

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMMER COURSES

A.A. 2023-24
SYLLABUS

Graphic design

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

www.naba.it



Motion graphics

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 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 a particular attention to the use of typography and to the right balance aesthetic, strategic and technological components.

COURSE OBJECTIVES

To introduce students to the scientific studies related to visual communication.

To present graphic design methodologies and workflows with the support of digital software platforms.

ADMISSION REQUIREMENTS

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

OUTPUT

At the end of the course, students will be able to be familiar with the key concepts and practices of the visual communication and graphic design.

Contacts

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LIST OF MATERIALS AND TOOLS

- Sketchbook (a book of plain white pages – minimum size A4);
- Pencils (HB- B);
- USB key.

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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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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1st week

COURSE SCHEDULE*

DAY		LESSON-SUBJECT
Day 1 - Tuesday	NABA Staff	Welcome and Registration <ul style="list-style-type: none">• Introduction to the course.
Day 2 - Wednesday		<ul style="list-style-type: none">• Introduction to Communication Design and Theoretical Debate on Visual Communication• Exercise: Building meaning from basic elements.
Day 3 - Thursday		<ul style="list-style-type: none">• Typography: History, concepts, and applications.• Exercise with typography.
Day 4 - Friday		<ul style="list-style-type: none">• Color: Light and Ink. Contrast, harmonization strategies.• Exercise: building color palettes.• Softwares and files: Exercises with bitmap and vector.

*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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2st week

COURSE SCHEDULE*

DAY	LESSON-SUBJECT
Day 5 - Monday	<ul style="list-style-type: none">• Graphic design in communication processes: branding, marketing and advertising.• PROJECT BRIEFING• Exercises and workflows 1: Editorial design; Printed materials (preparation and techniques).
Day 6 - Tuesday	<ul style="list-style-type: none">• Exercises and workflows 2: Graphic design as basis for motion design.• Project development.
Day 7 - Wednesday	<ul style="list-style-type: none">• Exercises and workflows 3: Graphic design as basis for interfaces.• Project development.
Day 8 - Thursday	<ul style="list-style-type: none">• Exercises and workflows 4: Working with generative AI.• Project development.
Day 9 - Friday	<ul style="list-style-type: none">• Organizing presentation (pitch, content, file preparation, etc).• Final presentation.

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