

# NABA

NUOVA ACCADEMIA  
DI BELLE ARTI

# SUMMMER COURSES

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**A.A. 2023-24**  
**SYLLABUS**

Urban Brand Design

1<sup>st</sup> session: June 9<sup>th</sup> – July 19<sup>th</sup> 2024

[www.naba.it](http://www.naba.it)



# Urban Brand Design

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*Phone:* 06 9025 1300 *E-mail:* [summer@naba.it](mailto:summer@naba.it)

*Course Structure:* 45 hours – 9 lesson days

ECTS: 3 ECTS credits\*

Intermediate level

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

## **TITLE – AREA**

Urban Brand Design (intermediate level)

## **COURSE TEACHER**

Vittoria Di Nunzio

## **COURSE DESCRIPTION**

This course is designed for students interested in delving into the realm of communication materials development within the historical and cultural domain, with a specific focus on the museal sites of Rione Testaccio. During the first week, students will visit selected locations related to the Museo Diffuso del Rione Testaccio. They will be introduced to intriguing case studies concerning communication materials within the cultural sphere, followed by an analysis of their design. In the project phase, after each student has chosen a location to analyze and narrate, we will begin collectively producing the final output: a set of communication materials dedicated to the place they have chosen to showcase.

## **COURSE OBJECTIVES**

The students will work individually. Starting from their research on the territory, they will develop their own unique way to narrate a selected location through a press communication material.

## **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

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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 (booklet, leaflet, poster with map, infographic, etc.) that illustrates and communicates the location chosen by the student.

## LIST OF MATERIALS AND TOOLS

- Laptops or Tablets: essential for digital graphic design work. For those who prefer digital sketching and illustration, tablets and styluses can enhance the precision of the design process.
- Graphic Design Software: Adobe Creative Suite (Indesign, Illustrator, Photoshop) or other graphic design software for digital design and editing.
- Notebooks or Digital Note-Taking Devices: For documenting ideas, design processes, and feedback during the course.
- Camera or Smartphone: For documenting real-world urban elements and landmarks for reference in the design process.
- Pencils, Pens, and Markers: Various drawing tools for creating hand-drawn sketches

## 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.

## Contacts



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## TEACHING METHODS

This course employs a diverse range of teaching methods to deliver a comprehensive learning experience. Through in-depth lectures and presentations, participants gain a theoretical foundation in key urban graphic design concepts, complemented by hands-on workshops that focus on practical application of skills in typography, color theory, and layout composition. The incorporation of real-world case studies provides insights into successful urban graphic design projects, inspiring creativity and problem-solving. Throughout the lessons students will be kept focused toward their goal, which is the final presentation, and excited by what they are doing. Learning by doing: a mix of theoretical lessons, field trips 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: <b>FAILED</b>
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

## Contacts



# Urban Brand Design

1<sup>st</sup> week

## COURSE SCHEDULE\*

DAY		LESSON-SUBJECT
Day 1 - Tuesday	NABA Staff	Welcome and Registration. What is graphic design and how does it impact cultural communication?
Day 2 - Wednesday		Visit to some sites of the museal sites of Testaccio.
Day 3 - Thursday		What constitutes a spread museum, and how to communicate its sites? A comprehensive exploration and deep dive of the museal sites of Testaccio.
Day 4 - Friday		Historical research and documentation method; Historical research and documentation on the history of these places.

\*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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2<sup>st</sup> week

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## COURSE SCHEDULE\*

DAY	LESSON-SUBJECT
Day 5 - Monday	Analysis and on various printed materials for communication, followed by selection of one's final output. Layout sketches.
Day 6 - Tuesday	Researching and selecting content to be included in one's project, with the possibility of developing illustrations or infographics based on individual skills.
Day 7 - Wednesday	Deep dive into the best printing methodologies. Finalizing content and initial printing and – if necessary – folding trials.
Day 8 - Thursday	Last review of the project and creating a presentation chart.
Day 9 - Friday	Closing of the project and presentation of the final product.

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