

UNDERGRADUATE \ CREATIVE TECHNOLOGIES



CURRICULUM

INTERNATIONAL ACADEMY
OF ART & DESIGN

design
mundo
afora

NABA

bachelor of arts in

FILM AND ANIMATION

AREA

Media Design
and New Technologies

AREA LEADER

Milan | Rome
Vincenzo Cuccia

COURSE LEADER

Milan
Alessandro Bertante

COURSE ADVISOR LEADER

Rome
Fabio Capalbo

The BA in Film and Animation was born to prepare creative talents and professionals in the field of audiovisual creations, in particular in the branch of cinema, in both live action productions and animations, and in all the traditional, contemporary and future applications including their hybrid products. The dynamic nature of this industry and of new technologies assumes the outlining, even in the short term, of new professional roles, and the BA lays the foundations to keep up with these changes.

LANGUAGE

Italian - English

CAMPUS

Milan - Rome

DEGREE AWARDED

First Level
Academic Degree

CREDITS

180 CFA

LENGTH

Three years

SPECIALISATIONS

Filmmaking Animation

CAREER OPPORTUNITIES

Screenwriter

Director

Media designer

Producer

Editor

Director
of photography

Filmmaker

Concept artist

Art director
for audiovisuals

2D animator

Creative producer

Showrunner

LEARNING OBJECTIVES

To realise audiovisual productions
for cinema and web

To create animation contents using
traditional and experimental design

To design interactive and transmedia
projects

CURRICULUM

FIRST YEAR

SEMESTER	COURSES	CFA
1	History of cinema and video	10
	History of cinema	6
	Theory and analysis of films 1	4
1	Multimedia dramaturgy	8
	Storytelling	4
	Screenwriting foundations	4
1	Camera operation techniques	4
1	Audio and mixing	6
	Sound design foundations	4
	Sound recording	2
1	Mandatory IT training activities	4
TOTAL CREDITS 1ST SEMESTER		32
2	Direction 1	6
	Direction 1	4
	Storyboard	2
2	Methodology of visual communication	6
	Animation foundations	3
	Concept art	3
2	Editing techniques 1	4
2	Sociology of new media	4
2	Contemporary art language	4
2	Mandatory training activities English and additional language skills	4
TOTAL CREDITS 2ND SEMESTER		28
TOTAL CREDITS FIRST YEAR		60

SECOND YEAR

SEMESTER	COURSES	CFA
3	1 specialisation course to be chosen by the student:	
	Creative writing - Screenwriting (FM Spec.)	6
3	Creative writing (AN Spec.)	6
	Screenwriting for animation	3
	Storyboard for animation	3
3	1 specialisation course to be chosen by the student:	
	Direction of photography 1 (FM Spec.)	6
3	Digital animation techniques (AN Spec.)	6
3	1 specialisation course to be chosen by the student:	
	Video production - Preproduction (FM Spec.)	6
3	Video production - Character and background design (AN Spec.)	6
3	Aesthetics	6
3	Interaction theories and techniques	6
TOTAL CREDITS 3RD SEMESTER		30
4	1 specialisation course to be chosen by the student:	
	Direction 2 (FM Spec.)	8
	Direction 2	6
	Theory and analysis of films 2	2
4	Direction 2 (AN Spec.)	8
	Direction 2	4
	Languages of animation 1	4
4	1 specialisation course to be chosen by the student:	
	Direction of photography 2 (FM Spec.)	6
	Direction of photography 2	3
	Colour correction	3
4	Digital modelling techniques - 3D Foundations (AN Spec.)	6
4	Art direction	8
	Advertising	4
	Fashion film	4
4	1 course to be chosen by the student:	
	Editing techniques 2 (FM Spec.)	4
4	Digital applications for art - VFX	4
	Sound design	
	Multimedia installations	
4	Additional training activities	4
TOTAL CREDITS 4TH SEMESTER		30
TOTAL CREDITS SECOND YEAR		60

COURSES

THIRD YEAR

SEMESTER	COURSES	CFA
5	1 specialisation course to be chosen by the student: Media production and organisation (FM Spec.) Media production and organisation (AN Spec.)	4
5	1 specialisation course to be chosen by the student: Direction 3 (FM Spec.) Documentary Research methodology and final project proposal Direction 3 (AN Spec.) Languages of animation 2 Research methodology and final project proposal	8 4 4 8 4 4
5	Right, economy and legislation of arts and entertainment	4
5	Multimedia design	6
5	1 course to be chosen by the student: Production design History of contemporary music Imagery archetypes	6
5	Additional training activities	2
TOTAL CREDITS 5TH SEMESTER		30

6	1 specialisation course to be chosen by the student: Career development (FM Spec.) Career development (AN Spec.)	6
6	1 specialisation course to be chosen by the student: Final workshop (FM Spec.) Final project tutoring Workshops Final workshop (AN Spec.) Final project tutoring Workshops	12 6 6 12 6 6
6	Final project	10
6	Additional training activities	2
TOTAL CREDITS 6TH SEMESTER		30
TOTAL CREDITS THIRD YEAR		60
TOTAL CREDITS BACHELOR OF ARTS		180

FIRST YEAR

HISTORY OF CINEMA AND VIDEO The course offers an overview of the history of cinema, from its origins up to contemporary productions. Expressive and production methods leading to the development of current audiovisual products in the field of cinema and video will be analysed, examining the main milestones of the history of cinema. Significant historic motion pictures will be viewed and discussed during the film analysis seminar.

MULTIMEDIA DRAMATURGY The course has two objectives: to explore the various dynamics of narratology, examining the cultural structures underlying the constructing of a narrative world, and to help students develop theoretical and practical skills to produce scripts based on the logics and forms of audiovisual narration. The course examines the differences and contaminations between literature, cinema, television and theatre, retracing the most significant examples, providing students with basic technical tools to recognise texts, to write a script and to be introduced in the production dynamics, with its rhythm and deadline compliance.

CAMERA OPERATION TECHNIQUES During the course, recording, basic set preparation and lighting using digital video cameras will be explored in a practical manner. Furthermore, students will be taught audiovisual language applied to camera operation techniques, helping them to develop basic visual storytelling skills for subsequent application.

AUDIO AND MIXING The course introduces students to the complex world of sound, critical listening and audio in the media. Through theoretical and practical exercises and content, students will learn about the main phases of the audio production chain for video: preproduction, recording, editing, mixing and mastering. Attention is paid to design methodology and correct workflows, in order to create professional quality sound products and to provide the basics to be able to manage sound appropriately in future projects.

DIRECTION 1 This course provides students with the theoretical and critical skills that enable them to produce an audiovisual text that can be analysed in accordance with audiovisual aesthetics criteria. It includes the design and creation of a short format video product through the experience of group production dynamics.

METHODOLOGY OF VISUAL COMMUNICATION

This course provides students with theoretical static image reading and compositional analysis skills, imparting essential information on the use of the main digital composition and animation software for graphics, drawings, and videos that integrate graphic images. The course also imparts the necessary knowledge to work with animation, including thinking frame by frame and the awareness of real limits and lengthy execution times, providing students with the methodological tools to create a creative and organisational design framework, developing their awareness of the execution phases of the final product and their ability to work in small groups.

EDITING TECHNIQUES 1

This course provides students with theoretical and practical audiovisual editing skills, exploring the linguistic and technical aspects of this processing phase from a historical, analytical and design perspective. Students will also acquire skills in the use of specific editing software.

SOCIOLOGY OF NEW MEDIA

The course aims to introduce students to the sociology of communication applied to new media, retracing the main historical evolutionary milestones influencing the digital revolution. During this journey, the most important phenomena related to old and new media will be examined: cinema, seriality, gaming and social media (Tik Tok, Instagram and Twitch). The objectives of the course include the questioning of the "subject" of the media, revealing rhetoric and ideological structures, enabling students to recognise the technical and cultural elements forming the same.

CONTEMPORARY ART LANGUAGE

The course dynamically reflects on the practices, languages, models and devices representing the contemporary art scene. By analysing the most significant works and meaningful themes of post modernity, the course will address a constellation of concepts, theoretical positions and narrative compositions (political, social and gender), taking into consideration the time and manner in which art is produced and consumed in global cultural spaces.

SECOND YEAR

CREATIVE WRITING SCREENWRITING (FM Spec.)

The course comprises workshops directed at developing the writing skills of students for audiovisuals. The field of research involves studying narration structures, in order to develop a concept (pilot) for series script writing or for a feature film project. Students will explore the close connection between script writing and staging, directed at introducing students to the fundamental stages of writing for fiction.

CREATIVE WRITING (AN Spec.)

This course is taught through workshops directed at developing the writing, drawing and previewing skills of students for animation. The course teaches students to research and conceive ideas of stories for animation and to develop these into a script. It also aims to provide them with skills to graphically design the main elements of a concept for animation and enhance their storyboard creation skills using specific previsualisation software. At the end of the course, students will be asked to create an animatic and a storyboard of their own animation projects.

DIRECTION OF PHOTOGRAPHY 1 (FM Spec.)

This course analyses cinematographic and extra-cinematographic works so as to stimulate the students' creativity in relation to their artistic, compositional and visual choices in the context of image composition for audiovisuals, and provides them with the necessary awareness and maturity to identify appropriate technical solutions related to the direction of photography. The course also aims to advance the ability of students to design and create photography in an audiovisual, using new technologies and methodologies, lighting modes integrated with digital visual effects and special effects, managing digital images from set to postproduction.

DIGITAL ANIMATION TECHNIQUES (AN Spec.)

This course is designed to provide students with professional 2D animation skills: using a traditional drawing, aspects of 2D digital animation are addressed with specific software.

VIDEO PRODUCTION PREPRODUCTION (FM Spec.)

This course aims at providing theoretical and practical knowledge to achieve professional skills in the conception and creation of audiovisual products, by learning the main methodologies. Small teams of students work at a video production while devoting particular care to the set organisation: from direction documents to cast organization, from work schedule to production direction.

VIDEO PRODUCTION CHARACTER AND BACKGROUND DESIGN (AN Spec.)

This course teaches the students the important steps of research, development and creation of characters and the world they are in (background), not only from an artistic point of view and in consideration of the treatment and chroma of all the elements, but also in terms of the project, by respecting the essence and the vision of the actor/character and landscape based on the script. The students will analyse the characters' psychology while mindfully shaping their physical and behavioural form as well as the world they move around in, in its consistency with the story and beyond.

AESTHETICS

Within a detailed historical and theoretical overview, the course investigates thematic focal points bordering between aesthetics, natural philosophy, philosophical anthropology and the history of technology. The aim is to give students the opportunity to observe how the nexuses between art, nature and technology, both in the past and in today's cultural systems, have structured, and continue to structure historical forms of subjectivity.

INTERACTION THEORIES AND TECHNIQUES

The course introduces students to the world of interaction design through the study, analysis, design and prototyping of interactive multimedia systems and theoretical knowledge of the videogame sector. By studying human-machine relationships, physical computing, robotics and artificial intelligence, the main interactive installations and their authors will be analysed, introducing hardware (biosensors, motion analysis systems) and software work tools and a selection of techniques and technologies. In parallel to the theoretical path, students will work on the development of an interactive installation.

DIRECTION 2 (FM Spec.)

This course teaches students theoretical and practical notions to enable them to explore and form their own poetics in order to professionally design and implement an audiovisual project. Either individually or in groups, students will make a short film focusing on the authorial aspect and the direction of the actors. During the module Theory and analysis of films 2 seminar, contemporary cinematographic works relevant to the forms of narrative and stylistic experimentation will be viewed, discussed and analysed.

**DIRECTION 2
(AN Spec.)** The course aims to give students the necessary knowledge on direction to create audiovisual narratives by exploring different registers: dramatic and comic. Moreover, it provides students with theoretical and practical skills to master the most relevant aspects of the evolution of animation language, exploring and applying the most significant techniques and procedures aimed at creating professional products. In particular, students will learn stop-motion and advanced 2D digital animation techniques.

**DIRECTION OF PHOTOGRAPHY 2
(FM Spec.)** The course focuses on the introduction to the world of compositing and on the understanding of the key elements of postproduction. The programme includes a complete overview of all the theoretical and technical tools such as lighting, shooting for VFX, colour correction and postproduction in compositing, as well as of the theoretical-practical basics of video digital production. The students reach awareness and maturity in identifying suitable technical solutions for a movie set and understand all the phases of correct lighting, colour correction and colour grading.

**DIGITAL MODELLING TECHNIQUES
3D FOUNDATIONS
(AN Spec.)** This course aims to teach students to devise and develop a small 3D animation project. During the course, students will gain the technical and methodological skills required to model a 3D character, acquiring basic techniques, including rigging, lighting and rendering.

ART DIRECTION This course focuses on audiovisuals as a language for communication, providing students with knowledge and skills to create audiovisual project concepts that support the communication of brands, companies, musical artists, organisations, and institutions. Through original and courageous strategic contents, and a conscious and responsible design culture, the course highlights the artistic personalities of the students, facilitating the placing of talents in cultural industries. The students will work in teams to create various short-format videos, integrated audiovisuals for digital use and final video-presentations in order to document and present the various phases of a project.

**EDITING TECHNIQUES 2
(FM Spec.)** This course fosters the students' understanding, expertise and professional managing skills in audio-visual projects' editing and postproduction. The work on images will be the starting point to go in-depth on the semiotic implications of the related different forms of realism and belief capacity, to develop well-structured considerations on the potential and testimonial as well as ethical limits of images while they ask their viewers to believe what they show. The potential of editing is investigated in its emotional and rhythmic form, and in its re-enactment of space and time.

**DIGITAL APPLICATIONS FOR ART
VFX** This course gives the students a theoretical and practical introduction to the different techniques used in digital visual effects, with the use of professional post-production software. The students will be guided in the study of the main compositing techniques: from rotoscoping to the integration of green/bluescreen footage, from the integration of 3D elements to colour correction. They will learn how to design and realise digital special effects through the production phases and the practical use of compositing techniques on dedicated software.

SOUND DESIGN This course, conceived for cinema and animation, provides the students with artistic and technical proficiency in the addition of sound to linear and interactive audio-visual projects. Through audio processing, foley and dubbing techniques, as well as sound effects, the students deal with the production and handling of sound design. Through studio-based exercise, the students will study the main steps of the audio production process for video preproduction, recording, editing, mixing and mastering. The attention is hence focused on mixing and mastering techniques, to complete professional-quality sound projects in the audio production industry.

MULTIMEDIA INSTALLATIONS This course introduces the students to the design of multimedia installations, that is systems that can interact with the audience both at a sensory and at a content level. The students will acquire technical and theoretical tools to handle different media at the same time, with a focus on audiovisual performances.

THIRD YEAR

**MEDIA PRODUCTION AND ORGANISATION
(FM, AN Spec.)** This course aims to impart in-depth knowledge of current cinematographic production and distribution contexts, including seriality, and essential professional design skills. Topics such as audiovisual project (live action and animation) production costs and funding, production and audiovisual film industries, access to festivals and distribution, and cinema and transmedia, will be covered during the path.

**DIRECTION 3
(FM, AN Spec.)** Students will analyse contemporary cinema, in order to experiment and define their own poetics of their final exam proposal presentation from an artistic and productive standpoint. Particular focus is placed on real life audiovisual production, whether in film or documentary form, on its possible hybridisations of genres, narrative areas and stylistic features. The course is also a natural continuation of the knowledge, research and exploration of the vast world of animation cinema addressed the previous semesters, enabling students to develop their own identity and awareness through practical activities and studies of authors and by experimenting new techniques and styles, and assisting them with their dissertation project through a series of specific meetings.

RIGHT, ECONOMY AND LEGISLATION OF ARTS AND ENTERTAINMENT This theoretical course aims to provide an insight on the legal and economic aspects of audiovisual works in both the cinematographic field and the vast field of digital image production. Aspects related to intellectual property, copyright and the new ways of applying it in the artistic field are also examined during the course.

MULTIMEDIA DESIGN The course aims to familiarise students with multimedia installations and their design, or the application of new technologies in the audiovisual field (VR, virtual production, XR). Students will gain technical and theoretical knowledge to work with different media simultaneously, focusing in particular on audiovisual performance and immersive and interactive storytelling, including with the use of real time systems.

PRODUCTION DESIGN

This course guides the students into the world of set design for cinema, covering its new forms for artistic performances, events, music videos and advertising or television sets, with a focus on cinema and series production. The students will develop their knowledge of set design through theoretical lessons, projects and workshops and will learn to both analyse the most significant scenarios of contemporary cultural production, and devise more personal projects, with a full command of methodologies and of all the skills they'll need to enter the professional world.

HISTORY OF CONTEMPORARY MUSIC

This course presents a wide and rational overview of the contemporary music world, from its origins in the second post-war era until the latest electronic and digital experimentations.

IMAGERY ARCHETYPES

With an open, cross-discipline approach, this course analyses the dynamics of cultural dissemination related to the western culture archetypes, creators of a shared symbolic system. Starting from the study of Twentieth-century cinematographic art, its relations with literature, photography, theatre and the world of comic art will be analysed, highlighting points of contact as well as peculiar expressive features. The course will cover how artistic collective images are born, as well as the mechanisms and techniques to convey their messages into a narration that has depth of content as well as stylistic consistency.

CAREER DEVELOPMENT

This course aims at giving the students that are about to graduate the necessary skills and knowledge to approach the professional world. In particular, part of the course, in collaboration with the Career Service, will cover some aspects that relate to the professional practice (types of contract, intellectual property, CSR - corporate social responsibility). The organisation in form of workshops and the meetings with professionals from different creative industries covered by the course, help the students develop awareness of the requested skills in the related creative areas, stimulating them to approach design with an understanding of ethical implications (sustainability, corporate relations, community development and support of art and culture). The ultimate goal of the course is to enable students develop portfolio creation and presentation skills.

FINAL WORKSHOP

This strongly project-based activity aims at supporting the students that are about to graduate in the management of the practical part of their degree thesis. Rather than actual teaching, the synthesis workshop is a compound of activities that are designed and planned around the thesis projects themselves. The students will have the opportunity to attend classes, in form of lectures, that relate to the thesis project they have chosen, as well as to have lecturers in their reference field reviewing their work. The planning of such activities follows the approval of the thesis projects, in order to customise as much as possible the lecturers' contribution and to offer the students highly targeted support, thus maximising outcomes and quality. According to the individual cases, group lectures and individual reviews will alternate.

FINAL PROJECT

The final project is the high point of the entire Three-year programme. The exam consists of a written part, where students analyse, with a critical and/or reflexive approach, a complex topic agreed upon with a supervising lecturer. In order to develop the theoretical part, students must carry out attentive research, not only bibliographical, and contextualise their opinions with suitable arguments. The final project also includes a project that depends on the kind of study course and that, through the discipline's own design method, reflects the complexity of thoughts and ideas expressed in the written part. The relation between the two components and the kind of research and project are largely based on the decisions and dispositions of the students, who will agree upon all practical and conceptual aspects with their supervisor. Each study course contains general advice about the kind of work that should be undertaken. Throughout the Academy, specific norms are enforced that the students should be familiar with.