

THREE-YEAR (BA) COURSE IN GRAPHIC DESIGN AND ART DIRECTION

In an era of hypercommunication it is vital to manage to communicate in a simple and original way. The three-year course in Graphic Design and Art Direction favours the creative approach in its integrity: the development of taste and critical sense as well as the objectivity of knowing technology without depending on it. It trains professional figures in the fields of Graphic Design and Advertising Communication (graphic designer, art director, multimedia director, web designer). The approach to communication is global: Marketing courses, Theory of Mass Media and of Communication next to courses of Visual Culture and Contemporary Art. Such a curriculum allows students to develop both aesthetical sensitivity and cultural approach to projects. Students will also acquire free-hand and computer-aided representation techniques and methods, will create communication solutions, graphic design projects, advertising and digital animations. The proposal is an alternative to the educational courses offered in this field by universities as it focuses on the development of technical and project abilities through a cultural and critical approach.

CURRICULUM

I year			
		SUBJECTS	CFA
CSGD	B	GRAPHIC & ART PM I (PROJECT METHODOLOGY) <i>Basic Design, Corporate Identity, Strategy, Art & Copy</i>	10
CSGD	B	GRAPHIC & ART TST I (TECHNIQUES MATERIALS AND TOOLS) <i>Photoshop and Illustrator, XPress, In Design, graphic and printing techniques</i>	8
CPI	B	DRAWING	4
CPI	B	DIGITAL DRAWING	4
CTI	B	THEORY OF COMMUNICATION	6
CTI	B	HISTORY OF MODERN ART	6
CSGD	B	LAY OUT	8
CTI	C	PERCEPTION THEORY AND SHAPE PSYCHOLOGY	4
CSGD	C	LETTERING	4
TOTAL CREDITS I YEAR			54
II year			
CSGD	B	GRAPHIC & ART MP II <i>Editorial Graphic, Multilayer Editing, Art & Copy - Graphic Art</i>	10
CSGD	B	GRAPHIC & ART TMS II <i>Web Publishing Environment, Advertise</i>	8
CTI	B	HISTORY OF CONTEMPORARY ART I	6
CTI	B	COMMUNICATION THEORY	6
CPI	C	ILLUSTRATION or CREATIVE WRITING	8
CSGD			
CTI	C	MARKETING	6
CPI	C	PHOTOGRAPHY or ANIMATION	6
TOTAL CREDITS II YEAR			50
III year			
CSGD	B	GRAPHIC & ART PM III <i>Art & Copy, NABALab</i>	10
CSGD	B	GRAPHIC & ART TMT III <i>Web Publishing Advanced</i>	8
CTI	B	VISUAL CULTURE	6
CTI	B	HISTORY OF CONTEMPORARY ART II	6
CPI	C	PACKAGING or MULTIMEDIA COMMUNICATION	8
CSGD			
CTI	C	HISTORY OF CINEMA	8
CTI	C	AESTHETICS or THEORY AND METHODOLOGY OF MASS MEDIA or SEMIOTICS	6
TOTAL CREDITS III YEAR			52
INTERDISCIPLINARY SEMINARS			6
PORTFOLIO, THESIS			9
ENGLISH LANGUAGE, GENERAL IT, INTERNSHIP, APPRENTICESHIP, ERASMUS			9
TOTAL EXTRA CREDITS			24
THREE-YEAR TOTAL 156+24			180

CFA	ACADEMIC EDUCATIONAL CREDITS	
CSGD	GRAPHIC DESIGN AND ART DIRECTION SUBJECTS	PAG.38
CTI	INTERSCHOOL THEORETICAL SUBJECTS	PAG.47
CPI	INTERSCHOOL PROJECT AND TECHNICAL SUBJECTS	PAG.45
	B- FOUNDATION C- SPECIFIC A- RELATED	

*In order to better identify the common courses among the schools, some courses' names do not correspond to the names set by the Ministry of University and Research. In such cases, their initials have been indicated. The educational programs comply with the curricula approved by MIUR.

