

Three-year BA Program in Graphic Design and Art Direction



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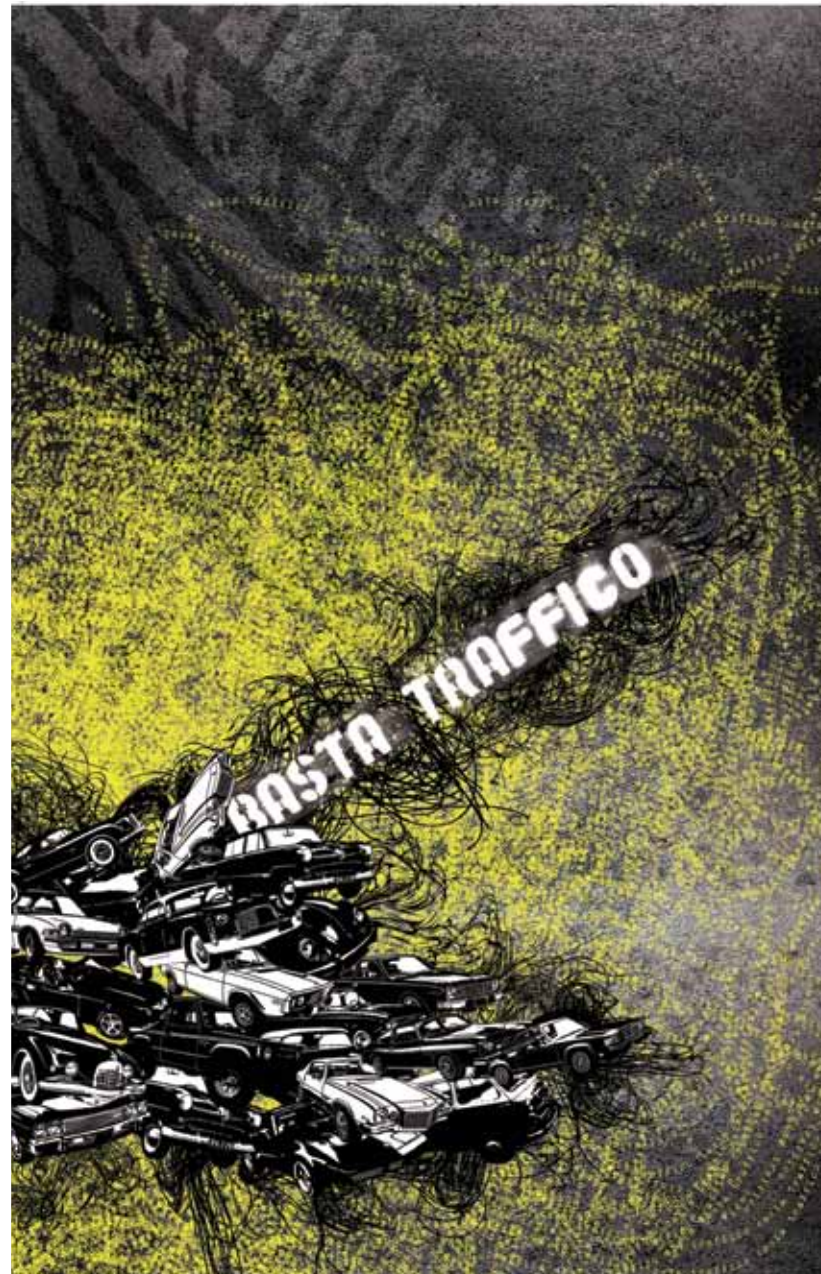
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Introduction

Educational Philosophy

The three-year BA Program in Graphic Design and Art Direction is aimed at training a professional capable of facing the new emerging needs in the complex field of communication by mastering updated technical and strategic skills and methods of research and analysis of the languages of contemporary visual culture.

This program encourages students to develop an integrated set of methodological, technical and cultural skills that will enable them to face graphic and advertising design projects with different targets in a progressively integrated media context. The educational path aims at training a new communicator that is capable of acknowledging and managing design complexity by interacting with a team of professionals in a coherent way along a path that goes from the creative process up to its correct application to traditional and new media. The three-year BA program meets the increasing need for professionals capable of thinking about the project and translating it into the languages of contemporary communication by using various techniques: from traditional graphic techniques to 3D design programs for structural product design and packaging, up to web design techniques and to the management of multimedia programs for advertising communication.

Didactic Methodology

The program help students develop an ability to decode and interpret the briefing through concept research and analysis methods, visualization skills intended for drawing for design, ability to design integrated systems of visual identity, brand identity and advertising communication, as well as extended web design skills. An understanding of the languages of contemporary visual culture, with particular emphasis on photography, cinema, graphic design and advertising, as well as some notions in the field of semiotics and theory of communication support the development of adequate analysis and interpretation skills with reference to the various communication forms and contexts. Students can choose between two specialisation paths: one aimed at studying how to design brand identity, structural design and packaging; the second aimed at providing more skills in the development of multimedia advertising communication projects.

Professional Profiles

The professional that will be trained in this program will be able to work as a creative director, visual designer, web director and graphic designer in the fields of advertising, traditional and multimedia publishing industry, institutional, business and social communication. The skills that will be developed will help students meet the increasing demand for professionals capable of managing the continuous digital technological innovation. The knowledge acquired during this three-year BA Program involves and can be applied in new communication sectors such as exhibition design and design of visual identity systems in the territory.

Projects and Activities

The cross-disciplinary character and the applicability of graphic design and art direction skills to various communication products make it possible to set up frequent collaboration activities with external partners belonging to the profit and no-profit sector. Among the design experiences devoted to business communication it is worth mentioning: study of institutional posters aimed at communicating the corporate image of *Pago* (leading company in the fruit juice sector); the study of the corporate identity of the *H2C* hotel chain, as well as the analysis of new concepts for the product “Nutella” for the *Ferrero Group*. Another noteworthy collaboration activity has been carried out with *ATM - Milan Public Transportation Company* - for which campaigns aimed at promoting the use of public transportation have been designed.

As far as communication in the social sector is concerned, many information and prevention campaigns as well as the integrated communication project on the identity of the *Associazione Libera* have been developed. The latter has involved the elaboration/ideation of various communication projects: from social advertising (billboards and TV spots), to the study of the graphic clothing of means of transport used by the anti-mafia convoy, up to the creation of a video in motion graphics aimed at sensitizing people.

For more information on the projects carried out by NABA Graphic Design and Art Direction students, please visit:

www.nabartdirection.com

Professors

Program Director

ANGELO COLELLA. He graduated at the Accademia di Brera. After working for a long time as an Art Director in important Italian and international advertising agencies, he approached the world of Graphic Design in the 80s. He collaborated with Albe Steiner and he was professor of Graphic Design at the *Società Umanitaria* in Milan for five years. He is the ideator and curator of many shows and exhibitions inspired by “social” issues among which “Infortunio sul lavoro” and “Lo statuto dei lavoratori” in collaboration with the *Associazione Magistratura Democratica* of Milan. He was also curator of the image of the *Prague International Marathon* and of the art review “A sense of wellbeing” by Karlovy Vary in the Czech Republic. He curated exhibitions and shows with Gianni Colombo and Marcello Morandini and was responsible for the graphic project of the magazine *G&D (Graphic & Design)*. He is member of *ADI, AIAP, BEDA, PDA* and of the prestigious *Type Director Club* of New York. His studio, with branches in Milan and Prague, is in charge of the image and communication of major companies in different fields and is partner (*Corporate Design Area*) of *Publicis* and *Republic Lab*.



“Art Director, Graphic designer, Creative mind: instructions for use. My job is based on imagination, aesthetical taste and on the ability to transform craftsmen’s practice into personal talent. Ideas and visions that can be applied to any product and to any business, institutional, social and political sector... and to any media: what NABA transmits is great knowledge in visual arts and communication. Students learn to draw, to use colours, the most advanced and updated PC programs, but, most of all, to use their minds, to put all this in the service of communication. With creativity, reason and a lot of craftsmen work.

After completing the three-year BA Program in Graphic Design and Art Direction, students will have the possibility to work in a graphic or web design studio, in a big advertising agency, thereby sharing ideas with their colleagues so as to compare different viewpoints and discover how interesting it is to work in a team. Students will learn how to

present their works, to defend their art and sensitivity, to give more value to what they do, to simplify those visions that the others find difficult to realise, thus becoming communication experts. People capable of transmitting their love for this fascinating job.”

Angelo Colella

Director of the three-year BA Program in Graphic Design and Art Direction

Professors 2009/2010

Mauro Accornero, Salvatore Amura, Maurizio Arosio, Paolo Atzori, Alessandro Baici, Francesco Saverio Baldanzi, Simone Balsamo, Cesare Baroni, Arif Mohamed Bashir, Giuseppe Basile, Andrea Bomentre, Roberto Bernocchi, Alberto Bettinetti, Andrea Borlo, Enrico Buongrazio, Paola Camagni, Fabio Carlini, Guido Cesana, Matteo Civaschi, James Clough, Angelo Colella, Stefano Colombo, Mario D’Adda, Paolo D’Altan, Stefano Delli Veneri, Patrizia Paola Elli, Chiara Fagone, Marco Favro, Umberto Fenocchio, Alberto Ferrari, Luca Ferreccio, Giacomo Festi, Eleonora Fiorani, Mara Florian, Alberto Job, Michel Fuzellier, Laura Gargiulo, Natasa Lazarevic, Andrea Ligi, Federico Magi, Giancarlo Majorino, Mauro Marinari, Manfredi Marino, Jacopo Martinoni, Matteo Marzio, Maurizio Meani, Patrizia Melli, Giovanni Meroni, Gian Marco Milesi, Bruna Miorelli, Francesco Monico, Alessandro Montel, Giuseppe Morri, Patrizia Moschella, Alessio Passerini, Zeno Peduzzi, Lorenza Pignatti, Paolo Platania, Pietro Puccio, Laura Wray Quarenghi, Giambattista Romano, Paolo Rui, Valentina Russello, Alessio Salvato, Gianguido Saveri, Marco Scotini, Danilo Seregni, David Serenelli, Drew Smith, Alessandra Spranzi, Antonio Steffenoni, Claudio Tesei, Luca Uliana, Lorenzo Vallone, Marco Viganò, Giulio Romano Vinaccia, Gianpietro Vinti.

Program Coordinator

Patrizia Moschella

Program Curriculum

Graphic Design and Art Direction

	AF	SUBJECT	CFA	
I YEAR	B	COMPUTER GRAPHICS I Fundamentals of Digital Drawing Photo-Retouch and Vectorial Design Page Make-up Graphic and Printing Techniques	12	
	B	HISTORY OF MODERN ART	6	
	B	HISTORY OF GRAPHICS AND ADVERTISING	6	
	C	ART DIRECTION I Art and Copy Strategy and Planning Research Methodology	8	
	C	GRAPHIC DESIGN I Basic Design Corporate Identity Lettering Web Project	8	
	C	LAY OUT AND VISUALISATION TECHNIQUES I	6	
	A	SEMIOTICS	6	
	TOTAL CREDITS 1ST YEAR			52
	II YEAR	B	HISTORY OF CONTEMPORARY ART I	6
		B	DIGITAL TECHNOLOGIES AND APPLICATIONS Photography Techniques Video Techniques Dynamical Graphics	8
C		ART DIRECTION II Art and Copy Brand Identity Online Advertising	10	
C		GRAPHIC DESIGN II Editorial Graphics Multi-layer Editing Web Design I Basic Packaging	8	
A		MARKETING 1 subject to be chosen among the following*	6	
A*		CREATIVE WRITING	6	
A*		ILLUSTRATION		
A*		PHOTOGRAPHY		
A		HISTORY OF CINEMA AND VIDEO	6	
TOTAL CREDITS 2ND YEAR			50	

	AF	SUBJECT	CFA	
III YEAR	B	COMPUTER GRAPHICS II 3D Design Motion Graphics	6	
	C	CONTEMPORARY ART PHENOMENA	6	
	C	COMMUNICATION METHODOLOGIES AND TECHNIQUES	6	
	C	PROJECT METHODOLOGIES OF VISUAL COMMUNICATION Creativity Graphic Lab Web Design II Packaging	12	
	1 subject to be chosen among the following*			
	A*	AUDIOVISUAL LANGUAGES AND TECHNIQUES	6	
	A*	BRAND DESIGN 3 subjects to be chosen among the following*	6	
	A*	AESTHETICS		
	A*	THEORY AND METHODOLOGY OF MASS MEDIA		
	A*	PHOTOGRAPHY		
	A*	DIGITAL ANIMATION TECHNIQUES		
	A*	LAYOUT AND VISUALISATION TECHNIQUES II		
	A*	PUBLIC ART		
	A*	DECORATION		
	TOTAL CREDITS 3RD YEAR			54
	-	Conferences and cross-disciplinary seminars Extra-curricular projects Internships International Exchange Programs		8
-	English		4	
-	General IT		4	
-	Final Exam		8	
TOTAL CREDITS FOR MANDATORY ADDITIONAL TRAINING ACTIVITIES			24	
TOTAL CREDITS FOR THE THREE-YEAR PROGRAM			180	

LEGEND:

- AF Learning Activities: Subject Type according to the classification made by the Italian Ministry of Education University and Research (MIUR)
- CFA Academic Educational Credits: equivalent to University Educational Credits (CFU)
- B Basic Learning Activity
- C Subject Specific Learning Activity
- A Subject Related Learning Activity
- * Elective Learning Activities

Subjects - I year

Computer Graphics I

Fundamentals of Digital Drawing: the course allows the acquisition of the theoretical-practical basic notions of digital drawing, of digital graphic representation and of photo-retouch through standard software such as *Photoshop* and *Illustrator*. The course is structured into an intensive and a one-semester section aimed at defining and organising the educational portfolio.

Photo-Retouch and Vectorial Design: an in-depth study of photo-retouch and vectorial design.

Page Make-up: study of new-generation programs used in page make-up such as *In Design CS*.

Graphic and Printing Techniques: all technical applications adopted in the printing processes will be illustrated and explained to provide students with a technological background. Students will study materials, supports, equipment and all the aspects concerning the reproduction and realisation of a printed product.

History of Modern Art

(cf. subjects of the three-year BA Program in Painting and Visual Arts)

History of Graphics and Advertising

Graphics and Advertising, despite being perceived as “young” techniques, have a long and important history, which this course wants to emphasise by underlining the movements and personalities that brought to important innovations in the way of communicating. Through an analytical approach of the History of Graphics and Advertising, which links the economical, social and cultural aspects with those of visual communication, the course provides the necessary knowledge to practise the profession in a conscious and responsible way.

Art Direction I

Art and Copy: this course introduces students to the study of applied creativity and advertising and promotional communication of a service or a product analysing the design process through which an idea is

transformed into a visual or text message diffused through various media: press, TV, Internet and new media. Students are offered the opportunity to get to know the various professional roles and skills that are involved in the communication process, from the brief analysis stage up to the presentation of the idea: strategic planner, Art Director and Copywriter.

Strategy and Planning: the creative process is rationalised (data collection, brainstorming, positioning map) in order to define the strategic coordinates through which the creative minds can formulate an original idea that is consistent with the communications problems/ goals that have been set by a given brand.

Research Methodology: this course offers the introductory analytical tools to understand the elements that form the communication system through a research methodology based on the analysis of the brief, of the brand image and of its positioning in a given brand context.

Graphic Design I

Basic Design: it introduces students to the elements of visual production: perceptive, aesthetical-compositional and geometrical-intuitive.

Corporate Identity: the basic elements used for the creation of the visual identity of a company or a service.

Lettering: an in-depth study supported by a strong manual application. This course goes from history of typography to its historical and social evolution in all the traditional and technologically advanced expressions conveyed by PC fonts. The applications in various cultural and communication context will be dealt with starting from a cognitive analysis.

Web Project: students will be introduced to the graphic digital design environment, with special reference to the world wide web. The basic technical aspects and the notions of usability, interactivity and information architecture will be provided.

Layout and Visualisation Techniques I

This course is aimed at providing students with the methodology at the basis of expressive drawing and animation through a fast and dynamic study supporting an expressive system that easily allows the

visualization of an idea that is functional to creativity and visual design. The course is structured into two parts, one intensive and introductory module, aimed at introducing students to the representation language of visual impact and the second part structured into the three years.

Semiotics

The course is focused on the analysis of the communication process of which the mechanisms will be examined and de-constructed by using the methods developed by semiotics in its various movements (structural, interpretative, generative) and paying particular attention to communication and to the visual text in all its forms and non-verbal elements. The course aims at providing students with basic knowledge on how a graphic sign, a drawing, a billboard, a trailer, a video-clip can diffuse values and tell a story. The course foresees practical exercises on the issues dealt with in the thematic units.

Subjects - II year

History of Contemporary Art I

(cf. subjects of the three-year BA Program in Painting and Visual Arts)

Digital Technologies and Applications

Photography Techniques: this course aims at providing students with all the necessary skills to use digital photographic appliances for research and documentary purposes and gives students tools to read and interpret advertising photographic images.

Video Techniques: this course introduces students to the methodological bases of filming and editing techniques in the advertising sector.

Dynamical Graphics: this course aims at completing students' knowledge of digital techniques through the exploration of programs for moving graphics.

Art Direction II

Art and Copy: during this course students will develop design skills

through a methodology aimed at designing creative campaigns both in the visual and in the copywriting fields for real clients.

Brand Identity: students will be introduced to corporate identity that goes through a process of de-codification of the corporate values, their positioning and the identification of an identity that can be recognised worldwide.

Online Advertising: this course aims at disclosing the secrets of the so called "Above the Line" communication on the Internet by joining advertising, graphic design and non conventional web marketing (viral marketing) notions. This is a practical and composite course that trains both future web art directors and would-be creative minds, graphic designers or copywriters that are oriented towards the new media. Banners, jump pages, web-sites, mini-sites and web campaigns of all kinds will be analysed and produced.

Graphic Design II

Editorial Graphics: it deals with the graphic design of books and magazines providing technical and methodological competencies of research and production.

Multi-layer Editing: it introduces students to the theoretical and practical modalities of the "deconstructed" graphic and of the non-conventional publishing, developing the interaction potentials of the icons and fonts of the page according to the modes of digital programs.

Web Design I: it provides the technical and cultural elements needed to deal with the development of web pages and sites through an in-depth analysis of digital and web-oriented communication. The course is focused on standard programming technologies: *XHTML*, *CSS* and *DOM*, that - with the aid of Flash - represent the basic structure of any web project.

Basic Packaging: it introduces students to the structural design world and to the graphic layout of packaging through the study of shapes and of conventional and recyclable materials.

Marketing

Students will acquire the basic elements of marketing, the present consumption trends and the current sociological changes. They will learn how to make a marketing plan by analysing all steps involved in

the launching plan of a new product. The course develops also themes related to Sociology (trends, consumption approaches, lifestyles), Economics (supply and offer, budget, costs management, pricing) and Communication (brand, Design, Advertising). The course aims at the acquisition of a method (as a system to approach marketing problems, from the analysis to the development of the project), of a language and of the comprehension of a company's internal and external context.

Creative Writing

The course, starting from texts written by real masters of modern literature (Kafka, Proust, Joyce, Montale), commented in a critical way, explains to students the various styles and personal writing of such writers. The objective is to stimulate a vital sensitivity for the creative expression and communication.

Illustration

This course introduces students to the Illustration world through an overview that goes from a presentation of genres and authors to traditional and digital techniques up to the individuation of a personal style. Besides the traditional techniques (crayons, acrylic, etc.) digital techniques, among which *Corel Painter* - one of the most widely used software in this sector, will be explored.

Photography

Photography, as a creative expression, is an integral part of arts and belongs to those forms of artistic production which involve thought, imagination and sense of project of the author, no matter if it is a photographer, a designer or an artist. The course does not intend to teach the analogical or digital photographic techniques, but it aims at transferring some fundamental concepts related to the "ability to see" and "ability to read" photographic images that consider the crossing of different disciplines interacting with the photographic medium.

History of Cinema and Video

The course has the following objectives: 1) an approach to the themes of audiovisual products in general and of cinema in particular 2) the analysis of the spectator-film relationship in order to make students' vision of films more critical and effective 3) knowledge of

the cinematographic language and of the underlying technologies of cinema 4) the knowledge of the production steps of a movie 5) the analysis of the reading modalities of a script 6) the knowledge of the main movements of the History of Cinema and of the most significant authors.

Subjects - III year

Computer Graphics II

3D Design: it provides the basic elements of the digital three-dimensional modelling and representation orientating the practice on different types of three-dimensional representation and considering the structure of basic forms of packaging for different materials and uses.

Motion Graphics: the course envisages designing with the aid of advanced computer graphics software such as *After Effect*, used for editing multimedia products.

Contemporary Art Phenomena

The course aims at guiding students through an exploration and critical analysis of the images coming from heterogeneous disciplines and languages characterising contemporary "visual culture" in order to enrich their visual and cultural background and lead them to the definition of new aesthetical morphologies and an original expressive universe. Students will visit exhibitions, take part in conferences and meetings on the relationship between the various languages of artistic expression (fashion, photography, graphic design, contemporary art, music).

Communication Methodologies and Techniques

The course envisages an in-depth study of the theoretical models for analysing and documenting communication projects also as a supporting tool to the graphic lab and to the thesis projects carried out by the students.

Project Methodology of Visual Communication

Creativity: critical and methodological analysis for the realisation of cinema-TV and mobile advertising spots.

Graphic Lab: this course is characterised by the professional methodology typical of graphic projects, real projects for real clients inside and outside the Academy will be carried out by the students who will work in teams and in collaboration with students attending other courses.

Web Design II: this course aims at providing students with the necessary methodological tools to improve the design of a professional web site according to the W3C standards also through the study of real web sites and through team work.

Packaging: the potential of the art of packaging will be explored by studying and designing graphic lay-outs that are suitable to the communication objectives: label, mock-up and graphics are just some of the elements that students will be able to experiment through an effective methodology that reflects brand strategy and mission.

Audiovisual Languages and Techniques

Through this theoretical-practical course students will analyse the multimedia techniques applied to corporate and product communication in order to plan and realise an audiovisual product for advertising purposes. This course represents an in-depth specialisation study focused on the application of the art director professional role to the multimedia advertising communication sector.

Brand Design

During this course students will study in depth tools to research into, analyse and decode fundamental socio-cultural phenomena for the definition of the brand identity of companies and services. The evolution of society will be analysed, all the signals coming from consumers will be collected and their trends and taste will be anticipated on the basis of forecasts that cross the worlds of design, graphics, advertising, textile and fashion design, as well as interior and retail design. A section of the course is devoted to a research project aimed at constructing a visual scenario defining the visual concepts and/or the direction for the brand design thereby training a professional whose role is quite recent in the professional job market.

Aesthetics

(cf. subjects of the three-year BA Program in Painting and Visual Arts)

Theory and Methodology of Mass Media

(cf. subjects of the three-year BA Program in Media Design and Multimedia Arts)

Digital Animation Techniques

(cf. subjects of the three-year BA Program in Media Design and Multimedia Arts)

Layout and Visualisation Techniques II

This course develops the students' knowledge of all the drawing techniques from the point of view of advertising communication.

It analyzes the aesthetical conventions of drawing in the advertising sector trying to enrich them by extending the languages of drawn communication with new styles and methodologies.

Students will acquire the drawing tools in the creative and project phase.

Public Art

(cf. subjects of the three-year BA Program in Painting and Visual Arts)

Decoration

(cf. subjects of the three-year BA Program in Fashion Design)