information, please contact NABA Housing Office via email at short@milanhousing.it or via phone at +39 02 97 372 295

LIU NETWORK: LAUREATE INTERNATIONAL UNIVERSITIES

NABA joined the Laureate International Universities network in 2009. Laureate Education is the world's leading higher education provider. Laureate's more than 70 universities educate over 1,000,000 students in 25 countries across the Americas, Europe, Asia, Africa and the Middle East. Laureate's universities offer undergraduate, master's and doctoral degree programs in fields such as architecture, business, engineering, hospitality management, law and medicine. Many Laureate institutions are ranked among the top providers of higher education in their respective regions, countries and fields, and have received international recognition for their academic quality. To learn more, visit www.laureate.net



Information present in this brochure can undergo modifications due to academic reasons.

NABA SUMMER COURSES OFFICE

summer@naba.it

Tel: +39 02 97372243

Fax: +39 02 97372280

www.naba.it