



CURRICULUM

INTERNATIONAL ACADEMY
OF ART & DESIGN

design
mundo
afora

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

academic master in

CREATIVE ADVERTISING

AREA

Communication
and Graphic Design

AREA LEADER

Milan | Rome
Patrizia Moschella

COURSE ADVISOR LEADER

Milan
Sara Buluggiu

The Academic Master provides students the chance to develop their talents in copywriting, storytelling and art direction, enabling them to ideate campaigns across various types of media. The programme alternates the teaching of the basics of creative advertising - from terminology to project logics - to a "learning by doing" didactic approach: students, in fact, will attend intensive workshops with leading companies and sector professionals and will be encouraged to participate in prestigious international creative competitions.

LANGUAGE

English

CAMPUS

Milan

DEGREE AWARDED

First Level Academic
Master Degree

CREDITS

60 CFA

LENGTH

One year

CAREER OPPORTUNITIES

Art director

Copywriter

Creative director

Strategic planner

Creative account

LEARNING OBJECTIVES

To acquire the basics of creative advertising through theory and practice

To experiment with real campaigns and briefs with leading companies and sector professionals

To participate in prestigious international creative competitions

CURRICULUM

COURSES	CFA
Advertising	2
Sociology of cultural processes	2
Project design	2
Art direction	7
Audiovisual documentation techniques	7
Digital technologies and applications	7
Integrated new media	7
TOTAL CREDITS COURSES	34
Internship	16
Final project	10
TOTAL CREDITS MANDATORY TRAINING ACTIVITIES	26
TOTAL CREDITS MASTER	60

COURSES

ADVERTISING, SOCIOLOGY OF CULTURAL PROCESSES, PROJECT DESIGN

The courses explore the main aspects of advertisement communication, and provide a base to build a creative and strategic design mindset. The students acquire methods and tools to devise and create texts and narrations; the theoretical, historical and methodological prerequisites of social research; the elements of creative communication that come from marketing-based knowledge; how to organise creative work for professional advertisement campaigns; the operative methods to create graphic representations and support different aspects of project development.

ART DIRECTION

The workshops within this course are aimed at developing the natural creative talent for practical application in advertising in all its forms. Competencies are acquired in the field of creative conception, design, creation and diffusion of corporate and product communication.

AUDIOVISUAL DOCUMENTATION TECHNIQUES

The workshops within this course provide students with technical-operative skills in the working and production techniques of audio-visual projects, with specific reference to advertisement contents, and in-depth study of the methodological and critical tools for the acquisition of competencies related to narrative languages. The students will develop ideas and creative projects suitable for radio, television and cinema.

DIGITAL TECHNOLOGIES AND APPLICATIONS

Through the workshops of this course, students face the future of creativity that is becoming increasingly technological due to the digitisation of all media. By analysing the opportunities offered by the connected communities and by the digital networks, and investigating the engagement and customer satisfaction practice, the students develop competencies related to the application of advanced digital tools to the visual languages of advertisement.

INTEGRATED NEW MEDIA

The contents of this course's workshops revolve around the multiplicity of contemporary languages and technical innovations. The practice of creative design goes towards the use of new media. The students will develop their skills to devise and experiment with new, non-conventional expressive languages.

FINAL PROJECT

The conclusion of the didactic path consists in the presentation and discussion of the Final project in front of a Committee composed by faculty members of the Master. The Final project is a communication project or a project for an advertising campaign, to be developed in autonomous and independent way, according to the instructions provided by the Course Advisor Leader. The Final project is based on a brief that the students have to choose among a range of options proposed by the faculty members or by the Course Advisor Leader.