

TWO-YEAR  
MASTER  
OF ARTS (MA)  
DEGREE PROGRAMS

DESIGN AND  
TECHNOLOGICAL  
ARTS

VISUAL AND  
INNOVATION  
DESIGN

MULTIMEDIA  
SPACES  
DESIGN AND  
TECHNOLOGIES

FILM  
ARTS

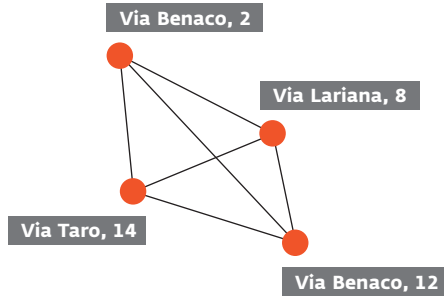
SCENOGRAPHY

COMPUTER  
ANIMATION  
AND SPECIAL  
EFFECTS



**RUFA**  
Rome University  
of Fine Arts

# 4 locations



- Painting
- Sculpture
- Set Design
- Design
- Graphic Design
- Cinema
- Photography
- Graphic Arts
- Decoration
- Animation

# 24 programs

- UNDERGRADUATE (BA)
- POSTGRADUATE (MA)
- ACADEMIC COURSES
- OPEN COURSES
- COURSES

## RUFA: People, data, and hard facts.

RUFA is an Academy of Fine Arts legally recognised by the Ministry of Education, Universities, and Research. Its Undergraduate (BA) and Postgraduate (MA) Degree Programs are equivalent to university degrees. Since its inception RUFA has been growing steadily, **preparing thousands of students** and making them ready to attain the perfect combination of passion and

profession in the fields of art, design and communication. As well as advanced learning guided by a **teaching body of academics, artists, and professionals**, RUFA students are constantly encouraged to stay up to date. An intensive annual programme of meetings and seminars with **tutors and personalities who are prominent in the various fields of creative expression** provides

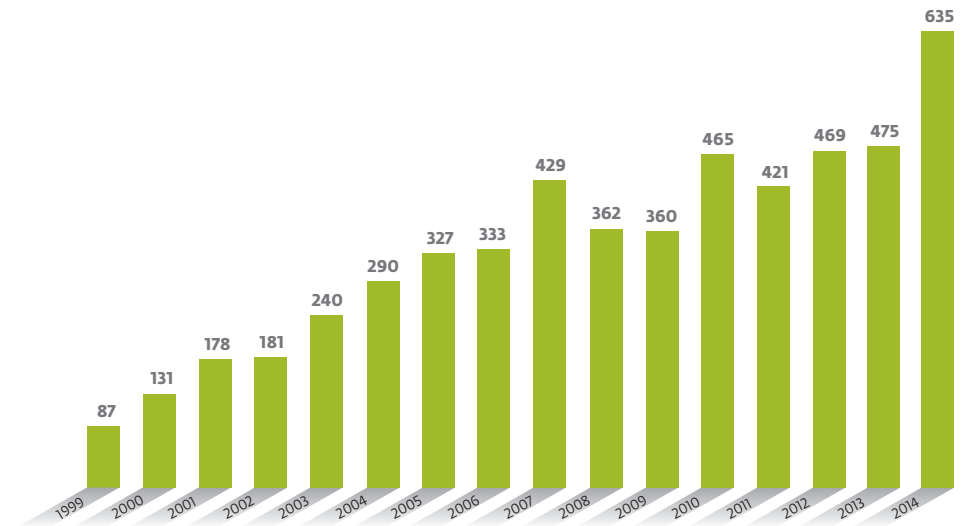
opportunities for the exchanges of views and knowledge that are necessary to enrich the curriculum and make it complete. Additionally, during the three-year Bachelor of Arts and two-year Master of Arts (MA) Degree Programs, Academic Courses, students undergo periods of **training** at the Academy's partner companies. Right from the beginning, this fundamentally important experience at RUFA enables them to measure themselves against the challenges and opportunities of the world of work. The programs offered are divided into **different cycles** of study and training that are tailored to the educational and logistical needs of each student. The classes take place **in the classrooms of the Academy and at the Academy's own workshops**, located close to the main building in the heart of Rome.

# 99 tutors

# 27 visiting professors

during the 2012/2013 academic year

# 140 partner companies



# 5.383 students

divided between Undergraduate, Postgraduate, Academic Masters, open courses, professional programs

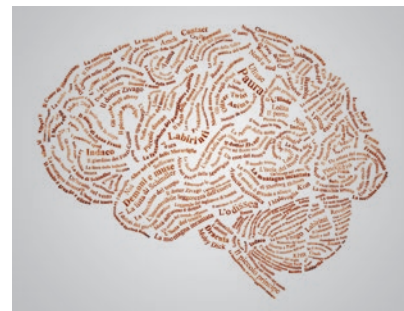


# Visual and Innovation Design

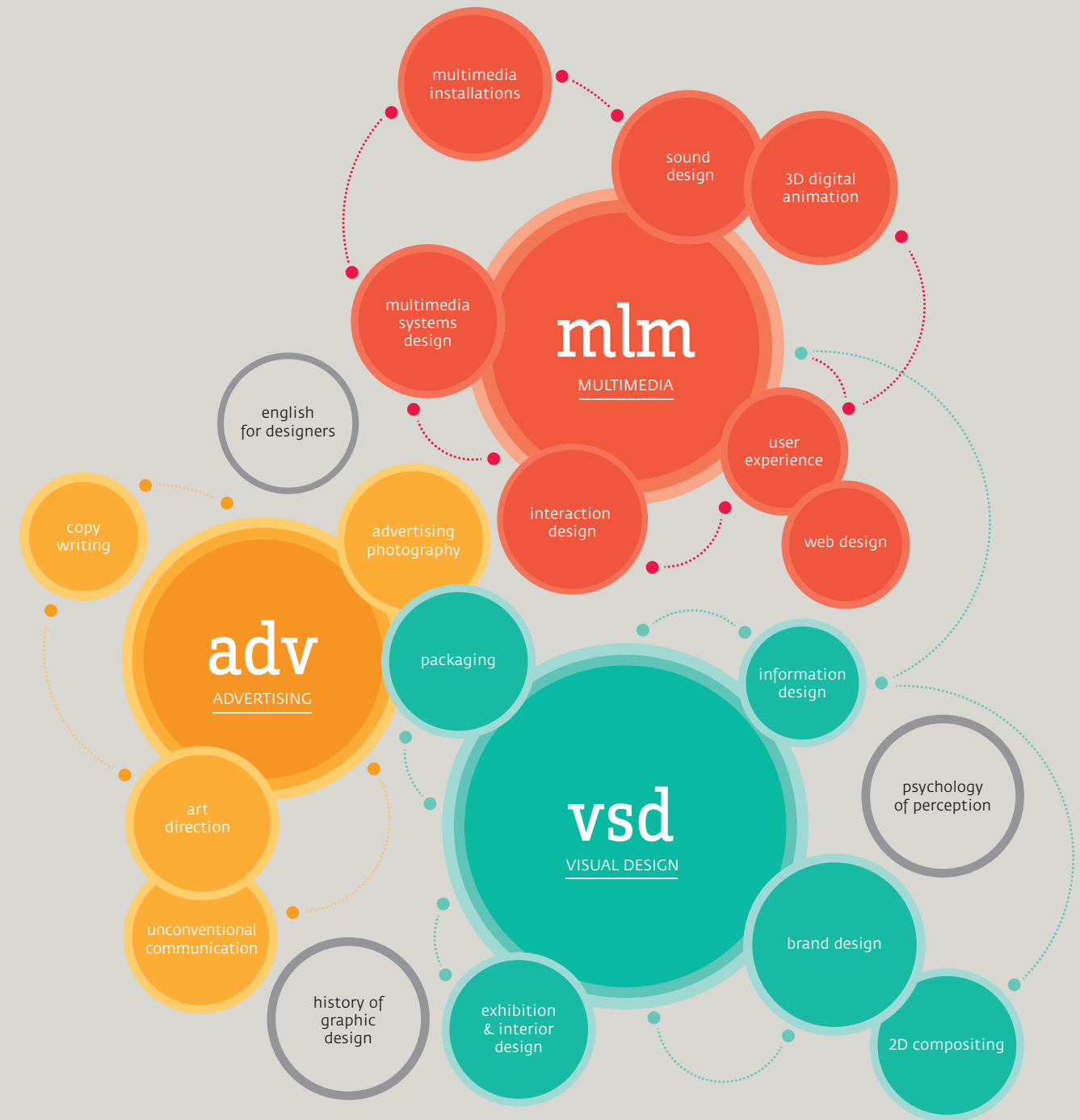


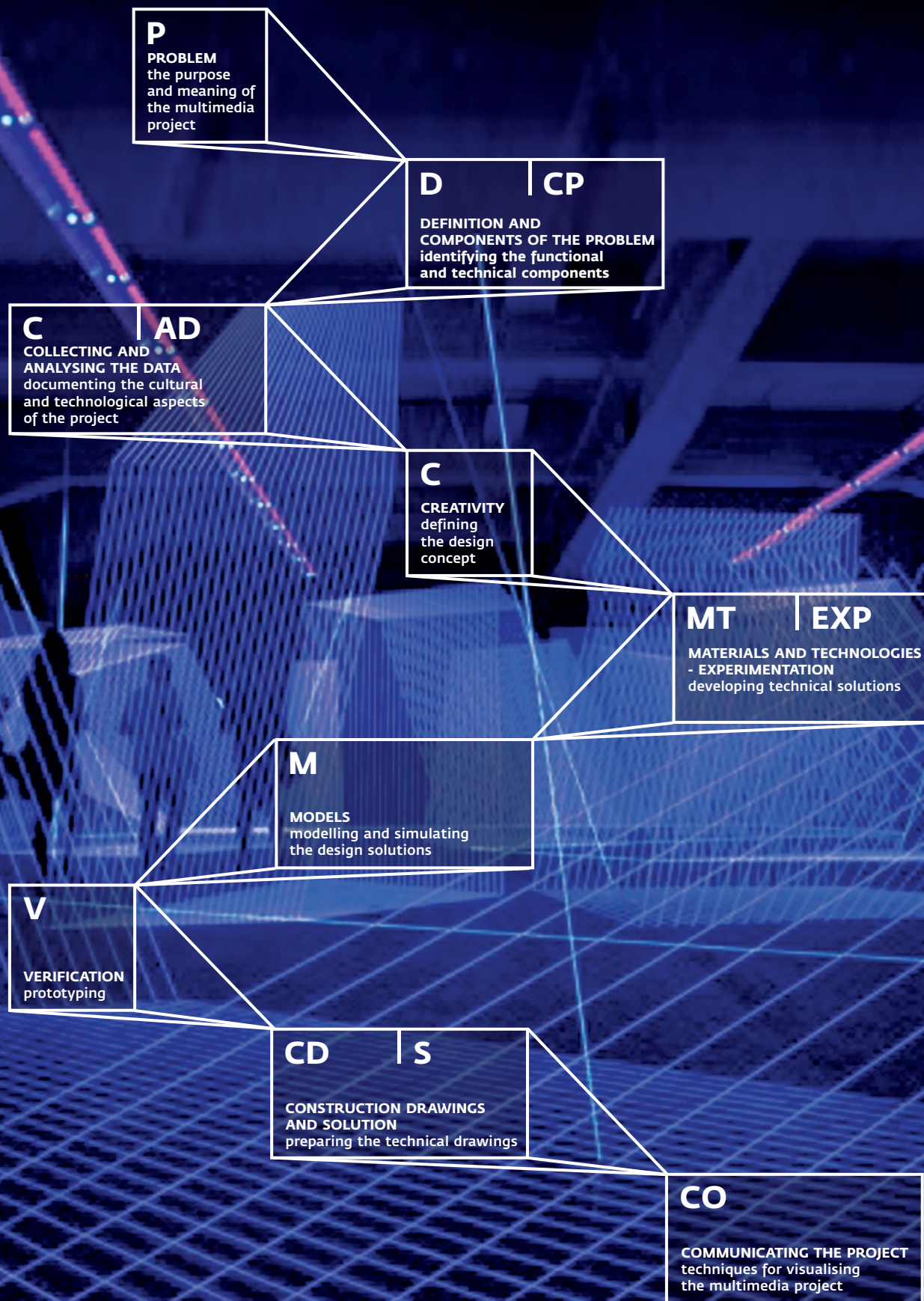
Directing communication project design.

The two-year RUFA Master of Arts Degree Program in Visual and Innovation Design provides advanced creative training that launches the designer beyond the limitations of traditional graphic design techniques. It positions the student at the centre of communication design and enables them to master the areas of visual design, advertising, and the extremely diversified world of multimedia design. Using visioning, design, and multimedia skills, the student is trained to be a Visual Designer who knows how to be a problem-solver in the world of contemporary communication and has the ability to combine the creative role with that of the technological expert and the strategic designer. The didactic and practical approach of the course is fully



focused on the relationships between design techniques and innovation, via interaction between traditional media and the digital revolution. The training of the Visual Designer on this course includes acquiring solid understanding of the psychological, cognitive, and perceptive mechanisms that generate communication. Future work opportunities range from the traditional fields of communication (graphic design, advertising design, institutional communication design, product design, new packaging materials, exhibition and trade fair design) to the new frontiers of multimedia (digital publishing, interaction design, dynamic brand and identity, motion graphics, sound design, user experience, information and interface design).





# Multimedia Spaces Design and Technologies

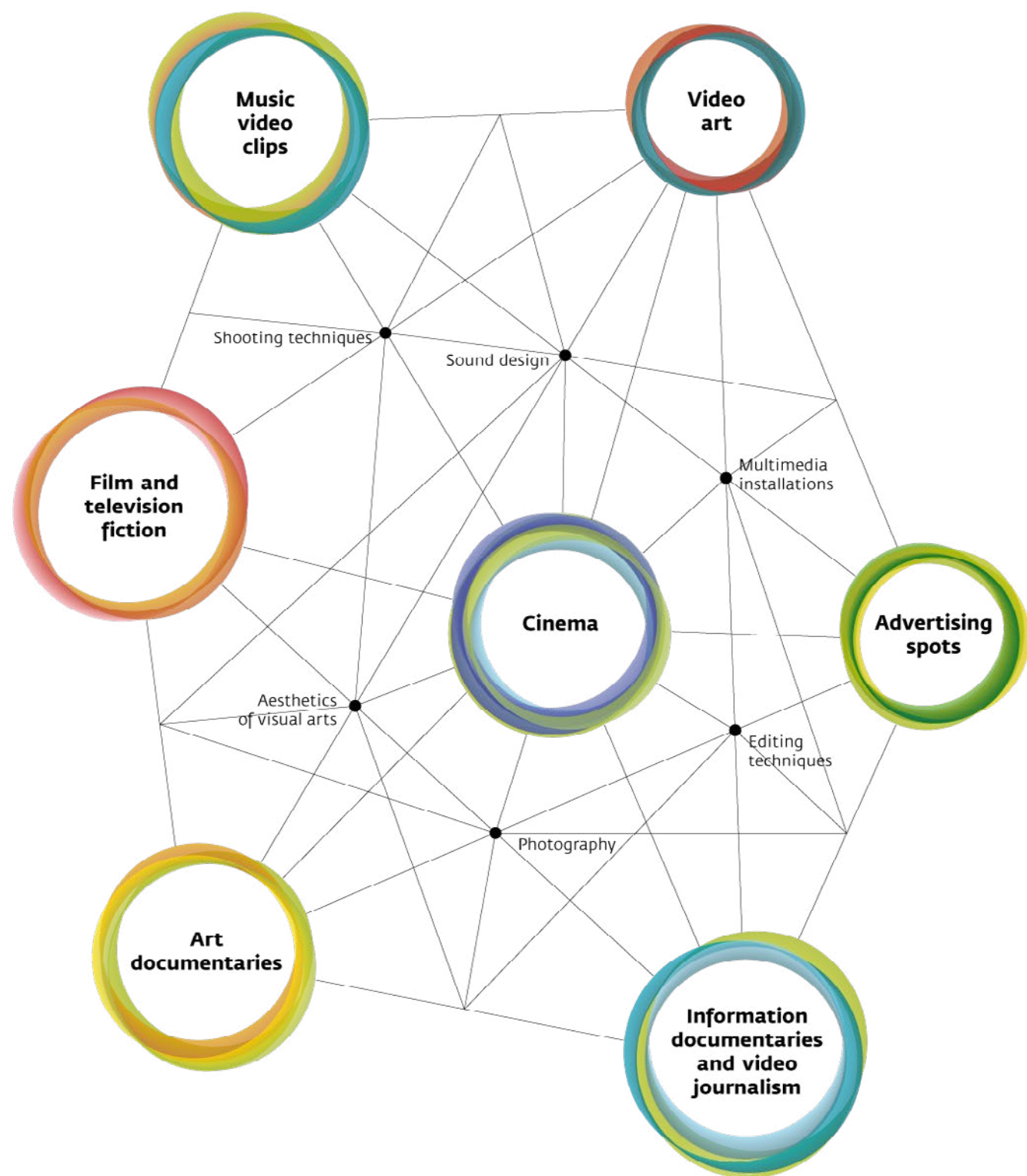


Creating space for multimedia.

Multimedia and advanced technologies have become fundamentally important in the design and scene-setting of contemporary spaces. The areas covered by the RUFA Master of Arts Degree Program in Multimedia Space Design and Technologies range from improving the quality of urban spaces to creating settings for sporting and cultural events in large public spaces, and from the expressive animation of shopping malls to the design of advanced retail. This gives students the methodological skills needed for identifying the role of multimedia technologies, and the most effective ways of understanding the requirements and functions of indoor

and outdoor built spaces in relation both to functional requirements and the environmental conditions of each individual project. The program prepares them for a career as specialist designers and technicians in the fields of the arts, live design, interior design, multimedia communication and installations, and lighting scenography; as image designers for multimedia theatre performances, cinema, and television; and in the new professions associated with the most advanced interior design as it applies to retail, exhibitions, boat design, and home automation.





# Film Arts



The power of narration.

The RUFA Master of Arts Degree Program in Film Arts identifies and trains young filmmakers, beginning from a solid historical and cultural preparation and giving them the ability to speak all the languages and use all the tools of contemporary film arts so that they can tell their own stories, communicate their own visions, and unveil their own cultural sensibility.

The program takes their technical knowledge to a new, deeper level and shapes them to think as designers, able to manage their personal creativity in a formal, structured way that places it within the universal language of film arts. Students completing the course will be tomorrow's young filmmakers, enabled to enter the world of work as fully formed specialists filled with talent, culture, and craft who know how to express themselves professionally as the new future directors of Italian cinema. The young filmmaker leaving RUFA

possesses mastery of all the available technological means and is able to immediately begin producing audiovisual projects in every sector of the entertainment and information industry: advertising, video art, documentaries, television, and the web. To strengthen their education and training, students are also given access to innumerable opportunities for internships, seminars, student collaborations, participation in experimental projects, and periods of final training with film production houses.



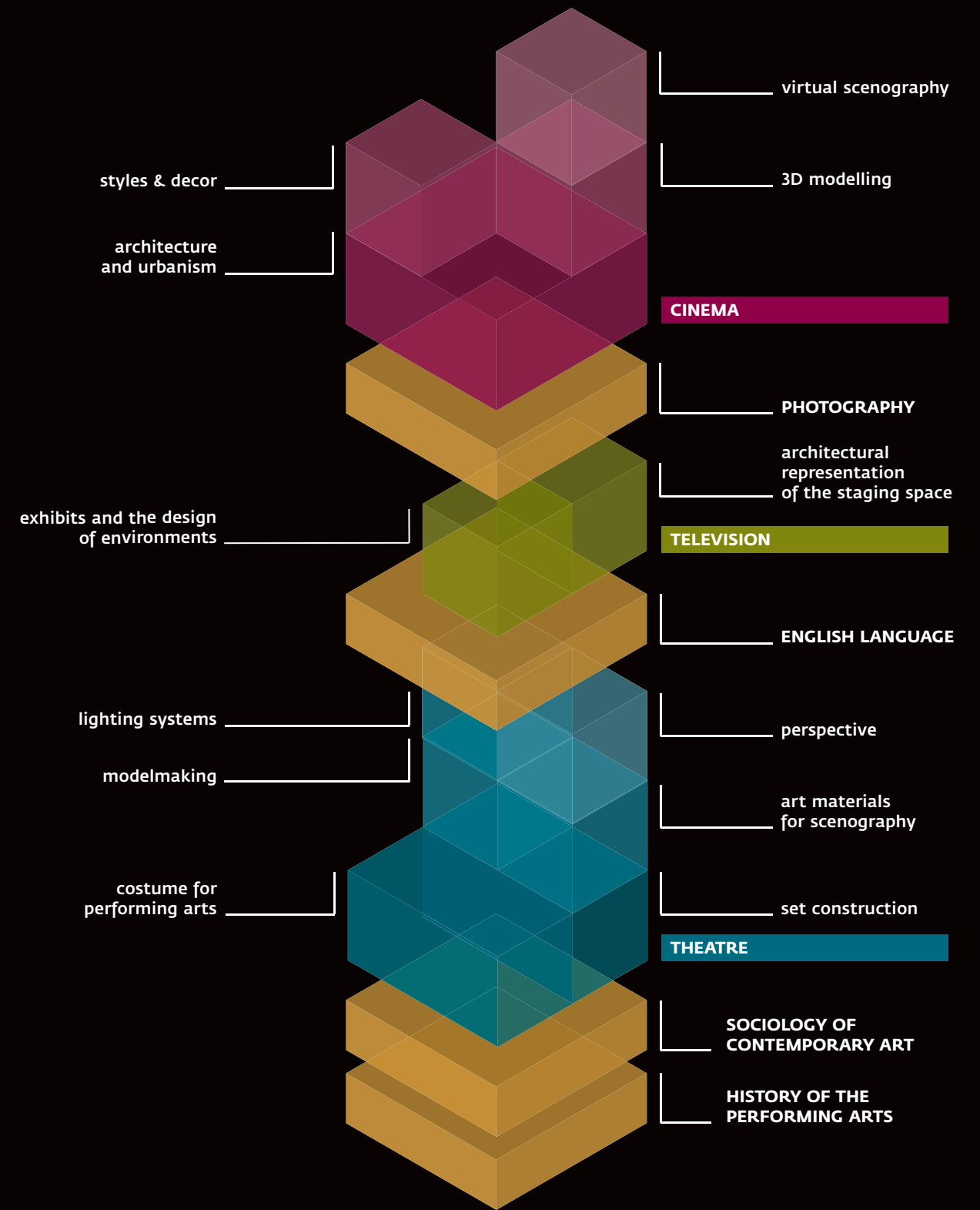
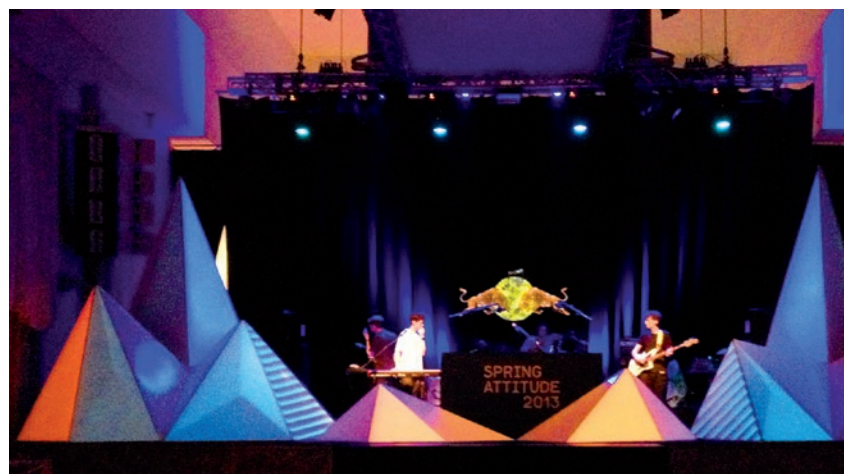
# Scenography



Designing space around action.

The RUFA Master of Arts Degree Program in Scenography turns out specialised professionals who have a solid basis of academic learning in the fields of art, design, set design, and the theatre. It trains them to imagine the three-dimensional space around the theatrical narrative, with a practical and flexible outlook that can identify depth and beauty, knows how to recreate it, and can also do much more. Scenography is the noble art of setting a scene: the technique of designing space and light that surrounds the action on stage, the narration, and its imaginary world. As a professional

who has a fundamentally important role to play in all types of performing arts from the theatre to opera, film, television, concerts, exhibitions, and other performances, the Scenographer is a designer and creator who works with lights, materials, fabrics, architecture, carpentry, 3D modelling, furniture, finishes, decorations, and costumes. Learning to become a Scenographer opens up a wide range of future work opportunities that range from the performing arts world to the profession of artistic and creative director for every type of staged event, or as an interior designer and decorator.

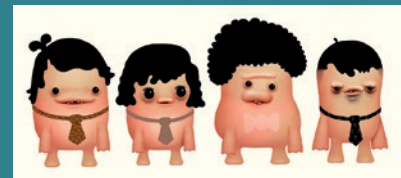


# Computer Animation and Special Effects

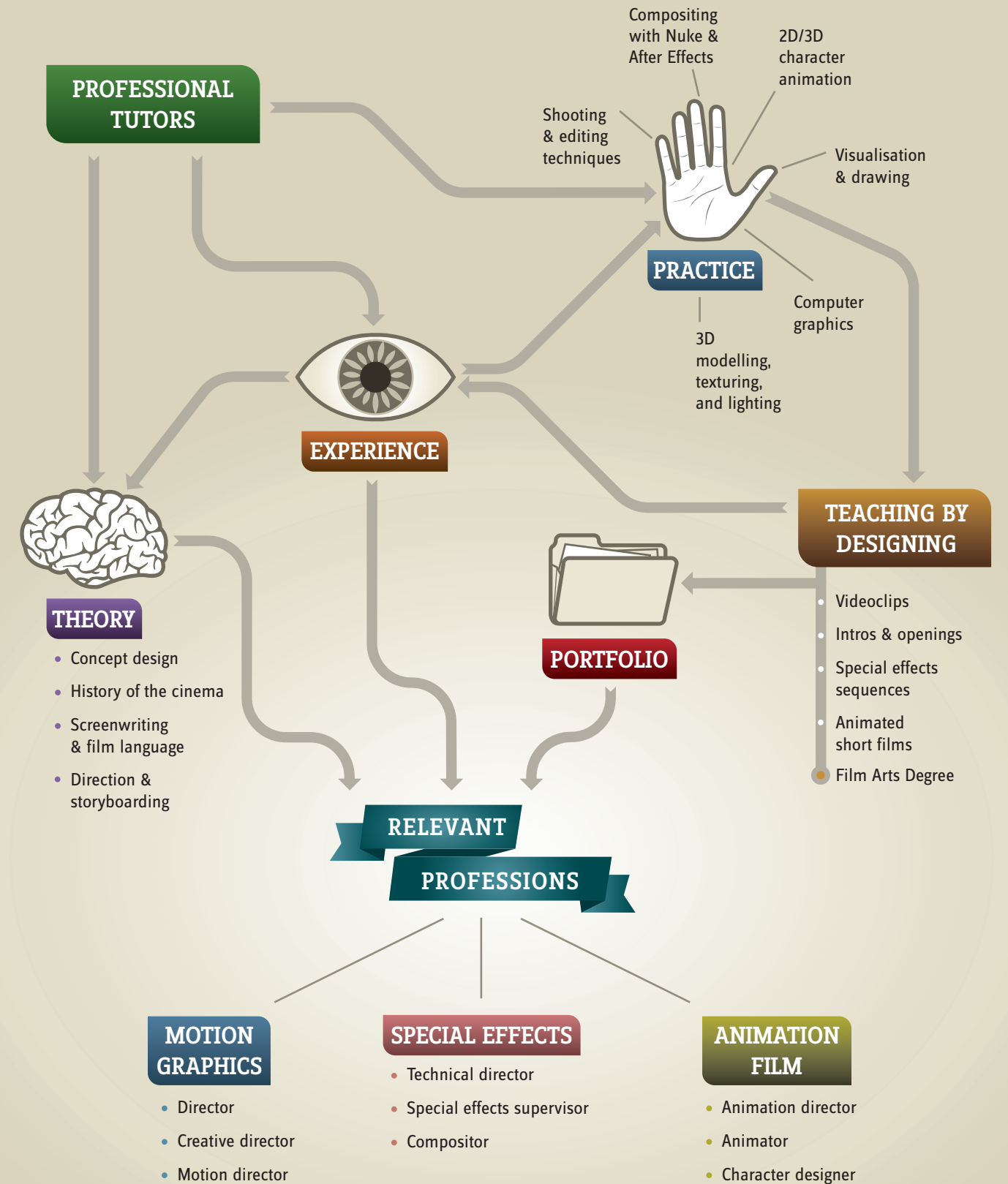
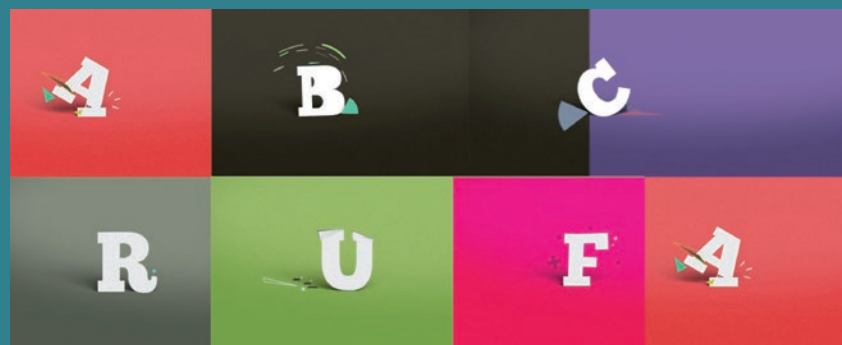


Creating movement by enhancing reality.

The RUFA Master of Arts Degree Program in Computer Animation and Special Effects gives students advanced tuition in art and design. Dominated by digital techniques and using enhanced working by hand whilst acquiring cultural knowledge and using their creative skills, it readies them to meet the new demand for Computer Animation and Special Effects Designers in the cinema, television, audio-visual productions, and the web. Tuition in the Computer Animation and Special Effects Program is based on theoretical and practical studies that give students the ability to immediately begin designing and implementing



their own animated productions. Computer animation and special effects are part of the creative and operative resources normally used today to create motion, action, and narration, and there is an extremely high demand in the world of audiovisual production for professionals who are able to create computer animations and special effects. Since the technological resources used to create these effects and animations are constantly and continuously updated, and the technologically processed image is now an essential element of creativity, a designer with the ability to retain mastery of digital special effects and animation is assured of a pathway to professional success in the world of 3D animation and motion graphics for cinema, television, video games, and advertising.





# RUFA, instructions for use.

**1 Personalised meetings for students**  
These are orientation meetings that help the student to identify which pathway of studies best suits their inclinations by specifically assessing their attitudes, motivations, and future career opportunities.

**2 Internships and placements**  
An Internships and Placements Office is at the disposal of all students. This identifies the most suitable opportunities by relating the skills of the individual student to offers of internships and work opportunities with Italian and foreign companies.

**3 Reductions and RUFA study grants**  
Each year a competitive award scheme is published that makes available a restricted number of study grants which partly cover enrolment fees. These give a 5% discount to students who pay a full year of fees no later than 30th November.

**4 RUFA NEWS**  
Periodic newsletters and the website make sure that students are kept informed about RUFA's full calendar of debates, exhibitions, events, presentations, meetings, and workshops. By actively participating in these initiatives, students can create synergies between themselves and their tutors.

**5 LAZIODISU study grants**  
RUFA students can compete on a basis of merit and income level for study grants and the other services provided by the Agency for Entitlement to University Studies for Lazio (LAZIODISU - Roma1).

**8 RUFA Factory**  
RUFA Factory is a permanent workshop where artists, designers, theorists, and clients all work together in an atmosphere of experimentation and innovation, to develop ideas and tendencies that create new didactic areas which may then become part of the teaching within the Academy.

**6 The tutors at RUFA**  
The RUFA tutor guides and assists students in their progress along their chosen pathway of studies, helping them to overcome any obstacles that might arise. After the student has graduated from the course, the tutor continues to advise them on how to successfully enter the world of work.

**7 Erasmus +**  
Erasmus + is the European Union programme that enables any EU university student to benefit from an Erasmus grant and attend one or more other EU universities, following a similar cycle of studies to that at RUFA, for up to 12 months.

**9 RUFA Library**  
The RUFA Library is part of the National Library Service. Students are supported by qualified library staff who assist with consultation, borrowing books, finding journals and theses, using audiovisual equipment, carrying out research, and investigating particular topics.



## The Erasmus + Programme

Erasmus + encourages students to learn about and understand the culture of the host country, encouraging a sense of integration between students from different countries.

For further information, contact the Erasmus Office:

Email: [erasmus@unirufa.it](mailto:erasmus@unirufa.it)

Skype: [rufa.erasmus](https://www.skype.com/name/erasmus)

## Partners

During the past few years RUFA has created and implemented important courses, internships, projects, and cultural initiatives thanks to its collaboration with well-known public and private institutional actors, including:

- Academy of Art and Design - Tsinghua University (Cina)
- Annunziata & Terzi
- Architectural Consulting (Praga)
- Artemisia Group
- Camera dei Deputati
- Central Academy of Fine Arts (Cina)
- China Academy of Art di Hangzhou (Cina)
- Crestron
- CRM - Centro Ricerche Musicali
- D.T.S. Lighting
- Erco
- Eta Beta
- Fandango
- FAO
- Gagosian Gallery
- GNAM - Galleria Nazionale d'Arte Moderna e Contemporanea
- iGUZZINI
- Istituto Bulgaro di Cultura
- Istituto Nazionale per la Grafica
- KDU - University College di Kuala Lumpur (Malesia)
- Jilin Animation Institute (Changchun - Cina)
- MACRO - Museo d'Arte Contemporanea di Roma
- Martin Professional
- MAXXI - Museo Nazionale delle Arti del XXI secolo
- Ministero dell'Interno
- Ministero per i Beni e le Attività Culturali
- Roma Design +
- Sapienza - Università di Roma
- Società Dante Alighieri
- Spotlight
- Studio Aira
- Studio Azzurro
- Studio Castelli
- Università degli studi "Roma Tre"
- Vertigo Design
- Virtual Lab



Most of the illustrations in this publication are taken from projects by RUFA students and tutors. Our thanks to Studio Azzurro and StudioAira for kindly permitting the use of their images.

