

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

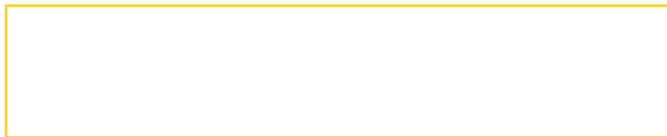
SUMMER COURSES

A.A. 2024-25
SYLLABUS

Urban
Typography and
Digital
Application

2nd session:
July 15th - 25th 2025

www.naba.it



Urban Typography and Digital Application

School: Nuova Accademia di Belle Arti

Address: Via Ostiense 92, 00152 Rome, Italy

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Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

*ECTS credits are only awarded to university students or participants who are completing or have completed a university or academic study path

COURSE DESCRIPTION

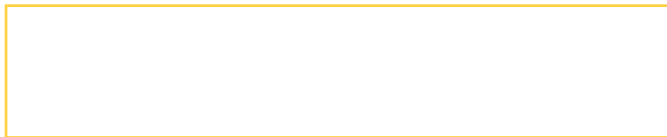
The course investigates urban space and its crucial role in the production of a concept and its graphic and digital visualization. The exploration and analysis of selected spots in the city of Rome will be the premise and the common thread of the learning path: starting from the experience of a tridimensional place, the students will translate it into a concept and then turn it into a physical object again. The typography element, through its usages, meanings, and representations, will be the central tool and the final output of the course.

COURSE OBJECTIVES

The students will work individually. Starting from their research on Rome urban space, they will develop their own unique way to translate a tridimensional space into a bidimensional typographic visual.

ADMISSION REQUIREMENTS

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



OUTPUT

The creation of a print material that blends the experience of the given location with the mapping of the creative process every student went through, which students can bring back home, adding it to their professional or academic portfolio.

LIST OF MATERIALS AND TOOLS

Laptop with graphic design softwares installed such as Adobe Creative Suite (Indesign, Illustrator, Photoshop) or other graphic design software for digital design and editing

Notebooks or sketchbooks

Camera or smartphone

Pencils, pens, and markers as well as other various drawing tools for creating hand-drawn sketches

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken at every class period. Students should attend every lesson and try to be in class at least 10 minutes before the beginning of class. On the last day of classes, instructors will issue a **Certificate of successful attendance only to all students who completed at least 80% of the course.**

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated. Mobile phones will be kept switched off all the time during class. Use of laptops during classes for personal purposes is forbidden.

TEACHING METHODS

Learning by doing: a mix of theoretical lessons, field trips and practical workshops.

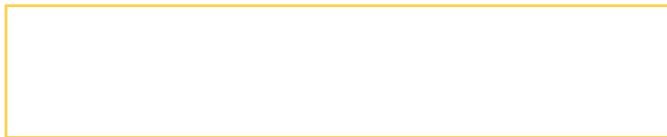


Grading

Total number of ECTS assigned for the successful completion of the course: **3 ECTS**

Grading Weights		Grading Scale
1. Attendance	30 %	Excellent = 90-100
2. Participation and Creative Process	40 %	Good = 80-89
3. Final work / Final presentation	30 %	Average = 70-79
		Below Average = 60-69
TOTAL	100 %	Poor = 59 or below

	Excellent 90 - 100%	Good 80 – 89%	Average 70 – 79%	Below Average 60 – 69%	Poor Below 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal



1ST WEEK AND 2ND WEEK

COURSE SCHEDULE	
Day 1 - Tuesday	Welcome and Registration Introduction to the course and presentation of useful case studies
Day 2 - Wednesday	<i>*Field Trip</i> Visit to a selected site, exploration and initial phase of taking notes, writing down first impressions and exchanging opinions
Day 3 -Thursday	<i>*Field Trip</i> Visit to a selected museum/archive to observe objects and outputs by linking with the impressions had the day before
Day 4 - Friday	Finalization of the research, with a focus on how to choose typography Development of the concept
Day 5 - Monday	Analogic experimentation to test the concept and become familiar with it: how can this concept be translated into something?
Day 6 - Tuesday	<i>*Field Trip</i> Second visit of the first locations to read the visual perception mental elaboration. Taking notes and sketching
Day 7 - Wednesday	Design: the passage between sketches and layouts
Day 8 - Thursday	Design: finalization of the output, putting the pieces together, and print
Day 9 - Friday	Editing and closing remarks Final Presentation

*The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visit's location.
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.