



DEPARTMENT OF DESIGN AND APPLIED ARTS

SCHOOL OF ARTISTIC DESIGN FOR BUSINESS
Specialism ► GRAPHIC DESIGN AND ART DIRECTION

LEARNING OBJECTIVES:

This course aims to train professionals who can devise and produce effective graphic design products, using increasingly specific technical tools and mastering the languages of visual culture: from creating logos and corporate identities to packaging, and from products for the publishing sector to the technical development and graphic design of websites.

EMPLOYMENT PROSPECTS:

Professionals completing this course will be able to work effectively with advertising agencies and integrated marketing communication firms, in the graphic design offices of publishers or in the editorial teams at newspapers and magazines.

OVERVIEW OF MODULES

The overview of modules provides detailed information on all aspects of the teaching students will receive:

- the module type (core, specialist, elective, etc.)
- the module code
- the area of study
- the subject matter.

The core list comprises the areas of study common to all specialisms, whilst the specialist list contains the areas of study that define that particular specialism.

CORE MODULES

C O R E L I S T	ABPR15	Design methodology	Design methodology
	ABPR16	Drawing for designers	Design and technical drawing Basics of computer-aided design
	ABTEC38	Digital applications for the visual arts	Computer graphics Digital animation techniques Digital technologies and applications Digital image processing IT for graphic designers Videography Digital printing techniques and technologies
	ABST47	Style and the history of art and fashion	History of contemporary art History of modern art
	ABPC65	Mass media theory and methods	Mass media theory and methods Communication ethics

SPECIALIST MODULES

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ABPR19	Graphic design	Graphic design Introduction to graphic design for the publishing industry Multimedia graphic design Graphic planning Lettering Layout and visualisation techniques Web design Website restyling
ABPR31	Photography	Photography Digital photography
ABTEC37	Design methodology for visual communication	Art direction Brand design Design methodology for visual communication Packaging
ABTEC41	Digital modelling techniques	3D rendering
ABTEC43	Audiovisual languages and techniques	New integrated media techniques
ABPC67	Communication methods and techniques	Advertising communication Copywriting Art publishing systems

Minimum number of credits required for the bachelor's degree 66

SUPPLEMENTARY OR ELECTIVE MODULES

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ABAV02	Engraving techniques - Graphic art	Illustration
ABAV06	Painting techniques	Chromatology
ABST46	Aesthetics	Aesthetics The phenomenology of the image
ABST51	The phenomenology of contemporary art	Languages of contemporary art
ABST52	History and methods of art criticism	Theory and history of visual methods: methodology and visual analysis
ABST55	Cultural anthropology	Cultural anthropology
ABST58	Theory of the perception and psychology of shape	Theory of the perception and psychology of shape Psychosociology of the consumption of culture
ABPC66	History of new media	History of illustration and advertising
ABLE70	Legislation and economics of the arts and entertainment	Information and digital communication law

Minimum number of credits required for the bachelor's degree 36

EXTRA MODULES

Computer skills
Foreign language test
Seminars/workshops/internships

CFA 14

MODULES CHOSEN BY STUDENT

CFA 10

MODULES RELATED TO THE FINAL EXAM

CFA 12

Total credits required for the bachelor's degree 180

PROGRESS TESTS

Tests of the progress made in each module are carried out at the end of the year and consist of:

- an oral or combined written/oral examination for theoretical subjects
- a presentation of projects, followed by a discussion, for subjects that combine theory and practice

**FINAL EXAMINATION
TYPE**

The final examination taken at the end of the bachelor's degree involves:

- the presentation of a laboratory-based piece of work in the student's specialist field under the guidance of a dedicated lecturer
- the writing and subsequent presentation of a theoretical or experimental thesis, with or without illustrations, under the guidance of a supervisor

Pursuant to Italian Ministerial Decree no. 123/09, the core and specialist modules must account for a total of 108 credits (60% of the total of 180); however, the Academy, given its independence, can decide to insert subjects from the core and specialist lists not used as such in the bachelor's degree into the list of elective or supplementary modules. Furthermore, to optimise the teaching provided, it reserves the right to alter the way the different subjects are divided up, on the condition that the aforementioned sectors in the core list remain unchanged.