

master of arts in

# CREATIVE MEDIA PRODUCTION

---

**AREA**

Media Design  
and New Technologies

---

**AREA LEADER**

Milan | Rome  
Vincenzo Cuccia

---

**COURSE LEADER**

Milan  
Michele Aquila

---

**LANGUAGE**

Italian - English

---

**CAMPUS**

Milan

---

**DEGREE AWARDED**

Second Level  
Academic Degree

---

**CREDITS**

120 CFA

---

**LENGTH**

Two years

The MA in Creative Media Production (Second Level Academic Degree in New Technologies for Arts) investigates the complexity of the physical and digital world, inquired and narrated through video cameras, microphones, databases, and sensors. It explores the creative possibilities offered by traditional and experimental audiovisual media and by new technologies. It's grounded on solid theories and methods to develop an innovative artistic expressive representation of reality through linear and non-linear audiovisual productions, enhanced by the adoption of creative coding, human-computer interaction, x-reality, artificial intelligence and generative sound design.

CURRICULUM

INTERNATIONAL ACADEMY  
OF ART & DESIGN

design  
mundo  
aifora

NABA  
NUOVA ACCADEMIA  
DI BELLE ARTI



CAREER  
OPPORTUNITIESTechnical  
and Concept artist

Creative coder

Creative technologist

Creative producer

Interactive storyteller

VR and MR expert

Film documentary  
director

Scriptwriter

AI Researcher

LEARNING  
OBJECTIVES

To identify the languages of new technologies and to understand where and how to best apply them

To understand the creative processes created by new technologies and manage complex projects in which technology and creativity fuel each other

To implement creative proposals on different media

# CURRICULUM

## SECOND YEAR

SEMESTER	COURSES	CFA
3	<b>Multimedia design 3</b>	12
3	<b>Digital tools for arts</b>	6
3	<b>Project culture</b>	6

1 activity to be chosen by the student:

Additional training activities: academic training/internship

6

Additional training activities: cross disciplinary workshops, individual projects, conferences

6

**TOTAL CREDITS 3<sup>RD</sup> SEMESTER 30**

1 course to be chosen by the student:

**Multimedia design 4 - Documentary**

12

**Multimedia design 4 - Creative coding**

4 **Aesthetics of new media** 6

4 **Thesis** 12

**TOTAL CREDITS 4<sup>TH</sup> SEMESTER 30**

**TOTAL CREDITS SECOND YEAR 60**

**TOTAL CREDITS MASTER OF ARTS 120**

## FIRST YEAR

SEMESTER	COURSES	CFA
1	<b>Multimedia design 1</b>	12
	Interactive systems	6
	Multimedia languages	6

1	<b>Creative writing</b>	12
	Writing for screen	6
	Audiovisual concept and development	6

1 **Digital cultures 1** 6

**TOTAL CREDITS 1<sup>ST</sup> SEMESTER 30**

2	<b>Multimedia design 2</b>	12
	Interactive installations	8
	Virtual environments	4

2 **Linear audiovisuals** 12

2 **Digital cultures 2** 6

**TOTAL CREDITS 2<sup>ND</sup> SEMESTER 30**

**TOTAL CREDITS FIRST YEAR 60**

# COURSES

## FIRST YEAR

<b>MULTIMEDIA DESIGN 1</b>	The course aims to train students on non-linear narration and interactive environments. Part of the path is based on digital design and focuses on interactivity: culture, aesthetics, dynamics. Another part centres on multimedia installations, extending code design to interaction design and analogue-digital interfaces with specific reference to sound.
<b>CREATIVE WRITING</b>	This course teaches students contemporary forms of creative writing for audio-visual productions. In accordance with the briefs selected each year, the course moves between writing scriptwriting and development of audiovisual concepts. On the presupposition that the students are already versed in the narrative and technical basics of scriptwriting, the course guides them, individually or in groups, in the development of subjects and scripts following established work phases: logline, subject, processing, script.
<b>DIGITAL CULTURES 1</b>	The purpose of this course is to introduce students to contemporary digital culture following a scientific, aesthetic and ethical approach, where digital culture is understood as the contemporary infrastructure based on bits, their social uses, fields of application and predictions of developments in the near future.
<b>MULTIMEDIA DESIGN 2</b>	The course aims to provide the students with a greater understanding of non-linear and interactive narratives, with particular focus on virtual spaces and sound. Design lessons are accompanied by a workshop directed at teaching students how to use the main softwares and platforms to develop interactive solutions.
<b>LINEAR AUDIOVISUALS</b>	This course aims to guide students in the creation of an audiovisual project employing a working methodology based on progressive tutorials. The course covers preproduction, production and postproduction of several complete audio-visual projects. A project-support workshop provides students with technical skills directed at achieving the best possible outcome of the footage.

<b>DIGITAL CULTURES 2</b>	This course aims at introducing the students to the contemporary digital culture following an artistic approach, where digital culture is meant as the contemporary infrastructure based on bits, their artistic uses, and intersections between creativity and digital technologies.
---------------------------	---

## SECOND YEAR

<b>MULTIMEDIA DESIGN 3</b>	This course aims at the creation of interactive audio-visual narrations. Students, divided into work groups based on their design methodology (image/sound and creative coding), work on a common project in the fields of extended reality, augmented reality and virtual reality.
<b>DIGITAL TOOLS FOR ART</b>	This is a laboratory-oriented course that focuses on working on contemporary out-of-format video forms with particular emphasis on postproduction.
<b>PROJECT CULTURE</b>	The course aims to introduce students to the theme of digital innovation, paying specific attention to systemic and market aspects. After having placed the practice of multimedia designers within the current production and distribution systems, the course provides for practice exercises aimed at understanding the relationship between the students' work, innovation and the market.
<b>MULTIMEDIA DESIGN 4</b>	This is a strongly experimentation-oriented course that is also directed at assisting students develop their final projects. The students are guided, individually or as a group, in gaining an in-depth understanding of contemporary scenarios and developing the preproduction phase of their final projects, according to the two specialisations of the course in documentary films or creative coding.
<b>AESTHETICS OF NEW MEDIA</b>	This is a seminar-based course that intends to guide the students towards academic writing. As a preparatory course to the final project, it shows examples of contemporary academic writing within relevant contexts, through selected contents which support the virtuous circle between media production and aesthetic innovation.
<b>THESIS</b>	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 the 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.