

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMMER COURSES

A.A. 2023-24
SYLLABUS

Visual design

2nd session: July 9th – July 19th 2024

www.naba.it



Visual design

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

During this intensive course, students will gain knowledge of the different visual communication concepts and tools.

Participants will be guided through a path marked by both lectures and practical workshops in order to learn digital skills and the methods of visual representation. At the end of the course each student will be able to find his own visual style and to develop his own personal project.

COURSE OBJECTIVES

The course is focused on the analysis of the visual languages in the communication fields and gives the opportunity

to create an integrated communication project. The reading lectures and the exercises will emphasize students'

personal creative vision and put into practice the concepts learned throughout different didactic experiences.

ADMISSION REQUIREMENTS

This course is intended for students who have no background in visual 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 create and present an integrated communication

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project that combines traditional and new media (outdoor & press adv campaign with a digital / social network campaign).

LIST OF MATERIALS AND TOOLS

- Phone camera.
- Mouse.
- Sketchbook.
- Pencil and coloured pens.
- Basic knowledge of *Adobe Photoshop*, vector draw or other similar graphic editing software.
- Optional: basic skills for the use of Tablet and Procreate.

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, 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: 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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Visual design

1st week

COURSE SCHEDULE*

DAY		LESSON-SUBJECT
Day 1 - Tuesday	NABA Staff	Welcome and Registration <ul style="list-style-type: none">Introduction to visual languages and software that will be taught during the short course (<i>Adobe Photoshop, Illustrator, Indesign</i>).
Day 2 - Wednesday		<ul style="list-style-type: none">Visual interpretation of contents, the study of visual identities and of their structure.<i>*Field trip</i>: creative analysis of multimedia visual identity, collection of material (photos and textures) that will be used in further exercises.
Day 3 - Thursday		<ul style="list-style-type: none">Moodboard: how to design one and why is it useful to establish a methodology. References and research.Photo editing techniques - digital collage.
Day 4 - Friday		<ul style="list-style-type: none">Software introduction: vector-based content creation.Creative exercise: spot illustrations.

*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">Working with typography and pictures: references and visual research.Creative exercise: multi-layer poster design, working on variations of visuals.
Day 6 - Tuesday	<ul style="list-style-type: none">How to design a magazine cover: references and techniques.Creative exercise: redesign a magazine or a book cover.
Day 7 - Wednesday	<ul style="list-style-type: none">How to establish a consistent visual identity throughout different media.Design an album cover, we will start with the creation of the artwork and move on to the visual communication of the product on various digital and traditional outputs.
Day 8 - Thursday	<ul style="list-style-type: none">Visual identity through practice: how to develop and expand a project.Development of various mock-ups and visualisations of the communication strategy.
Day 9 - Friday	<ul style="list-style-type: none">Designing and presenting a project from its conception to its realisation. References and actual design of the presentation for portfolio purposes.Final Presentation.

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