

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

**A.Y. 2025-26
SYLLABI**

Graphic Design

FALL - SPRING

**SAP-
SEMESTER
ABROAD
PROGRAMMES**

ITALIAN DESIGN HISTORY

45 hours, 6 ECTS

COURSE DESCRIPTION

The course examines the role of the Italian contribution to the history of modern design, with specific attention to the Rome context. Design culture in Italy has always been much more than a mere, functional planning approach: thanks to the efforts and the ideas of the many actors that have taken part to its (practical and critical) definition, the word *design* has entered in the core of the Italian creativity as one of its most powerful components.

Students are introduced into this fascinating world through the analysis of several (cultural, social, artistic, industrial) aspects and a chronological comparison with the international debate and production. The course also intends to provide an overview of the history of graphic design in Italy as a mirror of the society evolution.

COURSE OVERVIEW

The course has been structured on the following topics:

- 1920-1945: Machine Age, Monumentalism, Dictatorship, World War II.
- 1946-1979: Postwar Reconstruction, International Style, Space Age, Mass Culture, Counterculture, Pop Art, Radical Design.
- 1980-2015: Postmodernism, Global World, Digital Age, Design Culture Now.
- 2016 – 2025: Latest trends and recent case studies.

LEARNING OUTCOMES

The course provides students with key information related to the history of the Italian design, seen as a part of the general transformation of the country during the 20th and 21st centuries. Students will learn how to understand this historical process through detailed analyses of selected case studies.

PREREQUISITES AND REQUIREMENTS

This course is intended for students who have no background in design or related fields. General skills in the Adobe Photoshop software will be considered a plus.

Short Programs

BRAND IDENTITY

45 hours, 4 ECT

COURSE DESCRIPTION

The course focuses on the strategic importance for a company to have a solid, characteristic, distinctive and memorable image on the market. The identity concept leads to a personality concept; therefore, brand identity is a bundle of mental and functional associations between customers and the company, creating the brand awareness needed today to enforce loyalty, good reputation, reliability and, above all, never-ending feedback throughout all media. These associations can include graphic assets (for example logo, company colors, layout and format design), language and tone (signature tune, tagline, copywriting style, and neuro-communication), general promises, advantages and, above all, the company core values. The course is dedicated to the acquisition of tools and skills to evolve the students' ability to research, recognize, analyze and build full brand personalities to transform all the symbolic, tangible or intangible brand values into a professionally creative visual project.

COURSE OVERVIEW

The course has been structured on the following topics about Brand:

- Historical path and Contemporary principles.
- Brand awareness and its architecture.
- Strategies and communication.

LEARNING OUTCOMES

The course provides students with a full knowledge of the communication processes of contemporary society.

PREREQUISITES AND REQUIREMENTS

This course is intended for students who have no background in graphic design, communication or related fields.

Short Programs

GRAPHIC DESIGN

45 hours, 4 ECTS

COURSE DESCRIPTION

This course provides theoretical, conceptual and practical skills that are propaedeutic to the communication design within the graphic design field, starting from scientific studies related to shapes and signs (basic design) to the visual identity of companies and services (corporate identity). There will be particular attention to the use of typography and to the right balance between aesthetic, strategic and technological components.

COURSE OVERVIEW

The course has been structured on the following topics:

- Introduction to scientific studies related to signs and shapes: basic design.
- Presentation of a design methodology aimed at creating brand identity (brand, logotype, naming, color palette, etc.) including the graphic and typographic elements that are necessary to the creation of a coordinated image.

LEARNING OUTCOMES

At the end of the course, students will have full knowledge with the key concepts of communication design.

PREREQUISITES AND REQUIREMENTS

This course is intended for students who have no background in design, communication or related fields.

EDITORIAL GRAPHIC DESIGN

45 hours, 4 ECTS

COURSE DESCRIPTION

The course will focus on the fundamental principles of editorial graphic design as well as on the main tools required in its digital process. During the course students will focus on how to build magazine layouts, books series covers, brochures and other editorial add-ons. They will also learn how to make these content more appealing to the reader and will analyze the language and subject area of different publications. The functions and tools of programs like InDesign CC will be analyzed while introducing the basics of graphic design and technical issues related to it. Comparative learning of technical and creative notions will enable students to acquire adequate knowledge to respond effectively to the demands posed by the professional world of printing and publishing.

COURSE OVERVIEW

The course has been structured on the following topics:

- InDesign basic tools.
- How to use and manage text, image, color, as well as different layouts.
- Analysis of different editorial products.
- Practical work based on briefs.

LEARNING OUTCOMES

Students will acquire skills to develop their editorial projects by combining effectively clever compositions, page layout and creative typography, producing solutions that can communicate in a wide range of editorial contexts.

PREREQUISITES AND REQUIREMENTS

This course is intended for students who have no background in design, communication or related fields. Basic skills on Adobe Photoshop will be considered a plus.

Short Programs

PACKAGING DESIGN

45 hours, 4 ECTS

COURSE DESCRIPTION

The course explores the importance of packaging, viewed as a strategic tool that establishes a relationship between consumers and commercial products, both in terms of attractiveness and of physical interaction with them. The aim of the course is to provide a holistic overview of the packaging design in its various applications. Through lectures and assignments, students will achieve the theoretical and practical tools needed to design and realize different types of packaging, gaining a professional attitude towards the discipline.

COURSE OVERVIEW

The course has been structured on the following topics:

- Packaging design from definitions to case history.
- Historical evolution of the packaging function and its contemporary applications.
- Overview of the main processes and materials used in the packaging industry.
- How to interpret a company brief and design for its efficient solutions.
- Creative instruments for packaging designers: from mood board, mind map and brainstorming to graphic and 3D visualization.
- Packaging and Branding: from the achievement of graphic and branding skills to a transversal design awareness.

LEARNING OUTCOMES

The course provides students with theoretical and practical tools needed to design and realize different types of packaging, gaining a professional attitude towards this discipline.

PREREQUISITES AND REQUIREMENTS

This course is intended for students who have no background in design, communication or related fields.

Short Programs

ILLUSTRATION

45 hours, 4 ECTS

COURSE DESCRIPTION

The course aims to stimulate and improve students' graphic representation skills through progressive assignments and in-depth studies to learn new methodologies and develop a personal style in drawing.

COURSE OVERVIEW

Through exercises and discussions, the course has been structured on the following topics:

- How to identify personal graphic style.
- Develop a visual language in drawing.

LEARNING OUTCOMES

At the end of the course students will have acquired knowledge about how to cultivate, model, and continuously improve confidence in their communication skills by drawing.

PREREQUISITES AND REQUIREMENTS

This course is intended for students who have no background in graphic design or related fields.

COURSES POLICIES

Class attendance is mandatory, and punctuality is essential. Attendance will be taken at every class period. Late arrival or early leave will be counted as absences. Every absence will lower the attendance grade. If more than 20% of the scheduled class hours are missed (4 absences), the final grade will be “F” and NO credits will be given for this course.

TESTS AND ASSIGNMENTS

The courses will have a mid-term review and a final exam.

GRADING SYSTEM

The following elements will be evaluated for the final grade: the total number of attended lessons; the result of the mid-term review and the final exam.

GRADING SCALE

GRADE	PERCENTAGE
A+	97%-100%
A	93%-96%
A-	90%-92%
B+	90%-92%
B	83%-86%
B-	80%-82%
C+	77%-79%
C	73%-76%
C-	68%-72%
D+	67%-69%
D	63%-66%
D-	60%-62%
F	0%-59%