

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMMER COURSES

A.A. 2023-24
SYLLABUS

Digital illustration

1st session: June 25th – July 5th 2024

www.naba.it

Digital illustration

School: Nuova Accademia di Belle Arti Milano (NABA)

Address: Via Darwin 20, 20143 Milan, Italy

Phone: + 39.02.973.192 *E-mail:* summer@naba.it

Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

Introductory level

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

COURSE DESCRIPTION

This course will give a contemporary glance of digital illustration through blending theory, practice and inspiration. Students will have the chance to understand the digital illustration with its variety of fields of application and its communicative potential.

COURSE OBJECTIVES

The aim of the course is to offer a contemporary vision of digital illustration, both from a creative and technical point of view, but also from a practical one. Students will learn the latest trends, several stylistic choices and practical components, applying correctly a sense of observation and criticism.

It will lead students to master a communication language.

The purpose is to reach an artistic vision and also to see the digital illustration application in the path of graphic design, editorial design, advertising, and the increasingly dense world of social networks (especially within the most visual platforms). Students will learn also the basics of *Photoshop* and *Illustrator* practicing with various tools.

ADMISSION REQUIREMENTS

This course is intended for students who have no background in graphic design and who are attending or will attend their first year of university studies in art and design.

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OUTPUT

Students will create logos, icons, patterns and a set of simple illustrations using the basic tools of *Adobe Illustrator* and *Photoshop*. The final output will reflect the personality and style of each student.

LIST OF MATERIALS AND TOOLS

- USB Pen/Hard Disk or SSD.
- mouse/graphics tablet.
- sketchbook.
- stationery.

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. 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 METHODS

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

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Digital illustration

Grading

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

GRADING SYSTEM

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			
TOTAL 100%		Below Average = 60-69			
		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

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Digital illustration

1st week

COURSE SCHEDULE*

DAY		LESSON-SUBJECT
Day 1 - Tuesday	NABA Staff	<p>Welcome and Registration</p> <ul style="list-style-type: none"> • Introduction to the course - The world of Digital Illustration.
Day 2 - Wednesday		<ul style="list-style-type: none"> • Visual stories to convey your message (Ideas and Concept) - Tips e tricks . • Trends, Discussions and Inspiration - Final project brief .
Day 3 - Thursday		<ul style="list-style-type: none"> • “Know your tools”, First steps in Photoshop and AI-Generated Images. • Technique, Practice, Dialogue.
Day 4 - Friday		<ul style="list-style-type: none"> • Photoshop: Pixel-based illustration and Photo manipulation. • Technique, Practice, Dialogue.

*The Academy 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.

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Digital illustration

2st week

COURSE SCHEDULE*

DAY	LESSON-SUBJECT
Day 5 - Monday	<ul style="list-style-type: none">• “Know your tools”, First steps in Illustrator.• Inspiration: Flat and Geometric Styles.• Technique, Practice, Dialogue.
Day 6 - Tuesday	<ul style="list-style-type: none">• Inspiration: Collage; Illustrator & Photoshop together.• Technique, Practice, Dialogue.
Day 7 - Wednesday	<ul style="list-style-type: none">• Inspiration: Typography.• Technique, Practice, Dialogue - Final Project Review.
Day 8 - Thursday	<ul style="list-style-type: none">• Inspiration: Characters and Landscapes.• Technique, Practice, Dialogue - Final Project Review.
Day 9 - Friday	<ul style="list-style-type: none">• Final presentation.

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