



DEPARTMENT OF VISUAL ARTS

SCHOOL OF GRAPHICS

Specialism ► ILLUSTRATION AND SPECIAL GRAPHIC DESIGN TECHNIQUES

LEARNING OBJECTIVES:

The aim of this course is to produce professionals who are well grounded in art and culture and who have the skills and knowledge required to work in the field of visual arts, with particular focus on illustration and special graphic design techniques. Students will be able to develop their own language and individual creations both using traditional techniques and through developing and experimenting with multimedia and contemporary graphic design.

EMPLOYMENT PROSPECTS:

This course provides graduates with the skills required to work in various fields as a freelance artist or in the field of visual arts, or to work with public bodies and private companies to design and implement specific graphic design and illustration projects, in particular in the visual communication and publishing sectors.

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**

ABAV03	Drawing	Drawing for painters
ABPR31	Photography	Photography
ABST46	Aesthetics	Aesthetics
		The phenomenology of the image
ABST47	Style and the history of art and fashion	History of modern art
		History of contemporary art
ABST58	Theory of the perception and psychology of shape	Theory of the perception and psychology of shape
		Psychosociology of the consumption of culture

Minimum number of credits required for the bachelor's degree 42

SPECIALIST MODULES

ABAV02	Engraving techniques - Graphic art	Engraving techniques - Graphic art
		Illustration
		Art publishing
ABAV04	Special graphic design techniques	Special graphic design techniques
		Graphic design techniques and technologies
		Printing techniques
ABTEC38	Digital applications for the visual arts	Computer graphics
		IT for graphic designers
		Digital printing techniques and technologies

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

SUPPLEMENTARY OR ELECTIVE MODULES

S
P
E
C
I
A
L
I
S
T

L
I
S
T

ABAV01	Artistic anatomy	Artistic anatomy Introduction to morphology and shape dynamics The phenomenology of the body
ABAV06	Painting techniques	Chromatology
ABPR15	Design methodology	Design methodology
ABPR16	Drawing for designers	Basics of computer-aided design Design and technical drawing
ABPR19	Graphic design	Introduction to graphic design for the publishing industry Multimedia graphic design Lettering Layout and visualisation techniques
ABPR30	Material technology	Material technology for graphic design
ABTEC37	Design methodology for visual communication	Design methodology for visual communication
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 Archetypes of imagination
ABST59	Art education and teaching	Children's literature and illustration
ABPC65	Mass media theory and methods	Mass media theory and methods Communication ethics
ABPC67	Communication methods and techniques	Art publishing systems

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.