

# NABA

NUOVA ACCADEMIA  
DI BELLE ARTI

**SUMMER  
COURSES**

**Visual  
storytelling**

3<sup>rd</sup> SESSION:  
July 25th – August 4th 2023

# VISUAL STORYTELLING

**School:** Nuova Accademia di Belle Arti

**Address:** Via Ostiense 92, 00152 Roma, Italy

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**Course Structure:** 45 hours – 9 lesson days

**ECTS:** 3 ECTS credits\*

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

## **TITLE – AREA**

Visual storytelling (BASIC LEVEL)

## **COURSE TEACHER**

Claudia Fratantonio

## **COURSE DESCRIPTION**

Visual storytelling

Headquarters of ROME

Session SESSION 3 - July 26 - August 5, 2022

### **Description**

The course is part of visual design and introduces participants to a form of visual storytelling that manages to integrate the creation of images and textual content.

The urban experience, the contact with the city and its different souls will be the object of study, inspiration and research for students with the aim of creating a final project of personal and experimental visual story.

## **ADMISSION REQUIREMENTS**

The course is aimed at students from Academies of Fine Arts or who generally have already gained experience in the field of illustration (one year of university studies in Visual Design) and who intend to deepen their knowledge of practical experience.

## **COURSE OBJECTIVES**

During the course, combining practical exercises, moments of research and relying on case studies, the goal will be to create a final project of personal and experimental visual storytelling

## **OUTPUT**

The student will be accompanied in the elaboration of a narrative and that will be able to express himself in a project with a different creative form (type design, lettering, booklet, visual storytelling, art book).

**LIST**                      **OF**                      **MATERIALS**                      **AND**                      **TOOLS**  
Laptop                      with                      Adobe                      cloud                      installed,                      pencil,                      sketchbook,                      camera.

**ATTENDANCE POLICY**

Class attendance is required for successful completion of the course. Attendance will be taken 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 laptop during classes for personal purposes is forbidden.

**TEACHING**

Theoretical+Practical

**METHODS**

lesson.

**TEACHER'S SHORT BIO**

Designer with a strong interest in type design and typography. After working in Italy for some design studios between Milan and Rome, in 2018 she moved to the Netherlands, where she worked in the world of design. In recent years, the design has focused on the study of characters, attending courses such as the Type @ Paris, the Expert Class Type Design at the Plantin Museum in Antwerp and at the Cooper Union (NYC). At the moment she is back in Italy, in Rome, where she works as a freelance for national and international clients.

**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
<b>TOTAL</b>	100 %	Poor = 59 or below

	<b>Excellent</b> 90 -100%	<b>Good</b> 80 – 89%	<b>Average</b> 70 – 79%	<b>Below Average</b> 60 – 69%	<b>Poor Below</b> 60%
<b>Attendance</b> (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
<b>Participation and Creative Process</b> (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
<b>Original Project</b> (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

## Course Schedule\*

### 1ST WEEK

Day	Time	Professor	h	Lesson-subject
Day 1 Tuesday	9-14	Claudia Fratantonio		<b>WELCOME AND REGISTRATION BRIEF</b>
Day 2 Wednesday	9-14	Claudia Fratantonio		Teorical lesson + case studies
Day 3 Thursday	9-14	Claudia Fratantonio		Tour (material research)
Day 4 Friday	9-14	Claudia Fratantonio		Tour (material research)

**2ND WEEK**

<b>Day</b>	<b>Time</b>	<b>Professor</b>	<b>h</b>	<b>Lesson-subject</b>
Day 5 Monday	9-14	Claudia Fratantonio		Discussion of the material
Day 6 Tuesday	9-14	Claudia Fratantonio		Practical workshop
Day 7 Wednesday	9-14	Claudia Fratantonio		Practical workshop
Day 8 Thursday	9-14	Claudia Fratantonio		Practical workshop
Day 9 Friday		Claudia Fratantonio		<b>PRESENTATION AND GREETING</b>

\*The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits 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.