



International Academy of Art & Design

NABA

NABA, Nuova Accademia di Belle Arti, is an international Academy focusing on arts and design: it is the largest private Academy in Italy, and the first one to have been recognized by the Italian Ministry of Education, University and Research (MIUR), back in 1981. As a recognized Academy, NABA offers academic diplomas equivalent to first and second level university degrees in the fields of design, fashion design, graphics and communication, multimedia arts, set design, and visual arts to students interested in design culture and artistic experimentation: they come from many different Italian regions and almost 80 foreign countries, and have the most diverse high-school backgrounds.

NABA's interdisciplinary didactic methodology is the result of a strong inclination towards innovation and a dynamic interaction with the artistic and professional context, made possible also thanks to the continuously updated expertise of the faculty, including professional practitioners and artists.

NABA was selected by Domus Magazine as one of Europe's Top 100 schools of Architecture and Design, and included by Frame Publishers in the Guide to the 30 World's Leading Graduate Design and Fashion Schools.

MILAN

Milan is a city of significant international events such as the Fashion Weeks and the Design Week.

NABA campus in Milan is located near the Navigli area, one of the liveliest areas of the city, and it is inserted in a historical architectural complex consisting of 13 buildings spread over approximately 17,000 sqm including study and lounge areas dedicated to students, a green area, several specialized laboratories, a library and a cafeteria.

ROME

Rome is the capital city, a showcase for art exhibitions, timeless and unique cultural places and for important events such as Altaroma Fashion Weeks and Rome Film Fest.

The new campus in Rome occupies two historical buildings of early 20th century located in the Ostiense district, where the artistic and cultural heritage meets contemporary culture. The campus covers an area of approximately 3,500 sqm with specialized laboratories, a library, study and lounge spaces.



HOW TO GET

MILAN

By plane:

Milan has three airports: Malpensa [MXP], Linate [LIN], and Orio al Serio (Bergamo) [BGY].

Several buses and trains leave from the airports to the city center, the Milan Cadorna Railway Station, and the Milan Central Railway Station every day.

By train:

Getting to Milan by train is convenient as the city has direct connect with all major cities in Italy and several destinations in Europe. Most of the trains arrive to Milan Central Railway Station. Two underground lines as well as several tram and bus lines link the station to many points of interest in Milan.

Public transportation:

Milan's public transportation system is the ATM (www.atm.it), which includes the five underground metro lines (red MM1, green MM2, yellow MM3, lilac MM5, and blue Passante Ferroviario).

ROME

By plane:

Rome has two airports: Leonardo da Vinci, Fiumicino [FCO] and Giovan Battista Pastine, Ciampino [CIA]. Several buses and trains leave from the airports to the city center, and the Roma Termini Railway Station every day.

By train:

Getting to Rome by train is convenient as the city has direct links with all major cities in Italy and is located in a strategic point to travel all around Italy. Most of the trains arrive to Rome Termini Railway Station. Three underground lines as well as several tram and bus lines connect the station to many points of interest in Rome.

Public transportation:

Rome's public transportation system is the ATAC (www.atac.roma.it), which includes the three underground metro lines (Line A, Line B and Line C).

SUMMER COURSES 2020

NABA Summer Courses 2020 offer a wide variety of NABA's long-term academic disciplines, giving students a condensed version of the most significant trends of art markets, industrial creation processes, artistic and social expressions, together with the chance for them to experiment with a relevant project-theme.

MILAN

Fields:

Design

Fashion Design

Visual Arts

Graphic Design and Communication

Media Design and New Technologies

ROME

Fields:

Fashion Design

Visual Arts

Graphic Design and Communication

Media Design and New Technologies

TWO CITIES, DOUBLE EXPERIENCE

Fields:

Fashion Design

Visual Arts

NABA Summer Courses 2020 are intensive research and project-based trainings, which include:

- **INTRODUCTORY LEVEL COURSES:** intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design
- **INTERMEDIATE LEVEL COURSES:** for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience
- **ADVANCED LEVEL COURSES:** for final year university students or those with some initial work experience in the field willing to explore new opportunities combining strategy and creativity
- ✦ **EXPERIENCE COURSES:** for people of all ages and abilities willing to explore their passion in a new creative environment while experiencing Milan, the world's capital for Fashion and Design, and Rome, the world's capital for History and Culture



MILAN

SESSION 1 June 23 - July 3	SESSION 2 July 7 - 17	SESSION 3 July 21 - 31
DESIGN Product design I • Interior design I •	DESIGN Product design II •• Interior design II •• Interior design for hotels ••• Interior design for retail •••	DESIGN Product design I • Interior design I • Interior design for hotels ••• Interior design for retail ••• Design and digital fabrication ••• Lighting design •••
FASHION DESIGN Fashion design I • Fashion image and styling I • Fashion marketing and communication •	FASHION DESIGN Fashion design II •• Fashion image and styling II •• Accessories design •• Visual merchandising ••	FASHION DESIGN Fashion design I • Fashion image and styling I • Textile design •••
VISUAL ARTS Hand illustration • Curatorial studies and exhibition design •• Painting I •	VISUAL ARTS Photography I • Digital art markets •• Painting II ••	VISUAL ARTS Photography II •• Creative writing ••• Engraving •
GRAPHIC DESIGN AND COMMUNICATION Digital illustration I •	GRAPHIC DESIGN AND COMMUNICATION Digital illustration II •• Visual design •	GRAPHIC DESIGN AND COMMUNICATION Social media management •
MEDIA DESIGN AND NEW TECHNOLOGIES Board game design •	MEDIA DESIGN AND NEW TECHNOLOGIES Interaction design • Game development •	MEDIA DESIGN AND NEW TECHNOLOGIES Creative coding • VR and 360° video creation • 2D animation •• 3D character design •

ROME

SESSION 1 June 23 - July 3	SESSION 2 July 7 - 17	SESSION 3 July 21 - 31
FASHION DESIGN Fashion illustration I • Fashion image and styling I •	FASHION DESIGN Fashion illustration II •• Fashion marketing and communication •	FASHION DESIGN Costume design for cinema ••
VISUAL ARTS Portrait drawing •	VISUAL ARTS Painting I • Curatorial studies and exhibition design ••	VISUAL ARTS Painting II ••
GRAPHIC DESIGN AND COMMUNICATION Urban graphics and typographic mapping •	GRAPHIC DESIGN AND COMMUNICATION Urban brand design ••	
MEDIA DESIGN AND NEW TECHNOLOGIES Film documentary •	MEDIA DESIGN AND NEW TECHNOLOGIES Film documentary •	MEDIA DESIGN AND NEW TECHNOLOGIES Film documentary •

TWO CITIES, DOUBLE EXPERIENCE

SESSION 1 July 13 - 24	SESSION 2 July 20 - 31
FASHION DESIGN Fashion design: from haute couture to pret-a-porter ✕ Fashion culture: Rome and Milan ✕	FASHION DESIGN Fashion design: from haute couture to pret-a-porter ✕ Fashion culture: Rome and Milan ✕
VISUAL ARTS Sketching around: Rome and Milan ✕ Travel photography: from Rome to Milan ✕ Art discovery: from classical to contemporary ✕	VISUAL ARTS Sketching around: Rome and Milan ✕ Travel photography: from Rome to Milan ✕ Art discovery: from classical to contemporary ✕

All *Two Cities, Double Experience* courses are EXPERIENCE COURSES ✕.

Field

DESIGN

DESIGN AND DIGITAL FABRICATION

(Intermediate level)

Milan

Rapid prototyping tools, CNC machines and 3D printers have become a basic toolbox for any designer. Today we have the possibility to extract any kind of form and shape from the virtual field of 3D modeling software and to turn them into reality. The field of design is quickly moving away from serial production toward small-scale production, from industrial operation to individual customization, thus undergoing a radical change of meanings and values. This course will enable students to design and to produce small-size objects and products through a process of digital fabrication.

This course is intended for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.

INTERIOR DESIGN I

(Introductory level)

Milan

A full-immersion course that will provide students with an overview of the Italian design methodology. Students will be introduced to the analysis of the elements of space, and they will have the opportunity to focus specifically on interior design, and to dive into intensive project

works. Students will use lifestyle, art and design research in Milan to develop an interior space plan. *This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.*

INTERIOR DESIGN II

(Intermediate level)

Milan

This course is intended for students with a background with some background and experience in the field of interior design. Students will have the chance to analyze contemporary interior spaces through observation based on individual research. They will develop a professional designer's attitude, searching for materials as a source of inspiration by exploring the city. The project-based work will be geared toward the creation of a model of interior layout, using only regenerated or discarded materials. *This course is intended for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.*

INTERIOR DESIGN FOR HOTELS

(Advanced level)

Milan

The course will enable participants to understand

the combination of aesthetics, functionality, and of operational aspects necessary to design successful hotels. Students will dive into a deep analysis of contemporary hotel typologies, of the latest hotel design trends, and of the information regarding materials, furniture, and lighting. The course offers a deep exploration of the extensive and complex field of interior design within the hospitality industry, and of the way it is changing and evolving. *This course is intended for final year university students or those with some initial work experience in the field willing to explore new opportunities combining strategy and creativity.*

INTERIOR DESIGN FOR RETAIL

(Advanced level)

Milan

The whole global retail culture is going through a process of radical evolution, pushed by the irresistible advancements of multichannel business and online shopping. Does retail still make sense today? How much should it change in order to survive? The course will enable participants to understand the role of both visual merchandising and experience design in retail stores, from the display of products to the design of the whole customer journey. Students will investigate the strategies to generate retail spaces that are consistent and coherent to the identity of a brand, aimed to turning the pleasure of shopping into a matter of customer loyalty. This course provides participants with higher level of awareness in the field of retail spaces and brand design, as well as for temporary events, online interfaces and social media tools. *This course is intended for final year university students or those with some initial work experience in the field willing to explore new opportunities combining strategy and creativity.*

LIGHTING DESIGN

(Advanced level)

Milan

The course gives an overall vision of the art of lighting and its related functions, from a technical and stylistic point of view. It will provide students with the tools to carry out a lighting project in a wide variety of different settings. Lectures will cover the subject of light

and design, both theoretically and in practical terms. The students will be expected to produce sketches and technical drawings. *This course is intended for final year university students or those with some initial work experience in the field willing to explore new opportunities combining strategy and creativity.*

PRODUCT DESIGN I

(Introductory level)

Milan

Students will be introduced and exposed to the design process, in order to understand what lives behind the creation of a product. They will have the opportunity to dive into intensive project work geared towards creative thinking and exploring form and functionality. Students will work in small groups, in an open discussion environment, developing their creative process from the idea to the final presentation. The final project will be presented in a simulating, small exhibition, through a model and a short story in a digital format. *This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.*

PRODUCT DESIGN II

(Intermediate level)

Milan

Students will develop a project, which consists of a coordinated product line created by using hand or digital drawing, as well as a product prototype. The project will be carried out in groups as a studio work, under the supervision of an established designer in an open-discussion setting. Specific workshops, that will focus on materials, on the history of design, and on the biography of an object, will expose students to multiple possible approaches. *This course is intended for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.*

Field

FASHION DESIGN

ACCESSORIES DESIGN

(Intermediate level)

Milan

This course is focused on the discovery of the fundamentals of luxury accessories brand collections, specifically of Made-in-Italy shoes and bags. Students will acquire the basic skills needed to coordinate and to develop a new luxury accessories brand, and they will get acquainted with the technical methodology to make shoes and bags.

This course is intended for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.

COSTUME DESIGN FOR CINEMA

(Intermediate level)

Rome

Do you want to learn how to create fabulous costumes for the stage or screen? In this course, you will get an overview of the process of costume design for the performance industry, along with an understanding of the important role that costuming plays in character creation. During the first week, you will investigate the world of costumes by analyzing and discussing images, videos, and readings to discover how historical factors, character personalities, proportion, color, materials, and tailoring

techniques play into the process. Your class will make several visits to tailors' shops, theaters, and costume archives. During the second week, you will work with your fellow students to design a portfolio of costumes for a live performance or a film. Depending on available time and participants' skills, your class might also create a costume prototype.

This course is intended for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.

FASHION DESIGN I

(Introductory level)

Milan

An inspiring discovery of the Italian Fashion pipeline with lectures by experienced professionals and guided visits to Milan's best fashion areas and showrooms. Students will be given an overview of the Italian Fashion System, and they will learn to produce fashion sketches, to carry out research to be used to develop a fashion collection.

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

FASHION DESIGN II

(Intermediate level)

Milan

In this course students will create a capsule collection. Concepts, moods and themes will be conceived and developed to provide inspiration for clothing, color and shape.

Students will experiment studio and workshop practice, and they will work on the development of a prototype with handcraft tailoring methods. *This course is intended for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.*

FASHION ILLUSTRATION I

(Introductory level)

Rome

This course introduces students to the world of Fashion Illustration. Starting from anatomical figures and the process of stylization, participants will have the chance to create various styles of clothing, including the analysis of different textile materials. Throughout this course, students will learn the following subjects: the study of both female and male anatomy; the hand-drawing of several pieces of clothing as instructed by the lecturer (jacket, pants, skirt, blouse, t-shirt); the coloring techniques used for each piece of clothing (including the replica of the textile materials); and the introduction to technical drawing.

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

FASHION ILLUSTRATION II

(Intermediate level)

Rome

This course aims to introduce students to the world of Fashion Illustration, starting from anatomical drawing and the different types of illustrations, to arrive to the study of both hand and digital illustration. During the course, participants will analyze different styles of fashion illustration, and they will be introduced to

several coloring techniques (watercolor, ecoline and inks, pencils, chalks, digital colors). Students will be guided through the development of their own personal illustrative style, to end up with a fashion illustration portfolio by the end of the course. Minimum requirements: basic knowledge of hand illustration, and of graphic and illustration software Adobe.

This course is intended for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.

FASHION IMAGE AND STYLING I

(Introductory level)

Milan | Rome

Students will develop an understanding and gain experience in style-hunting and image styling as the foundations of fashion and project-development approach. They will be given an overview of the Italian Fashion System, and they will be inspired to develop their ideas and their potential to the fullest.

Participants will learn how to innovatively apply trend skills to interpret the personality of clients and their lifestyle, to create a style for a collection look for a fashion magazine, and to propose a new image through clothing, accessories, photos and location combos. *This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.*

FASHION IMAGE AND STYLING II

(Intermediate level)

Milan

Students will be given a specific technical training in the field of fashion styling to teach them to create a new image for a body and its clothes encompassing make-up techniques, hair shapes, location, light, photography. Students will experience the excitement of producing a photo shooting in a real work environment: live models, shooting location, and in a professional studio. Personal research and observation will be used to analyze contemporary advertising

tools used to promote fashion products for the targeted consumer audience.

This course is intended for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.

FASHION MARKETING AND COMMUNICATION (Introductory level)

Milan | Rome

This course focuses on the fashion industry through a business and management perspective. It will provide students the necessary tools to understand the dynamic context of Italian and international fashion business. Students will be introduced to fundamentals such as fashion industry sourcing, supply chain, fashion buying cycle, vendor selection and fashion buying decision criteria, retail brand marketing in the fashion industry, internationalization of fashion retailing, international branding, and flagship stores.

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

VISUAL MERCHANDISING (Intermediate level)

Milan

The analysis of visual merchandising strategies for showrooms, concept stores, mono-brand stores, and department stores, will be the key elements of this course, along with the study and understanding of the tools used to create a strategic language for fashion brands. Students will develop a theoretical, analytical, and critical approach through guided tour visits to the most relevant concept stores in Milan. At the end of the course they will be asked to develop an individual project.

This course is intended for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.

TEXTILE DESIGN (Advanced level)

Milan

The first part of this course will focus on gaining a basic knowledge of the available materials, structures, learnings to make informed and responsible choices. After becoming more acquainted with what is necessary to make a textile expert do its job from a practical perspective, the course will focus on the aesthetic considerations covering the fields of manipulation, surface design (printing and embroidery) and nets/lace-like fabrics (cut work, devoré). The students will then choose a specific situation for which to design a textile based on the previously acquired information and skills, and to produce a mini project outlining the reasons for their choices and illustrating this with samples.

This course is intended for final year university students or those with some initial work experience in the field willing to explore new opportunities combining strategy and creativity.

Field

VISUAL ARTS

CREATIVE WRITING

(Advanced level)

Milan

The Fine Arts world is changing, and so is changing the way we communicate within its realm. Nowadays more than ever before, it is necessary to learn about this new style of story-telling and the tools to successfully gain audience engagement, in order to narrate about artworks, projects, exhibitions, events, or artists like never before. Investigating the realm that connects a text with its image, Creative Writing teaches students to develop a new method to represent and rearrange of the key concepts of Visual Arts. The course is intended for students with a consistent background in visual arts or with an experience in writing techniques.

This course is intended for final year university students or those with some initial work experience in the field willing to explore new opportunities combining strategy and creativity.

CURATORIAL STUDIES AND EXHIBITION DESIGN

(Intermediate level)

Milan | Rome

The work of the curator includes a plurality of skills with multiple approaches to understand present times, to interact with the past, and to produce new perspectives. Alongside theoretical knowledge, the course offers a well-structured path to develop curatorial projects, from the

research and production of a concept, to its organization and display. During the course, students will work on a personal or group project that will be presented on NABA's ground, with a period of time during which it will be open to the public, using a variety of possible formats, from video screenings to lectures, from exhibitions to online publications, and more. In addition to classroom lessons, the course will include visits to exhibitions and contemporary art spaces in Milan. *This course is intended for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.*

DIGITAL ART MARKETS

(Intermediate level)

Milan

If in the past digital tools and platforms were used in the artistic world as supportive means, nowadays they have become an essential component of the management and communication process, in order to add value on a global scale. Therefore, art markets cannot run successfully without integrating these tools within their economic pathways. Digital platforms and their applications are often capable of changing the way art is perceived, and of innovating the forms by which artistic visions are spread, including introducing new trends and

new approaches to acquire, collect, and manage art pieces, imagery, archives, and so on. This course aims to give students an overview of these digital tools in contemporary art markets, from well-founded platforms such as social media, to recently developed apps and software, used by artists and professionals in this field (curators, art critics) to analyze, manage and renew their professional careers.

This course is intended for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.

ENGRAVING

(Introductory level)

Milan

Throughout the analysis of foundational artistic and pictorial techniques, participants will acquire the knowledge of different two-dimensional and three-dimensional visual portrayals. During the exploration of various creative processes, students will gain an understanding of materials and tools used to engrave artistically. The lessons will include both lectures and workshops, which aim to grow the student's visual, tactile, and olfactory skills in order to experiment and try different techniques.

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

HAND ILLUSTRATION

(Introductory level)

Milan

Students will learn to create effective, powerful images and interesting illustrations applicable to different professional areas. Alternating lectures and practical workshops, the course will show different techniques, processes and approaches. *This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.*

PAINTING I

(Introductory level)

Milan | Rome

This course aims to dive into different aspects of the realm of painting, by reflecting upon the methods used to represent subjects, and by experimenting with several techniques. Through the exploration of different styles such as watercolor, oil paint, tempera, and acrylic, and the use of the relevant materials (paper, wood, canvas), students will acquire the knowledge needed not solely to learn about the realm of painting, but also to develop their own unique style.

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

PAINTING II

(Intermediate level)

Milan | Rome

This course aims to deepen the preexisting knowledge of the realm of painting. Throughout the analysis of the major elements of painting techniques, such as the study of surfaces, colors, and materials, students will develop and implement different methods of expressions, and reflect upon the unique value of each style, learning to critically analyze the affiliation between imagery and the message behind it. *This course is intended for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.*

PHOTOGRAPHY I

(Introductory level)

Milan

Throughout this intensive course, students who have an elementary knowledge of photography, will be introduced to specialized techniques and materials. Participants will learn the foundations of optics and light (aperture, shutter speed, exposure), photographic methods, and composition techniques. The course will also

cover image processing in Photoshop and output techniques.

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

PHOTOGRAPHY II

(Intermediate level)

Milan

Connected to Photography I, this course will enable students to further deepen their knowledge of photographic techniques and to further develop their expressive skills. Students will be given a specific theme and will have to develop a concept, a mood board and a final project under the guidance of a professional photographer.

This course is intended for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.

PORTRAIT DRAWING

(Introductory level)

Rome

Do you want to learn how to create a realistic portrait, or build on your existing skills? In this course, you will practice drawing the human face, using photographs and live models. You will work through a variety of exercises to develop precise techniques and a personal style, with a special emphasis on form and color. Our faculty, who consists of professional artists, will guide you to cultivate your skills with observing proportions, rendering color and shadow, and making quick sketches that convey a range of emotions. You will have the chance to experiment with a wide variety of materials as you begin to create powerful images.

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

Field

GRAPHIC DESIGN AND COMMUNICATION

DIGITAL ILLUSTRATION I

(Introductory level)

Milan

Throughout this course, students will learn how to create effective graphic vector images applicable in many different professional and design areas. Focused on practicing with various tools, students will learn to create from simple graphs to basic shapes, icons, illustrations, and logos.

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

DIGITAL ILLUSTRATION II

(Intermediate level)

Milan

This course aims to introduce students to the field of motion graphics. By implementing photos, illustrations, texts and vector graphics, students will gather knowledge on how to set up a project, and on how to import creative contents into software to develop simple animations. Alternating lectures to practice, students will learn eventually to create short videos or GIFs. *This course is intended for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on*

building upon this through hands-on training experience.

SOCIAL MEDIA MANAGEMENT

(Introductory level)

Milan

This intensive course will focus on tools used in the digital marketing field to manage social network platforms. It will focus on effective research for data gathering and analysis required to profile the so-called “personas”. Carrying out consistent net researches will help students to create engagement with targeted posts, online contents, and hyperlinks, as well as managing multiple platforms’ likes, comments, follows, subscriptions, and other viral processes.

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

URBAN BRAND DESIGN

(Intermediate level)

Rome

This course aims to introduce participants to the topic of branding, focusing especially within the context of local brands and landmarks, such as regions and cities. Empowered by their communication approach, a must for every entity is to work on the definition of their image and perception, both from a commercial and from an institutional point of view. The target of

territorial branding is to build brand experiences for tourism or institutions, in order to increase the capacity to reach new audience, through a process of brand design and experience design: research, analysis of values, and defining a strategy. Relying on case-studies for inspiration, students will engage in workshops to learn how to emphasize features and how to build communication strategies suitable in many business contexts.

This course is intended for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.

URBAN GRAPHICS AND TYPOGRAPHY MAPPING

(Introductory level)

Rome

Throughout this course, students will learn the basics of typography for design projects. Alternating lectures to practical workshops, students will learn the technical terminology needed to distinguish calligraphic and lettering issues, character and font clusters, and how to distinguish typefaces, letter features, weight and glyph characteristics in a typeset. Using vector graphics software, participants will also practice how to compose, to edit and to work with text, with the purpose of designing head titles or layouts, and body copy structuring, eventually mastering concepts such as readability and hierarchy of weights.

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

VISUAL DESIGN

(Introductory level)

Milan

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.

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

Field

MEDIA DESIGN AND NEW TECHNOLOGIES

2D ANIMATION (Intermediate level) Milan

The course will cover all the aspects connected with the production of a successful short movie: drawing, design, animation, storyboarding, acting, timing, and scriptwriting. Students will take the role of both directors and animators of their own movie, thus facing all the issues and problems that normally arise whilst making an animated movie.

This course is intended for students with some background in that specific subject area and to students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.

3D CHARACTER DESIGN (Introductory level) Milan

During this course, students will be introduced to the world of CGI, throughout the fundamental teachings of polygonal modeling. The course objective is to teach participants how to develop humanoid and mechanical figures. This course includes the teaching of basic knowledge of Maya software, the use of well-defined shootings, and practical workshops.

This course is intended for students without any academic background in the specific subject

area and for students attending their first year of university studies in Art and Design.

BOARD GAME DESIGN (Introductory level) Milan

Games are an interactive form of entertainment that connect people across different ages, genders, ethnicities, socio-economic groups, and skill levels. Through the games we play, we meet new people, improve our skillsets, and most importantly, we learn. This course focuses on a specific kind of gaming experience – board games – which requires more than one player, and thus encourages the development of social skills such as cooperation, negotiation, bluffing, and persuasion. Following lectures that explore the basic principles of board game design, prototyping, and playtesting, students will use these foundations to create an original game, either individually or in small groups. By the end of the course, students will be able to transform their ideas into manageable designs, and to develop quick prototypes to fully test the player experience they want to achieve.

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

CREATIVE CODING (Introductory level) Milan

Now more than ever, the worlds of coding and design are colliding. Gone are the days of mocking up designs so that a technician can bring them to life. Many designers are learning how to code so they can design with more empathy for the digital era, work better with technical teams, and gain more control over the finished product. In this course, participants will study the history and philosophy behind the artistic use of technology. Students will learn coding strategies, explore how to include coding in the creative process, and discover how computing tools can enhance their creativity. The course leader will guide the students through applying practical programming concepts within hands-on projects.

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

FILM DOCUMENTARY (Introductory level) Rome

The documentary films industry is an audiovisual production that in recent years has experienced a boom of investments, distribution, and creativity. Even if the boundaries of this type of production are very blurred, the absence of fictionality, the possibility of generating narratives at reduced costs, and the linkage with reality, are its three, main powerful features. Rome, with its timeless history and the greatness of its civilizations, is the ideal place to explore the realm of documentary films. The course is structured into three parts: introduction to documentary films; pre-production of a personal or team project; production of a short film. The course is recommended for students wishing to explore audiovisual production, and to find a real and fruitful expressive possibility in the film documentary industry.

This course is intended for students without any academic background in the specific subject

area and for students attending their first year of university studies in Art and Design.

GAME DEVELOPMENT (Introductory level) Milan

Learn how to create video games using Unity 3D, a free-to-use game development engine. You will have the opportunity to develop 3D gaming experiences with sophisticated storylines, interactions, aesthetics, and technical aspects. You will discover how to use the core features of the software while designing your very first game, starting with learning how to create a new project and manage your game assets. You will practice the elements of building a fully playable prototype in Unity: installation and setup, pathfinding, lighting and light mapping, artificial intelligence basics, camera animations, character animations, scripting, materials, skyboxes, particle effects, sound effects, and music. *This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.*

INTERACTION DESIGN (Introductory level) Milan

Are you curious about the world of interaction design? During this course, you will have the chance to participate in the ideation, design, and implementation of an interactive project using the Touch Board, a device that turns touch into sounds and makes any surface interactive. You will explore the elements of an interactive project, including media, languages, goals, user behaviors, and technologies (hardware and software). You will practice using basic tools to create prototypes of interactive devices, and you will learn the fundamentals of the TouchBoard/Arduino coding environment, language, and programming. As you learn by doing, you will build devices that influence, and that are influenced by the physical world.

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

VR AND 360° VIDEO CREATION

(Introductory level)

Milan

Nowadays, becoming an immersive creator is both a considerable challenge and a fantastic opportunity for filmmakers and media producers. This course explores all aspects of producing a 360° video using today's most relevant technologies. First, students will examine why modern virtual reality is a new type of medium distinct from all previous forms, and they will gain an in-depth understanding of the 360° camera discovering which tools work best in which scenarios. Next, participants will identify stories that are better told through an experience than through other media. Finally, they will get hands-on practice with the complete workflow of a virtual reality project, including developing the concept, choosing the technology, doing preproduction, and shooting in 360° video, followed by the post-production processes of editing, stitching, finalizing, and publishing 360° videos.

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

TWO CITIES, DOUBLE EXPERIENCE

The *Two Cities, Double Experience* program is designed for people of all ages who wish to strengthen their artistic talent in a new creative environment while exploring both Rome, the capital of history and culture, and Milan, the world's capital of fashion and design. Each course is two-week long: the first week is spent in Rome, and the second one is spent in Milan. In this way students can discover the unique art, culture and lifestyle of both cities.

FASHION DESIGN FIELD

FASHION DESIGN: FROM HAUTE COUTURE TO PRÊT-A-PORTER

(Experience course)

While in Rome, students will discover and focus on haute couture, hence high-end garments that are customized and hand-tailored using unique and unusual materials. Lectures will explore the history and development of haute couture up to present-day role in the fashion industry. Through visits to fashion exhibitions, archives, and ateliers, students will gain awareness on the context and artistic development of the Italian style and fashion system. Participants will conduct a personal research project on traditional and contemporary approaches to fashion design, either individually or in groups, aiming to develop a haute couture collection through mood boards, illustrations, texts, videos, or the creation of a moulage (draping textile) prototype. In Milan, students will discover and focus on a social and cultural analysis of the Italian fashion industry, exploring the

philosophies, styles, and business structures of some of the most iconic Italian fashion brands. Participants will be invited to consider how designers combine the quality of haute couture with the practical market needs of prêt-à-porter collections. Through visits to Milanese fashion showrooms and studios, students will gain awareness on the industrial prêt-à-porter system, that is, factory-made clothing sold off the rack in standardized sizes. Either individually or in groups, participants will develop a prêt-à-porter collection through mood boards, illustrations, texts, videos, or the creation of a moulage (draping textile) prototype.

FASHION CULTURE: ROME AND MILAN

(Experience course)

If you want to deepen your understanding of the Italian fashion industry, this creative experience is for you. This course alternates lectures about the history and principles of fashion design, to visits to Rome's hottest fashion spots: fashion ateliers and boutiques, showrooms, exhibitions, flagship and concept stores, and cult-favorite places for cool hunters. You will get a broad overview of

the fashion system, focusing on what makes Italian fashion unique, and on what specifically defines the fashion scene in Rome. As you gain knowledge, curiosity, and passion throughout this immersive experience, you will channel your learnings into creating a visual presentation about Italian brands and their identities, collections, and activities. If you are wondering why Milan is known as the world capital of fashion, this course alternates lectures about the history and principles of fashion design, to visits to Milan's hottest fashion spots: fashion ateliers and boutiques, showrooms, exhibitions, flagship and concept stores, and cult-favorite places for cool hunters. You will get a broad overview of the fashion system, focusing on what defines the Italian fashion, and on how Milan became such a capital for fashion designers. As you increase your knowledge, curiosity, and passion through this immersive experience, you will channel your learnings into creating a visual presentation about Italian brands and their identities, collections, and activities.

VISUAL ARTS FIELD

SKETCHING AROUND ROME AND MILAN (Experience course)

Develop your drawing skills while exploring the ancient city of Rome and the contemporary city of Milan, their monuments, museums, and the everyday places where roman and milanese people gather to enjoy life. As you make quick drawing and painting sketches outdoor and indoor different environments, you will practice how to capture tone, color, light, and atmosphere by using a variety of drawing and painting techniques.

TRAVEL PHOTOGRAPHY FROM ROME TO MILAN (Experience course)

In this course, you will learn the fundamentals of photography while exploring Rome, one of the world's most historic and beautiful cities, and Milan, one of the world's most dynamic and cosmopolitan cities.

Through practical workshops, you will experiment with creative composition, camera controls, lighting, and color films. The lecturer will guide you through the discovery of narrative aspects of travel photography, focusing on portraying places, events, and themes, and on using storytelling techniques as tools to communicate your experience and vision. You will also gain familiarity with a variety of techniques to correct or improve images through the use of computer software.

ART DISCOVERY: FROM CLASSICAL TO CONTEMPORARY (Experience course)

Discover why Rome is known as the "Eternal City". In this full-immersion journey, you will explore this timeless city while growing your knowledge of Classical Arts. The course alternates lectures about classical sculpture, ceramics, and painting to visits to Rome's most iconic monuments, museums, and exhibitions. While discovering the fascinating history of ancient artists and their religious and cultural inspirations, you will develop a personal project: a booklet presenting your vision of Rome, containing pictures, drawings, articles, and inclusive of notes taken during class and in your spare time.

Milan is a center not only of fashion and design, but also of contemporary art. This course combines lectures about today's most influential artists, with an active discovery of Milan's contemporary art scenes. Students will visit museum collections, private foundations, and international art galleries, including venues like Boschi di Stefano Museum-Home collection, Museo del Novecento, Gallerie d'Italia, Fondazione Prada, and Pirelli HangarBicocca (located in a former Pirelli factory). As they discover new artists, techniques, themes, and media, participants will collect their impressions in a personal project: a booklet expressing their vision of Milan, containing pictures, drawings, articles, and inclusive of notes taken during class and in your spare time.

SUMMER COURSES 2020 ADMISSION PROCEDURES

APPLICATION DEADLINES

Send your NABA Summer Courses 2020 application to NABA Summer Courses Office via email at summer@naba.it

Applications are due no later than **three weeks** prior to the beginning of the course.

HOW TO APPLY

You can choose among:

- › **ONLINE APPLICATION**
Visit the website www.naba.it and follow the steps to book and pay online
- › **STANDARD APPLICATION**
Download the application form from the website www.naba.it, fill it out and send it to summer@naba.it

You will be contacted by email to finalize your enrollment.

ADMISSION REQUIREMENTS

- › All classes are held in English, so a fluent understanding is required
- › Students must meet the eligibility criteria of the chosen course, as NABA will not take any responsibility for students who choose a course level that is not suitable to their abilities
- › NABA accepts applications by students from 18 years of age. In case of applicants who are 16 and show a strong motivation to NABA Introductory or Experience level courses, they will be considered upon a written declaration of responsibility signed by both parents or legal guardians
- › We strongly suggest that students bring their personal equipment, as indicated prior to the course beginning

TUITION FEES

- › € 1.795 tuition fee for a 2-week session
- › € 2.995 tuition fee for a 4-week session
- › € 4.195 tuition fee for a 6-week session

The fees include: class work, lectures and guided visits included in the program. The fees do not include: travel expenses, accommodation, local transportation and meals. Total fees are due by the start date of the course and under no circumstances students who have not finalized the payment will be admitted into class.

Please notice that NABA Summer Courses 2020 have limited capacity for each course, therefore they will be assigned on a first come first served basis.

ACADEMIC CREDITS

NABA can award ECTS credits for Summer Courses 2020, so it will be easier for students to transfer their credits to other Universities and Academies that use or acknowledge the ECTS system.

Upon successfully completing each 2-week summer course (45 contact hours), NABA will issue 3 credits to students who wish to transfer credits back to their home institution (upon approval).

Interested students must request the relevant course syllabus to the NABA Summer Courses Office at summer@naba.it and then submit it to their home institution for approval of the ECTS credit transfer.

In order to be issued ECTS credits, the student:

- › must be 18
- › shall have earned a high school diploma
- › must be enrolled at a recognized higher education institution
- › must meet the summer course admission requirements
- › must have successfully passed the summer course learning outcomes

HOUSING OPTIONS

NABA helps international students with finding accommodation. Students can choose among a number of single and shared room.

NABA has also special deals with hostels, residences and hotels.

For further information, please contact NABA Housing Office via email at short@milanhousing.it or via phone at +39 0297372943.

