UNDERGRADUATE \ GRAPHIC DESIGN AND ART DIRECTION

CURRICULUM

INTERNATIONAL ACADEMY
OF ART & DESIGN

design
mundo
afora

NABA

bachelor of arts in

GRAPHIC DESIGN AND ART DIRECTION

AREA
Communication
and Graphic Design

AREA LEADER
Milan | Rome
Patrizia Moschella

COURSE LEADER
Milan
Samuel Mathias Zitelli

**COURSE ADVISOR
LEADER**
Rome
Dionigi Mattia Gagliardi

LANGUAGE
Italian - English

CAMPUS
Milan - Rome

DEGREE AWARDED
First Level
Academic Degree

CREDITS
180 CFA

LENGTH
Three years

This BA guides students into the varied world of communication, which has been increasingly expanding with the spreading of new media that open up to new interesting professional scenarios. With its three main specialisations, it is an interdisciplinary programme ranging between the various fields of graphic design, from advertising to digital publishing, from digital media to 3D motion graphics. Through the experimental activity of its creative workshops, the students can work on real projects in collaboration with internationally renowned professionals.

SPECIALISATIONS

Brand Design
Creative Direction
Visual Design

**CAREER
OPPORTUNITIES**

Art director

Copywriter

Graphic designer

Web designer

Brand designer

Editorial designer

Motion designer

Packaging designer

Illustrator

Visual designer

**LEARNING
OBJECTIVES**

To explore multidisciplinary approaches

To conduct research, define strategies and innovate

To experiment on real brief with leading international partners

CURRICULUM

FIRST YEAR

SEMESTER	COURSES	CFA
1	**History of modern art**	**6**
1	**Project methodology**	**12**
	Methodology	6
	Visualisation techniques	6
1	**Computer graphic**	**8**
1	**Mandatory IT training activities**	**4**
	TOTAL CREDITS 1ST SEMESTER	**30**
2	**Graphic design**	**8**
	Basic and logo design	5
	Typography	3
2	**Art direction 1**	**8**
	Advertising 1	6
	Strategy and planning	2
2	**Project culture**	**8**
	Genesis and culture of communication	4
	Semiotics	4
2	**Additional training activities**	**2**
2	**Mandatory training activities English and additional language skills**	**4**
	TOTAL CREDITS 2ND SEMESTER	**30**
	TOTAL CREDITS FIRST YEAR	**60**

SECOND YEAR

SEMESTER	COURSES	CFA
3	**Editorial design**	**10**
	Editorial design	7
	Graphic printing techniques	3
3	**Audiovisual languages and techniques**	**8**
	Audiovisual theories and languages	3
	Audiovisual production	5
3	**Digital technologies and applications**	**6**
3	**Theory and methodology of mass media**	**6**
	TOTAL CREDITS 3RD SEMESTER	**30**
4	**Multimedia design 1**	**6**
	Digital publishing	3
	Web design	3
4	**Art direction 2**	**8**
	Digital analytics	2
	Advertising 2	6
4	1 specialisation course to be chosen by the student:	
	Communication methodology and techniques (BD Spec.)	**8**
	Brand design	5
	Packaging	3
	Communication methodology and techniques (CD Spec.)	**8**
	Creative writing	5
	Short-story advertising	3
	Communication methodology and techniques (VD Spec.)	**8**
	Experimental graphics	5
	Digital drawing	3
4	1 specialisation course to be chosen by the student:	
	Art editorial (BD Spec.)	**4**
	Multimedia languages 1 (CD Spec.)	
	Illustration (VD Spec.)	
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:**	
	Project methodology of visual communication (BD Spec.)	**12**
	Future scenario inputs	6
	Multimedia graphics	6
	Project methodology of visual communication (CD Spec.)	**12**
	Creative direction	6
	New integrated media	6
	Project methodology of visual communication (VD Spec.)	**12**
	Visual experimentation	6
	Applied image design	6
5	**1 optional specialisation course to be chosen by the student:**	
	Sociology of culture (BD Spec.)	
	Introduction to cultural marketing (BD Spec.)	
	Multimedia languages 2 - Photography (CD Spec.)	**6**
	Phenomenology of image (CD Spec.)	
	Multimedia languages 1 - Digital animation techniques (VD Spec.)	
	Aesthetics of new media (VD Spec.)	

SEMESTER	COURSES	CFA
5	**1 optional specialisation course to be chosen by the student:**	
	Multimedia languages 1 - Computer art (BD Spec.)	
	Phenomenology of image (BD Spec.)	
	History of cinema and video (CD Spec.)	**6**
	Aesthetics of new media (CD Spec.)	
	Phenomenology of image (VD Spec.)	
	Multimedia languages 2 - Photography (VD Spec.)	
5	**Multimedia design 2**	**6**
	UX/UI content strategy	2
	UX/UI design	4
TOTAL CREDITS 5TH SEMESTER		**30**
6	**Career development**	**6**
	Creative lab and portfolio	
6	**Final workshop**	**12**
	Thesis lab	7
	Thesis tutoring	5
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 MODERN ART
This course explores the history of art as a way to understand contemporary phenomena: the languages of art and its contexts and fields; images and their manipulation and consumption from the beginnings of the industrial era to the developments of technology and communication media, that mark our current situation.

PROJECT METHODOLOGY
This course is an introduction to design in the field of applied arts, through the study of methods and techniques of observation, analysis and visual processing.

COMPUTER GRAPHIC
This course goes in-depth about the professional use of digital technologies for creative design, and in particular for communication: photo retouching, compositing, vector graphics and digital page layout.

GRAPHIC DESIGN
This course provides theoretical, conceptual and practical competencies that are propaedeutic to the designing of communication elements within graphic design: from the study of shapes and signs (basic design) to the creation of a real logo, with attention to the use of typography and to the right balance between aesthetic, strategic and technological components.

ART DIRECTION 1
This course lays the analytical, strategic and methodological foundations necessary for the development of creative thinking applied to advertising. It provides students with the crucial skills to create an advertising campaign that is consistent with the target, and that includes research, strategy, realisation and production. It also helps develop logic consistency, aesthetic sensitivity, critical vision, smooth writing and presentation, as well as the use of specific languages.

PROJECT CULTURE
With the integration of the historical and semiotic (reading of cultural images and objects) approach, this course is an introduction to the disciplinary language and critical analysis of the basic elements of the design and creativity culture: cultural, visual and conceptual. It is therefore propaedeutic to all design activities that are transversal to the various fields of communication (graphic design, advertising and visual design).

SECOND YEAR

EDITORIAL DESIGN

This course analyses the theoretical, methodological and practical understanding of editorial design in all its phases and applications: from magazines to pop-up, with an introduction to some elements of packaging. Specific attention is devoted to the proper use of typographic and iconic elements, to the study of formats and layout grids, to the balance between text and images, as well as to the choice of printing materials and techniques.

AUDIOVISUAL LANGUAGES AND TECHNIQUES

This course focuses on the audiovisual languages in the advertisement world and integrates the analytical culture of moving images with the production techniques of audiovisual projects: ideas and techniques for writing and visualisation, introduction to direction, editing and post-production.

DIGITAL TECHNOLOGIES AND APPLICATIONS

This course fosters the development of the professional use of digital technologies for creative design, in particular for motion graphics and 3D modelling. It focuses on the technical skills of computer designers, in order to support the development of web projects, advertising, packaging design and digital art.

THEORY AND METHODOLOGY OF MASS MEDIA

This theoretical course presents the socio-cultural impact of mass media through the critical analysis of their evolution - from mass media to digital media - with a focus on the main theories and contemporary mapping. It helps the students develop an analytical and critical approach to the cultural production of films, TV shows, websites, new media projects.

MULTIMEDIA DESIGN 1

The exploration and analysis of the typical ways of use and navigation (user experience) across digital devices (web/desktop, tablet, smartphone) is the focus of this propaedeutic course to integrated communication systems design. It focuses on the understanding of information architectures in the transition from print to digital, from fixed to fluid, and on the introduction to the design of layouts and interfaces that are aesthetically consistent with usability along with communication and distribution strategies. It includes practical work.

ART DIRECTION 2

This course goes in-depth on the design of campaigns in their integrated extension, aimed at the creation and distribution of contents on different media, consistently with intra-media strategies. It fosters a systemic and collaborative team approach, as well as the understanding of the specific role of the different figures involved in the creative process. It increases awareness of target goals and application range: press, unconventional, social media, digital and omnichannel.

COMMUNICATION METHODOLOGY AND TECHNIQUES (BD Spec.)

With this course, students learn to design comprehensive communication projects aimed at specific applications and specialisation discipline courses. This is the first moment in which students approach the specific knowledge corresponding to the professional field: brand design and brand communication, with a focus on brand architecture and brand extension associated to packaging and retail design, as well as to the consumer experience.

COMMUNICATION METHODOLOGY AND TECHNIQUES (CD Spec.)

With this course, students learn to design comprehensive communication projects aimed at specific applications and specialisation discipline courses. This is the first moment in which students approach the specific knowledge corresponding to the professional field: creative direction of audiovisual products, also in their viral extension (from site to mobile).

COMMUNICATION METHODOLOGY AND TECHNIQUES (VD Spec.)

With this course, students learn to design comprehensive communication projects aimed at specific applications and specialisation discipline courses. This is the first moment in which students approach the specific knowledge corresponding to the professional field: visual design for promotional products on dynamic and multi-media devices (experience display).

ART EDITORIAL (BD Spec.)

This theoretical and methodological course focuses on the art publishing scenario, crossed by digital transformation (social networking, digital publishing, online marketing, crowdfunding, open communication). It fosters awareness in the students' approach for the design of editorial systems and for the development of integrated projects that imply art, photography and publishing competences.

MULTIMEDIA LANGUAGES 1 (CD Spec.)

This course explores the cultural and professional scenario that is connected to the use of multimedia technologies and author productions. It analyses the variety of art objects, products and services, their relevance and aesthetics, strictly linked to the digital world. It deepens case studies of multimedia works: technological (software and multimedia production interfaces, reproduction tools) and applicative elements (immersive installations).

ILLUSTRATION (VD Spec.)

The course prepares the students for the world of professional illustration in its contemporary scope, offering an overview that ranges from the acquaintance with genres and authors, to the main techniques and languages. It is aimed at the research of a personal style and to the acquisition of a mindful approach to the entire creative process: research, experimentation and targeting of the illustration project.

THIRD YEAR

PROJECT METHODOLOGY OF VISUAL COMMUNICATION (BD Spec.)

By going in-depth on the theoretical and methodological competences for this programme, the course prepares the students for an independent and professional management of the whole creative process, with a focus on research and innovation. This course is also the foundation for the thesis development and covers the following areas: one first part dedicated to branding which, considering the current trends and the exercise of speculative design, develops the ability to project into possible futures; a second part focused on the production techniques of multimedia graphics, declined on different communication devices.

PROJECT METHODOLOGY OF VISUAL COMMUNICATION (CD Spec.)	By going in-depth on the theoretical and methodological competences for this programme, the course prepares the students for an independent and professional management of the whole creative process, with a focus on research and innovation. This course is the foundation for the thesis development and covers the following areas: one first part dedicated to methodological research replacing the classic approach to the brief execution with an original approach based on experimental, independently managed solutions; a second part focused on the production techniques and personal styles linked to creative direction and integrated new media, adjusted to different communication devices.
PROJECT METHODOLOGY OF VISUAL COMMUNICATION (VD Spec.)	By going in-depth on the theoretical and methodological competences for this programme, the course prepares the students for an independent and professional management of the whole creative process, with a focus on research and innovation. This course is the foundation for the thesis development and covers the following areas: one first part dedicated to methodological research replacing the classic approach to the brief execution with an original approach based on experimental solutions; a second part focused on the production techniques and personal styles linked to visual design and extra-media techniques, adjusted to different communication devices.
SOCIOLOGY OF CULTURE (BD Spec.)	This course provides analytical tools for the interpretation of contemporary social phenomena - multiculturalism, globalisation, multimedia - that engage individuals, institutions and organisations in processes of identity definition. It has culture as a focal point and meaningful parameter of interaction and social life, including its extension into online communities. Meaning-building and sharing processes that characterise contemporary communication will be analysed through a genealogic approach that allows for brand design creation, with a mindful vision of the social impact of communication.
INTRODUCTION TO CULTURAL MARKETING (BD Spec.)	This theoretical and methodological course explores the world of corporate event organisation. It introduces the students to the disciplinary language (segmentation, targeting, positioning, marketing plan, fundraising, competitions and tenders) in consideration of the contemporary marketing evolution (marketing mix and online). It also provides guidelines to structure systems that are consistent with the client's needs, crucial to the development of corporate communication policies.
MULTIMEDIA LANGUAGES 2 PHOTOGRAPHY (CD Spec.)	With the integration of knowledge, technical skills and search for a personal style, this course analyses, at the same time, historical aspects as well as technical-methodological implications concerning the photographic project applied to promotional and institutional communication.
PHENOMENOLOGY OF IMAGE (CD Spec.)	This course covers the phenomenological aspects of the artistic research through the analysis of specific topics, authors and movements, with a focus on expressions and contaminations among visual arts, architecture, design, advertisement images and multimedia. The students will analyse fundamental ideas and moments in contemporary art history through particularly significant works of art, in order to highlight their most original and contemporary communicative potential. This will be the foundation for a knowledgeable understanding of phenomena and experimentations that are typical of the contemporary world.

MULTIMEDIA LANGUAGES 1 DIGITAL ANIMATION TECHNIQUES (VD Spec.)	This course, both theoretical and practical, is an introduction to animation techniques and is aimed at third year graphic design students that have already developed a taste for visual communication. It presents the fundamentals of a mindful animation project and promotes the use of a rich language in terms of images, pace, taste and narrative aspects that refer to the historical structure and characters' psychology.
AESTHETICS OF NEW MEDIA (VD Spec.)	This theoretical and philosophical course focuses on bodies and on the perceptive effects associated with the use of digital media as new means of signification. Starting from the phenomenological tradition, it considers the impact of new technologies on the subjects that generate new cultures and sensitivity.
MULTIMEDIA LANGUAGES 1 COMPUTER ART (BD Spec.)	This course analyses the history of the close relation between technological change and artistic research, in particular associated to the use of computers from the appearance of the first aesthetic experimentation. Through a methodological approach, this course deals with the design implications associated with interactive solutions in the communication context, with a focus of graphical and visual aspects.
PHENOMENOLOGY OF IMAGE (BD Spec.)	This course covers the phenomenological aspects of the artistic research through the analysis of specific topics, authors and movements, with a focus on expressions and contaminations among visual arts, architecture, design, advertisement images and multimedia. The students will analyse fundamental ideas and moments in contemporary art history through particularly significant works of art, in order to highlight their most original and contemporary communicative potential. This will be the foundation for a knowledgeable understanding of phenomena and experimentations that are typical of the contemporary world.
HISTORY OF CINEMA AND VIDEO (CD Spec.)	This course presents an excursus into the history of cinema starting from its origins to the contemporary production, with reference to TV series and their relation to cinema. Throughout the course, the understanding of cinema language and film production processes will be also carefully analysed.
AESTHETICS OF NEW MEDIA (CD Spec.)	This theoretical and philosophical course focuses on bodies and on the perceptive effects associated with the use of digital media as new means of signification. Starting from the phenomenological tradition, it considers the impact of new technologies on the subjects that generate new cultures and sensitivity.
PHENOMENOLOGY OF IMAGE (VD Spec.)	This course covers the phenomenological aspects of the artistic research through the analysis of specific topics, authors and movements, with a focus on expressions and contaminations among visual arts, architecture, design, advertisement images and multimedia. The students will analyse fundamental ideas and moments in contemporary art history through particularly significant works of art, in order to highlight their most original and contemporary communicative potential. This will be the foundation for a knowledgeable understanding of phenomena and experimentations that are typical of the contemporary world.

MULTIMEDIA LANGUAGES 2 PHOTOGRAPHY **(VD Spec.)**	The course works on both the historic aspects and the methodological implications of photography projects in the artistic expression. It provides knowledge, technical skills and promotes the search for a personal style.

MULTIMEDIA DESIGN 2	This course deepens the study of digital platforms design, developing multi-channel, multi-fruition, and multi-support solutions. It helps students' ability to analyse the users' fruition needs, and goes in-depth on the topics of usability, experience (UX) and interface (UI). The course prepares for the study of the field of graphic design applied to digital publishing and web design, useful to undertake specialised study or to dive into the world of the production of innovative digital products and services.

CAREER DEVELOPMENT	This course, created as a workshop-like laboratory, revolves around experimentation and practical knowhow. Within a creative workshop that brings together research, strategy and creativity on real projects (in collaboration with companies and agencies), the students develop non-conventional solutions in order to create a professional portfolio. 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). Overall, this course aims for the students to develop a knowledgeable approach to design, that also considers ethical issues (sustainability, company relations, community development, as well as support to arts and culture).

FINAL WORKSHOP	This course summarises all the skills and abilities acquired over the three years, in order to integrate the students' training and mindfully guide them in consideration of their specific inclinations and potential, highlighted in their dissertation works. It is divided in two modules: the Thesis lab includes different activities (lectures, projects and revisions) that revolve around the dissertation works submitted by the students and approved by the representative lecturer for each area. It closes and deepens the course of study within the chosen specialisation, also supporting all the phases of the thesis project (research, creativity, technical application, creation and presentation of the final work) with suitable methodologies. The Thesis tutoring module supports the students in the preparation of their final exam. Its teaching method aims at developing the individual aptitudes acquired over the three-year course, with special attention to the complete creation of the thesis project (research, creativity, publishing and presentation).

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 ad 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.