



CURRICULUM

INTERNATIONAL ACADEMY
OF ART & DESIGN

design
mundo
afora

NABA
NUOVA ACCADEMIA
DI BELLE ARTI

master of arts in

VISUAL DESIGN AND INTEGRATED MARKETING COMMUNICATION

AREA

Communication
and Graphic Design

AREA LEADER

Milan | Rome
Patrizia Moschella

COURSE LEADER

Milan
Fabio Pelagalli

COURSE ADVISOR LEADER

Rome
Serena Ciriello

LANGUAGE

Italian - English

CAMPUS

Milan - Rome

DEGREE AWARDED

Second Level
Academic Degree

CREDITS

120 CFA

LENGTH

Two years

The MA in Visual Design and Integrated Marketing Communication (Second Level Academic Degree in Communication Design) provides a synthesis between the typical marketing approach, as usually covered in more corporate business oriented courses, to help students develop a solid background in the field, and the artistic-expressive approach as also used by new technologies, gaining a wide range of technical and design production skills. By working on real brief, they have the chance to put their acquired skills into practice and to undertake all phases of complex communication projects.

CAREER OPPORTUNITIES

Communication
designer

Marketing professional

Art director

Copywriter

Strategic planner

Communication
manager

User experience
and interface designer

Brand designer

Social media
manager

Digital strategist

Creative director

LEARNING OBJECTIVES

To decode the elements and languages of communication as well as their contemporary cultural and imaginary contexts

To assess different languages of communication and identify the impact of the communication processes on today's socio-economic and cultural context

To manage complex communication projects, finding the right balance between the economic and the artistic-creative dimension

CURRICULUM

FIRST YEAR

SEMESTER	COURSES	CFA
1	Project methodology of visual communication 1	12
	Research methodology	3
	ADV industry and models	3
	Marketing and economics	6
1	Project methodology	12
	Graphic design and digital layout Brand identity	8 4
1	Phenomenology of contemporary arts 1	6
TOTAL CREDITS 1ST SEMESTER		30
2	Project methodology of visual communication 2	12
	Art direction 1	12
	Advertising Video production for ADV*	7 5
2	Phenomenology of contemporary arts 2	6
TOTAL CREDITS 2ND SEMESTER		30
TOTAL CREDITS FIRST YEAR		60

SECOND YEAR

SEMESTER	COURSES	CFA
3	Project methodology of visual communication 3	12
	Digital marketing and social media strategy	6
	Digital publishing*	3
	ADV contest*	3
3	Art direction 2	6
3	2 activities to be chosen by the student:	
	Design management	6
	Additional training activities: erasmus**	6
	Additional training activities: academic training/internship	6
3	Additional training activities: cross disciplinary workshops, individual projects, conferences	6
	TOTAL CREDITS 3RD SEMESTER	30
4	Project methodology of visual communication 4	12
	Business modelling	4
	Interface design*	5
	Rebranding	3
4	Editorial systems for art	6
4	Thesis	12
TOTAL CREDITS 4TH SEMESTER		30
TOTAL CREDITS SECOND YEAR		60
TOTAL CREDITS MASTER OF ARTS		120

COURSES

FIRST YEAR

PROJECT METHODOLOGY OF VISUAL COMMUNICATION 1

The best metaphor to represent the complexity of communication design is an iceberg, made of an emerged part, and a submerged part, way bigger than the first one. The emerged part is what users, consumers, and clients can see, touch, experience. In order to have that one, icebergs need a submerged part. In communication design, it is made of numbers, research, concepts, drafts, ideas, graphs that make communication aesthetically pleasant, effective, measurable, and capable of talking to its target. The students explore the submerged part of the iceberg, basically made of research, economics, marketing and advertisement.

PROJECT METHODOLOGY

The students who enrol in the MA in Visual Design and Integrated Marketing Communication come from different three-year programmes. Therefore, this course uniforms and significantly enhances their project methodology in a visual field that they will later carry over into many other courses. This teaching has, thus, as its objective the highlight and enhancement of the student's design skills in the visual field, and, at the same time, it provides a consistent method to manage creativity, so that it can be later applied to all courses.

PHENOMENOLOGY OF CONTEMPORARY ARTS 1

Understanding the scenario of contemporary design and visual culture, both in their graphic aspects and in other fields such as fashion and design, is something vital for a communication designer. That's why this course aims, on one hand, at giving a historic understanding of what has happened in design and graphic design in the last 50 years, also highlighting the main authors and movements. On the other hand, it shows the emerging trends in the contemporary world, to raise the students' awareness not only of what happened in the recent past, but also of the future movements and styles.

PROJECT METHODOLOGY OF VISUAL COMMUNICATION 2

This course supports the understanding and execution, both at a strategic and at a creative level, of a communication briefing. The participants will have to handle a real company case, facing a communication plan that requires the critical analysis of business, target, competitive context and economic scope, also in an international perspective. Afterwards, they will be requested to develop creative proposals that are consistent with the funding values and the positioning of the company, suitable for multiple communication channels, online and offline.

ART DIRECTION 1 This course aims to guide students through a complete and complex art direction project in the field of communication, with a particular focus on Creative Advertising. To achieve this goal, in the first part of the course, students are introduced to the basics of global and Italian art direction history, as well as the vocabulary and processes specific to this discipline. Subsequently, students are required to apply everything they have learned in a multi-project lab experience. Particular attention is also given to the video production market for advertising communication.

PHENOMENOLOGY OF CONTEMPORARY ARTS 2 A contemporary communication designer cannot disregard a deep understanding of what is going on in visual arts. Because arts and design have always been in a tight relationship, contemporary designers can look at the artistic production as a reservoir for inspiration and influence. For this purpose, it is vital for the students to have a sound knowledge of visual arts, understanding of what happened in visual arts from the post-war era to our days as well as of what is going on, by mapping all the most relevant authors, and focusing on the current art gallery system.

SECOND YEAR

PROJECT METHODOLOGY OF VISUAL COMMUNICATION 3 The purpose of this course is to provide students with the elements to build a digital communication strategy. From analysing aspects of digital marketing to executing a creative strategy in the social media platforms, students work on a concrete problem presented through a real client. They apply this knowledge to create a high innovative, creative and market-driven digital editorial project. Upon completion of the course, students have the opportunity to participate in a prestigious international creativity contest.

ART DIRECTION 2 This course is strongly project-oriented: it recaps the educational value of the previous courses, and aims at carrying out complex and articulated projects such as the creation of a magazine, or of a one-off publication. The multiple competencies acquired by the students are all put into practice (identification of reference targets, sense for visual languages, understanding of basic elements of page layout, typography, art direction, storytelling). Also, the attention focuses on contemporary social and historic contents.

DESIGN MANAGEMENT The course aims to train future communication designers, introducing concepts and tools for managing activities in the professional field in which they will operate. Through individual time management tools, useful for increasing personal efficiency, and management techniques, aimed at coordinating multiple resources involved in a project and systematically verifying the punctuality and economic efficiency of the activities carried out, the course helps students to develop a complex and articulated communication design methodology.

PROJECT METHODOLOGY OF VISUAL COMMUNICATION 4 This course represents the completion of the educational path. In the economic field, concepts and tools for business creation are introduced, with particular reference to the creation of innovative startups/companies. There is a special attention to the individual marketing process functional to the construction of a strategy that places the person at the centre. Students are also supported in strengthening their knowledge and skills in the field of branding. The course is characterised by a laboratory dedicated to learning current interactive project planning for the realisation of an art direction project in a highly complex digital environment.

EDITORIAL SYSTEMS FOR ART This course has been conceived with the purpose of providing all the methodological and design tools that are necessary for a purposeful and innovative editing of the Thesis documents. This teaching will present the students with the editorial formats that, at the time of the Thesis publishing, represent concrete, contemporary and innovative references for publication.

THESIS The highest point of the didactic path is the final degree project, where the students have to submit and defend their Thesis in front of a Committee, made up by their lecturers and Course Leader. The Master of Arts' Thesis takes the form of an in-depth research aimed at carrying out a project. The final document is constituted by the presentation of the research and of the project documents, and aims at proving the critical, design and fulfilment competences acquired by the student over the MA. The development of the Thesis is something that every student carries out individually, independently and in complete autonomy. During the process, each student is supported by at least one Mentor ("Advisor"), who needs to approve the project proposition, guide the student in developing the research and, finally, approve the dissertation of the final Thesis work. The final dissertation is individual. Upon the Course Leader authorisation, the research can start as a collective work carried out by a group of students, up to four participants. The final presentation of the project will necessarily be represented by a personal document, and the role of each student needs to be defined since the approval of the project proposal.

*For **Rome Campus**, the progression and propaedeutic nature of these modules is different, however the didactic contents and educational objectives of the study plan is the same.

For **Rome Campus, it will be replaced by "English for artistic communication" corresponding to 4 CFA; if students select this activity, they will also need to add others for a further 2 CFA to reach the semester total credits. Please note that the Erasmus+ opportunity is always available even if it doesn't contribute to obtaining credits as additional activity.