



COURSE CATALOGUE

Part 1: Information of the Institution

Name and Address: Rome University of Fine Arts (RUFA)

Via Benaco 2, 00199 Roma

Academic Calendar: 30th October 2017 – 13th July 2018.

Exam session: (I° semester) – 19th February – 3rd march 2018.

Exam session: (II° semester) 12th march 2018 – 13th July 2018.

Academic Authorities: PRESIDENT: Prof. Alfio Mongelli

DIRECTOR: Arch. Fabio Mongelli

CHIEF EXECUTIVE OFFICER: Alessandro Mongelli

BOARD OF DIRECTION

Prof. Alfio Mongelli

Arch. Fabio Mongelli

Alessandro Mongelli

Melany Parasole

ACADEMIC COUNCIL:

PRESIDENT:

Arch. Fabio Mongelli

TEACHERS

Emanuele Cappelli

Raffaele Simongini

Alessandro Carpentieri

• General description of the Institution

RUFA, Rome University of Fine Arts, is a private Fine Arts Academy, legally recognized by the Ministry of Education, University and Research (MIUR). At RUFA students can earn Academic Diploma equivalent to an undergraduate university degree. RUFA was established in 1998, with the objective to create a Fine Arts Academy that combines students' dreams with concrete projects, aimed at enabling students to enter the workforce in real time. Today over 900 students are enrolled in the Academy. Guiding them are over 80 teachers, all working professionals.

RUFA training approach is based on a distinguished and specialized teaching method, which aims to join university curriculum and professional training. During their RUFA study years, students can attend laboratories, workshops, experiential lessons, exhibitions, presentations and debates. These are all contemporary and efficient tools that bring students closer to the reality of the professional workforce. To make the most of their studies, RUFA encourages students to take advantage of the opportunities available, to build a solid theoretical and practical foundation. They can then create inspired art that

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Accademia di Belle Arti legalmente riconosciuta dal
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combines interdisciplinary contamination, transversal enrichment, and innovating experimentation.

Because RUFA is contemporary, it aims to teach and train with its heart set on tradition and its mind projected into the future.

- **List of programs offered:** The Academy provides students with seven **undergraduate courses awarding BA Degrees** in Painting, Sculpture, Design, Graphic Design, Cinema, Set Design, Photography and **nine postgraduate courses awarding MA Degrees** in Painting, Sculpture, Art Graphics, Film Arts, Scenography, Decoration, Visual and Innovation Design, Computer animation and special effects, Multimedia space Design and technologies,
- **General admission requirements:** All potential candidates must take an admission exam. The exam includes testing in cultural and technical artistic capabilities. For the painting, sculpture and set design BA programs, those in possession of an Art Degree will be exempt from the admission exam. Those who hold a baccalaureate degree with a specialization related to the chosen course are exempt from taking the admission exam.
(<http://www.unirufa.it/en/info-studenti/ammissioni>)
- **General arrangements for the recognition of prior learning (formal, informal and non-formal):** Prior learning is recognized by a formal procedure after the presentation and evaluation of appropriate certification
- **General registration procedures:** On line
(<http://www.unirufa.it/en/info-studenti/iscrizione-online/>)
- **ECTS credit allocation based on the student workload needed in order to achieve expected outcomes:**
The Ects corresponding to each educational activity are acquired by the student with the required attendance in educational activities and workshops and after having passed the examination or other form of verification of the profit according to the procedures laid down by art. 10, paragraph 4, letter d) of Presidential Decree 212/2005.
One Ects credit corresponds to twenty-five hours of work per student. The average amount of work the student's learning engaged in full-time academic study is conventionally fixed at 60 CFA per year, for a total average of 1500 hours of work.

Arrangements for academic guidance

Over the years, RUFA has proven its ability to consistently provide a quality service that meets students' expectations. By continually improving on student satisfaction, RUFA places the student at the center of the Academy's programs.

Today, RUFA has strengthened its capacity by increasing the facilities and services that are available to all students.

This is to support and enhance activities that contribute to student's artistic training during the course of study, and to introduce them to their future career.

The adoption of a Facilities Policy for Students (Sistema di Servizi per lo Studente) that meets the quality criteria established, is a strategic decision made by the Academy. The facilities policy has been written based on RUFA Academy student contributions and has been implemented by RUFA with the purpose of better meeting students' needs. This includes being welcomed, guided, trained, and helped to enter into an internship.

RUFA management is committed to promoting and developing the Facilities Policy for Students and believes it is an effective tool in improving the quality of services provided by the Academy. Staff is aware of the relevance and importance of delivering a quality service. RUFA insures that foreign students and Italian students become quickly familiar and well integrated with the Academy and with the city of Rome.

•Part 2: Information on programs

General description:

- **Qualification awarded:** Degree
- **Language of instruction:** Italian
- **Level of qualification:** Undergraduate (BA - I level) Postgraduate (MA - II level)
- **Specific admission requirements:**

Bachelor Programs:

- High School Diploma

Master Programs:

- Bachelor of Arts (3 years)

- **Specific arrangements for the recognition of prior learning (formal, informal and non-formal)**

Prior learning is recognized by a formal procedure after the presentation and evaluation of appropriate certification (programs of studies, ects achieved)

- **Qualification requirements and regulations**

I cycle

- **First cycle qualification** are awarded to students who have:
 - demonstrated knowledge and understanding in a field of study that builds upon their general secondary education, and is typically at a level that, whilst supported by advanced textbooks, includes some aspects that will be informed by knowledge of the forefront of their field of study;
 - can apply their knowledge and understanding in a manner that indicates a professional approach to their work or vocation, and have competences typically demonstrated through devising and sustaining arguments and solving problems within their field of study;
 - have the ability to gather and interpret relevant data (usually within their field of study) to inform judgments that include reflection on relevant social, scientific or ethical issues;
 - can communicate information, ideas, problems and solutions to both specialist and non-specialist audience
 - have developed those learning skills that are necessary for them to continue to undertake further study with a high degree of autonomy.

II cycle:

• **second cycle qualification** are awarded to students who have:

- demonstrated knowledge and understanding that is founded upon and extends and/or enhances that typically associated with the first cycle, and that provides a basis or opportunity for originality in developing and/or applying ideas, often within a research context
- have the ability to integrate knowledge and handle complexity, and formulate judgments with incomplete or limited information, but that include reflecting on social and ethical responsibilities, linked to the application of their knowledge and judgments
- can communicate their conclusions, and the knowledge and rationale underpinning these, to specialist and non-specialist audiences clearly and unambiguously;
- have the learning skills to allow them to continue to study in a manner that may be largely selfdirected or autonomous.

BACHELOR OF ARTS DEGREE PROGRAMS (1st cycle):

**PAINTING
SCULPTURE
SET DESIGN
GRAPHIC DESIGN
DESIGN
CINEMA
PHOTOGRAPHY**

MASTER OF ARTS DEGREE PROGRAMS (2nd cycle):

**TECHNOLOGY AND DESIGN OF MULTIMEDIAL SPACE
VISUAL AND INNOVATION DESIGN
COMPUTER ANIMATION AND SPECIAL EFFECTS
FILM ARTS
SCENOGRAPHY
SCULPTURE
PAINTING
GRAPHIC ARTS
DECORATION**

BACHELOR OF ARTS DEGREE PROGRAMS (1st cycle):

PAINTING: The visual arts are the most ancient of creative activities, and the skills and talents of the artist are still needed today. RUFA teaches young people how to express themselves, beginning from tradition whilst acquiring mastery of the techniques of today: painting, video, performance art, installations, electronic art. The modern visual artist must be aware of history as well as of the times in which we live now; RUFA helps its students to combine art, future, and profession into a single project. The professional scenarios that then open to students who have taken their Ba Degree in painting are the visual arts, graphic art, and painting as pure artistic expression. Thanks to their study in specific areas (contemporary art history, photography, and audiovisual, pictorial, graphic, and figurative techniques and technologies) RUFA graduates can work as curators of exhibition spaces, art directors for cultural events, graphic designers, and as art publishers. Any one of these artistic sectors will be able to pick them out thanks to the high-level of their training in the visual arts, aesthetics, the phenomenology of the contemporary arts, and the organization of art spaces and concepts.

SCULPTURE: As the art of making solid objects, Sculpture comes from fusing plasticity with technique: an art that springs from space and is the tangible expression of the sculptor's vision of the world. Contemporary and classical studies, analyses of aesthetic canons, research into the fine balance between form and substance: these are the technical and theoretical pillars of the RUFA course, which gives students their first step towards a future as a contemporary artist. Graduates in Sculpture program at Rufa enter the professional world equipped with thorough knowledge of the plastic arts, performances, and installations, and can also play an indispensable role in the creation of exhibition spaces or upgrading public places as part of the discipline of urban design. Working with traditional as well as new materials and improving the quality of spaces are natural operating environments for RUFA Sculpture graduates, whose education also suits them for interesting work opportunities in the more conceptualizing areas of the profession such as curating exhibitions and art catalogues. The disciplinary fields studied at RUFA are based on an all-round education that consists of figurative and plastic elements, within a study plan that also includes art history, graphic design, drawing, photography, and audiovisual techniques, all producing a complete and highly specialized professional expert to a final concretely specialized professional result.

SET DESIGN: The theatre is associated with costume scenography as a way of creating places and worlds, moments of time, illusory realities; developing a sense of perception and beauty where space and time are put in movement, making it possible to create new projects, stories, and emotions. Set Design is a magic art that enables all forms of theatrical representation to be created by expertly mixing architecture and history, arts and technologies; as a profession there is nothing else quite like it. Using the theoretical and empirical training received at RUFA about how to use lighting, materials, fundamentals of architecture, photography, video projections and reconstructions, the Set Designer with a BA degree in Set Design at Rufa enters the world of work as a many-sided professional whose areas of knowledge range from construction to design, and finds its natural outlet in the entertainment world (theatre, cinema, television, events). But the set designer can also become an art director in many other areas designing costumes, scenes, lighting for fashion shows, exhibitions, and open-air installations. Using aesthetic taste and knowledge of advanced techniques, the set designer is the person who establishes the basic principles for the dynamic design of any theatrical event.

GRAPHIC DESIGN: The Graphic Designer plays a central role in all projects that involve visual communication. From publishing to packaging, corporate identity to exhibits, signage to advertising, Graphic Design is a multidisciplinary profession that combines various elements of communication (signs, fonts, colors and images) to define languages that must always be original and contemporary. The RUFA Graphic Design graduate approaches this world of work armed with a command of many skills, thanks to the pathway followed at the Academy, which covers the many different aspects of visual communication. The graduate is trained in art history and publishing, and has the ability to work with traditional graphics techniques as well as multimedia. Thanks to having thus acquired thorough knowledge of graphic and photographic language, and of the technologies and media of today and the future, RUFA graduates possess the ability to implement projects for institutional identity, brand image, web design, wayfinding, and advertising. The RUFA graduate's profile as a visual designer

thus suits them for many scenarios of career development: from independent professional practice to working within advertising agencies, public institutions, and companies.

DESIGN: The designer is a professional who creates contemporary spaces, furniture, and everyday objects that are functional and elegant. Anticipating trends, the designer interprets the society in which we live and help to construct its most profound meaning. The expectation is that our homes, cities, and everyday objects will be constantly renewed and improved thanks to the talent and intuition of tomorrow's designers: of designers who graduate from RUFA. As the principal actor of contemporary style, thanks to the designer's understanding of the processes and techniques involved in implementing a project, the RUFA design graduate is a professional with the ability to make an authoritative contribution, through their work, to interior architecture, product design, and street furniture. The most important techniques of computer-aided graphical representation and design (digital modelling and virtual architecture) are part of the professional patrimony of the RUFA-qualified designer, who as an all-rounder is able to collaborate both with the small-scale artisan and the large-scale manufacturer, creating everything from the one-off object to a complete product range. Since there are no limits to the fields in which the designer operates, they can also work as coordinators of events or in launching trends and styles.

CINEMA: The gaze of the machine, recounting what the world looks like. Writing, shooting, editing, producing. Knowledge of cinema and television. Creating short films, music videos, commercials, documentaries, and television productions. At RUFA you can prepare for a profession that is absolutely modern by beginning from the study of a passion that has ancient beginnings. Thanks to the numerous lessons and workshops by professional tutors, those taking a Ba Degree in Cinema at RUFA can look forward to a world of interesting work opportunities. Possessing the strength of a solid foundation of technical and theoretical experience, they may be invited to write, direct, construct, produce, post-produce, and edit the structure of various kinds of visual format. They will be able to make their own films and television programs, thanks to having assimilated a solid understanding of these media during their years at RUFA, where they learn about directing and scriptwriting, photography, shooting techniques, editing, sound design, history of the contemporary arts, aesthetics in the visual arts, and the history of cinema. All of this gives them the ability to offer the world of entertainment a complete, up-to-date, strongly competitive professional profile.

PHOTOGRAPHY: Photographers play a key role in the world of contemporary communication: creative and technically expert, they document and record in real time the world and events that surround us. The photographer is a many-sided artist who possesses technique, imagination, and curiosity: a professional with the ability to exploit their own talent and operate in many fields, from audiovisual to photojournalism, fashion to art photography, advertising to communication, documentation, and publishing. The RUFA Photography Course trains tomorrow's professional photographers by using a teaching method that carefully mixes technique with imagination and gives students the practical workshop training and solid cultural grounding that are indispensable for excelling in the creative professional sectors. Guided by tutors who are themselves professionals in the communication sector, students taking the RUFA Photography Ba program learn immediately how to find and use the correct language with which to express their creativity, sensibility, and artistic personality.

MASTER OF ARTS DEGREE PROGRAMS (2nd cycle):

The Master of Arts Degree is equivalent to the Italian "Laurea Magistrale Universitaria" or University Master Degree.

TECHNOLOGY AND DESIGN OF MULTIMEDIAL SPACE: At the foundation of the Master of Arts Degree in Technology and Design of the Multimedia Space at RUFA, is the realization and awareness of the importance today of using multimedia techniques including advanced lighting technology to transform the set-up and 'look and feel' of a contemporary constructed space. The course aims to provide solid skills and training for the multimedia design and technology designer, who will learn to combine both the cultural creativity of the designer with the technological know-how of the skilled technician. The course objectives are to create designers with highly specialized artistic and professional skills, that aim to enter into the entertainment industry, interior design and multimedia communication, as a designer of set-ups and multimedia installations, expert in multimedia production and communication projects. Thanks to the teaching received, the designer is able to direct scenic lighting techniques, design and produce multimedia set-ups for exhibits, fairs, exhibitions, open-air events, cultural institutions, curate the 'look and feel' of a multimedia display for the theatre, film, television, design and produce multimedia spaces for companies and stores and apply contemporary interior design technique to retail spaces, exhibits, boats and domestic ambient lighting.

VISUAL AND INNOVATION DESIGN: The Visual and Innovation Design Program is a two-year artistic specialization designed to launch designers beyond the boundaries of traditional graphic design limitations. The course provides training and preparation for students to competently create visual communication, using a blend of multimedia design, visual design and advertising skills. Thanks to quality, specialized training, RUFA's Visual and Innovation Design Course provides students, who have already completed a Bachelor of Arts Degree in Communication, Design and Fine Arts, the additional cultural and technical tools needed to enter into today's workforce with success. Using vision, design and multimedia skills, the Visual Designer is the 'problem-solver' of modern communication, able to combine the creative role with that of technical expert and strategic designer. The course builds up professionals that are highly specialized, that can find work opportunities in advertising agencies and visual design studios, in companies where large-scale communication design projects are created and in all of the real-life situations in which visual and interaction design skills are required. The future opportunities of a Visual Designer include traditional fields (graphic design, advertising, corporate branding and communication, product design and packaging, expo design and display) and new multimedia fields (digital publishing, interaction design, dynamic brand and identity, motion graphics, sound design, user experience, information and interface design).

COMPUTER ANIMATION AND SPECIAL EFFECTS: The Master of Arts Degree Program in Computer Animation and Special Effects Course at RUFA is an artistic specialization course designed to train designers in digital animation and special effects for film, television, audiovisual productions and the web to blend digital technology, manual reproduction, cultural know-how and creative capacity. Computer animation and special effects are part of the creative and operative resources often used in the creation of movement, action and narration. The course includes learning how to manage and produce an entire creative project (design, content, script, production plan, teamwork and deadline management). The Computer Animation and Special Effects Course produces concrete results: the digital clips and the original productions created by students are sent to festivals and entered into competitions. They will also be included in the student's digital portfolio, which they will present to future employers.

FILM ARTS: The academic training includes the study of specific subjects including film, scenography, photography, editing, sound, multimedia production, digital animation, 3D, phenomenology of the image, and sociology of contemporary art, to enrich the practical and hands-on training in creating content. The course trains young filmmakers with a solid historic-cultural background to be able to utilize all language and techniques of expression used today in contemporary filmmaking; to narrate their stories, their vision, and their cultural sensitivity to the world through film. Taking technical knowledge to the next level, the course trains students to apply design principles, teaching them to use a formal and structured approach to personal creativity, so that they are able to transform and unite their own creative vision with universally recognized methods and techniques of filmmaking and the Film Arts. Graduates will be ready for the work force as fully trained professionals, rich in talent, culture and craft. Young filmmakers attending the two-year second level academic diploma Film Arts course at RUFA can professionally express themselves as the new, future directors of Italian cinema.

SCENOGRAPHY: The Master of Arts Degree Program in scenography is an opportunity for students with an artistic and creative personality, in search of a professional environment, to express their visual and design talent, and to receive highly specialized training. A fundamental profession essential to the successful outcome of any performance, including theatre, opera, film, television, concerts, set up preparation and exhibits. The set designer designs and creates using lights, materials, textiles, architecture, woodwork, 3D modeling, furnishings, finishes, decorations and costumes. A fundamental profession essential to the successful outcome of any performance, including theatre, opera, film, television, concerts, set up preparation and exhibits. The set design designs and creates using lights, materials, textiles, architecture, woodwork, 3D modeling, furnishings, finishes, decorations and costumes.

SCULPTURE: RUFA is well established in the international arena as experts in teaching sculpture thanks its President, Alfio Mongelli, a world-renowned sculptor, celebrated for his linear aesthetic, which is both elegant and powerful. Through sculpture taught in the Master of Arts Degree Program at RUFA, students learn to dominate matter and motion, and find their ability in expressing themselves artistically, creating a personal language, and making their mark in the contemporary art scene. Due to the high level of preparation of their teachers, artists and activists, the Sculpture Course at RUFA represents the level of training essential to access the world of artistic expression, a world that is fluid and changing in which influences and stimuli are interchanged between the artistic disciplines. The RUFA artist has a transversal personality, able to express him/herself with strength and recognition in any discipline of contemporary Fine Arts.

PAINTING: The Master of Arts Degree Program at RUFA is a course that provides a solid foundation in theory and practice, designed to place students at the center of a substantial network of knowledge and multimedia experience, that will form a complete artist, able to apply creative expression in any of the artistic disciplines.

Graduate Painting students from RUFA can use their artistic dialogue to communicate within the world of painterly expression, the visual arts, and multimedia installations. A Painter's workplace may be in the area of artistic direction, graphic and editorial arts, expositions, galleries and workshops. At RUFA the new contemporary artist is born, able to express oneself through multiple Fine Art expressions whether they are graphic, painterly, transformational or technological.

GRAPHICS ART: The Master of Arts Degree Program in Graphics Art was designed by RUFA to combine a high-level of academic preparation with technique, culture, art and technological knowledge, which are the basic elements of any professional preparation in Graphic and Fine Arts. Publishing, graphics, photography, communication, catalogue and art book production, multimedia installation design, artistic and conceptual direction, competence in painting, sculpture and decoration: these and many other areas are possible fields of work for the graduate in Graphic Arts at RUFA. Their profile is that of an artist and a professional, rich in talent and manual ability, able to apply their know-how to a variety of environments in the field of art, communication and publishing.

DECORATION: The Master of Arts Degree Program in Decoration at RUFA prepares tomorrow's decorators through solid academic training, that includes lessons in the history and tradition of the materials used, and through learning and applying innovative methods and approaches and technological know-how, contributing to a final result that is lively, contemporary and competitive.

Their profile is that of an artist and a professional, rich in talent and manual ability, able to apply their know-how to a variety of environments in the field of art, communication and publishing. Architecture, interior design, product design, exhibit preparation, galleries, exhibition spaces, artistic direction, design: in all of these areas, the Decorator can add value, putting to use his/her rigorous teaching received during their two-year highly specialized technical and creative training.

BACHELOR OF ARTS DEGREE PROGRAMS

PAINTING

YEAR	SUBJECTS	CREDITS	HOURS
I			
ABAV01	Artistic Anatomy 1	6	75 h
ABST47	Style, history of art and costume 1	6	45 h.
ABAV03	Drawing for painting	6	75 h.
ABAV05	Painting 1	12	75 h.
ABAV06	Painting techniques	6	75 h
ABPR31	Photography	8	100 h.
ABAV04	Special graphic techniques	6	75 h
ABST51	Phenomenology of contemporary arts	6	45 h.
ABTEC39	Grounding in informatics	4	75 h.
II			
ABAV01	Artistic Anatomy 2	6	75 h.
ABST47	Style, history of art and costume 2	6	45 h.
ABST46	Aesthetics of visual arts	6	45 h.

ABAV05	Painting 2	12	150 h
ABAV02	Engraving techniques - Art Graphics 1	6	75 h
ABAV06	Painting techniques and technologies	6	75 h
ABLE69	Art management	4	30 h
ABLIN71	English	4	30
	Optional training activities	6	
	Traineeships/workshops	4	100
III			
ABST47	Style, history of art and costume 3	6	45 h.
ABAV05	Painting 3	12	150 h
ABAV02	Engraving techniques - Art Graphics 2	6	75 h
ABST46	Phenomenology of image	6	45 h.
ABPR36	Performative techniques for visual arts	4	50 h.
ABTEC43	Digital video	4	50 h
ABTEC43	Video editing	4	50 h
ABAV13	Contemporary plastic techniques	4	50 h
	Optional training activities	4	
	Final test	8	
		180	

SCULPTURE

YEAR	SUBJECTS	CREDITS	HOURS
I			
ABAV01	Artistic Anatomy 1	6	75 h
ABST47	Style, history of art and costume 1	6	45 h.
ABAV03	Drawing for sculpture	6	75 h.
ABAV07	Sculpture 1	12	150 h.
ABST51	Phenomenology of contemporary arts	6	45 h.
ABAV08	Sculpture techniques	6	75 h
ABAV04	Special graphic techniques	6	75 h
ABPR31	Photography	8	100 h.
ABTEC39	Grounding in informatics	4	75 h.
II			
ABAV01	Artistic Anatomy 2	6	75 h.
ABST47	Style, history of art and costume 2	6	45 h.
ABST46	Aesthetics of visual arts	6	45 h.
ABAV07	Sculpture 2	12	150 h
ABAV02	Engraving techniques - Art Graphics 1	6	75 h

ABAV08	Moulding, technology and typology of	6	75 h.
ABST58	Theory of perception and psychology of the	6	45 h.
	Art management	4	30 h
ABLIN71	English	4	30
	Optional training activities	6	
	Traineeships/workshops	4	100
III			
ABAV07	Sculpture 3	12	150 h.
ABST47	Style, history of art and costume 3	6	45 h
ABAV02	Engraving techniques - Art Graphics 2	6	75 h
ABST58	Phenomenology of image	6	45 h.
	Performative techniques for visual arts	4	50 h.
ABTEC43	Digital video	4	50 h
ABTEC43	Video editing	4	50 h
ABTEC41	3D Digital Modelling techniques	6	75 h.
	Optional training activities	4	
	Final test	8	
		180	

SET DESIGN

YEAR	SUBJECTS	CREDITS	HOURS
I			
ABPR16	Technical drawing and project design	6	75 h
ABPR16	Theory and practice of perspective design	4	50 h.
ABTEC39	Grounding in computer design	6	75 h.
ABST53	History of costume	6	45 h.
ABST53	History of performing arts 1	6	45 h.
ABPR22	Set design 1	12	150 h.
ABPR23	Set construction 1	6	75 h.
ABPR23	Technology and materials applied to set	6	75 h.
ABPR14	Features of architecture & urban design	6	75 h.
ABTEC39	Grounding in informatics	4	50 h.
II			
ABST47	Style, history of art and costume 1	6	45 h.
ABST53	History of performing arts 2	6	45 h.
ABPR22	Set design 2	12	150 h.
ABPR23	Set construction 2	6	75 h.
ABPR21	Architectural model-making	6	75 h.

ABTEC38	Computer graphics	6	75 h.
ABTEC41	3D Digital Modelling techniques 1	6	75 h.
ABPR32	Costume for performing arts	8	100 h.
ABLIN71	English	4	30
III			
ABST47	Style, history of art and costume 2	6	45 h.
ABPR22	Set design 3	12	150 h.
ABPR31	Photography	8	100 h.
ABPR23	Lighting system	6	75 h.
ABTEC41	Digital Modelling techniques 2	6	75 h.
	Traineeship	4	100 h.
	Optional training activities	4	
	Final test	8	
		180	

GRAPHIC DESIGN

YEAR	SUBJECTS	CREDITS	HOURS
I			
ABPR19	Graphic Design 2 *	12	150 h
ABPR31	Photography	8	100 h.
ABPR16	Technical drawing and project design	6	75 h
ABST48	History of printing and publishing	8	60 h
ABTEC38	Computer graphics (desktop publishing)	8 -6	75 h
ABTEC38	Computer graphics	6	75 h
ABST58	Theory of perception and psychology of the	6	45 h
ABPC67	Copywriting 1	2	25 h
	Optional training activities	6	
II			
ABPR19	Graphic Design 2 *	12	150 h
ABPR19	Elements of publishing graphics	8	100 h
ABPR15	Design methodology	6	75 h.
ABPR17	Product Design	6	75 h.
ABST47	Style, history of art and costume	6	45 h.
ABTEC41	3D Digital modelling techniques - 1	6	75 h.
ABPR19	Web Design 1	4	50 h.
	Design management	6	45 h.
ABPC67	Copywriting 2	2	25 h
	Optional training activities	6	

III			
ABPR19	Graphic Design 3	8	100 h
ABPR19	Advertising	4	50 h.
ABPC65	Theory and method of mass media	6	45 h.
ABPR19	Web Design 2	4	50 h.
ABTEC41	3D Digital modelling techniques - 2	6	75 h.
	Animation techniques	8	100 h.
ABPC67	Copywriting 3	2	25 h
ABTEC39	Information technologies (Processing)	4	50 h.
ABLIN71	English	4	30 h.
	Traineeships	4	
	Final test	8	
		180	

DESIGN

YEAR	SUBJECTS	CREDITS	HOURS
I			
ABPR17	Design 1	12	150 h.
ABPR15	Design methodology	6	75 h.
ABST48	History of design 1	6	45 h.
ABPR30	Technology of materials	4	50 h
ABPR16	Technical drawing and project design	6	75 h
ABPR21	Architectural model -making	6	75 h.
ABPR16	Basics of computer design	6	75 h.
ABTEC41	Digital modelling techniques - 1	6	75 h.
ABTEC39	Basics of computer science	4	50 h.
	Optional training activities	4	
II			
ABPR17	Design 2 *	12	150 h
ABST48	History of design 2	6	45 h.
ABST48	History of contemporary architecture	6	45 h.
ABPR16	Theory and practice of perspective drawing	4	50 h.
ABTEC41	Digital modelling techniques - 2	6	75 h.
ABPR17	Product design	6	75 h.
	Light design	4	50 h.
ABPR30	Types of art materials	6	75 h.
ABPR14	Features of architecture and urban design	6	75 h.
ABLIN71	English	4	30 h.

III			
III	Design 3 *	12	150 h
ABPR17	Product design 2	6	75 h.
	Light design 2	6	75 h.
ABTEC41	Virtual architecture	6	75 h.
ABST47	Style, history of art and costume	6	45 h.
	Optional training activities	6	
	Traineeships	4	
	Final test	8	
		180	

CINEMA

YEAR	SUBJECTS	CREDITS	HOURS
I			
ABTEC43	Film – making 1	12	150 h.
ABPR35	Direction 1	6	45 h.
ABTEC44	Film Shooting techniques	6	75 h.
ABTEC43	Editing techniques	6	50 h.
ABTEC44	Sound Design 1	4	50 h.
ABPC66	History of cinema and video 1	6	45 h.
ABPR31	Photography	8	100 h
ABTEC38	Computer graphics	6	75 h.
ABTEC39	Basics of computer science	4	50 h.
	Optional training activities	4	
II			
ABTEC43	Film – making 2	12	150 h.
ABPR35	Direction 2	6	45 h.
ABPR31	Cinematography	8	100 h.
ABTEC43	Features of video production 1	6	75 h.
ABTEC43	Digital video	4	50 h.
ABPC66	History of cinema and video 2	6	45 h.
ABST47	Style, history of art and costume	6	45 h.
ABPC65	Mass media theory and methods	6	45 h.
ABLIN70	English	4	30 h.
	Optional training activities	2	
III			
ABTEC43	Film – making 3	12	150 h.
ABTEC43	Audiovisual documentation techniques	8	100 h.

ABTEC43	Features of video production 2	6	75 h.
ABPC67	Creative writing	6	45 h.
ABTEC43	Video Editing	4	50 h.
ABTEC44	Sound Design 2	4	50 h.
ABST51	Phenomenology of contemporary arts	6	45 h.
	Optional training activities	2	
	Traineeships	4	
	Final test	8	
		180	

PHOTOGRAPHY

YEAR	SUBJECTS	CREDITS	HOURS
I			
ABPR31	Photography 1	12	150 h.
ABTEC38	Digital image processing 1	6	75 h.
ABPC66	History of photography	6	45 h.
ABST51	Phenomenology of the image	6	45 h.
ABST47	Style, history of art and costume 1	6	45 h.
ABTEC43	Film Shooting techniques	6	75 h.
ABTEC43	Editing techniques	6	50 h.
ABTEC39	Basic of computer science	4	50 h.
ABPR23	Lighting system	6	75 h.
ABLIN71	English	4	30 h.
ABPR31	Photography 2	12	150 h
ABPR31	Documentary Photography	6	75h
ABTEC38	Digital image processing 2	6	75 h.
ABTEC38	Aestetichs for visual arts	6	45 h.
ABST47	Style, history of art and costume 2	6	45 h.
ABPR31	Cinematography	8	100 h.
ABPC66	History of cinema and video 1	6	45 h.
ABPC67	Advertising communication	6	45 h.
	Optional training activities	2	
III			
ABPR31	Photography 3	12	150 h.
ABTEC38	Computer Graphics	6	75 h
ABPC65	Theory and method of mass media	6	45 h.

ABPC66	History of cinema and video 2	6	45 h.
ABTEC43	Digital video	4	50 h.
ABTEC43	Video editing	4	50 h.
ABLE70	Royalties	4	30 h.
	Optional training activities	6	
	Traineeships	4	
	Final test	8	
		180	

Part 3: General Information for students

- **Cost of living:** € 800 - € 1000/month
- **Accommodation:** € 350 - € 500/month
- **Medical facilities:** none
- **Facilities for special needs students:** Rufa guarantees support and assistance to special needs and differently-abled students during their university career, through the adoption of a series of services and initiatives
- **Insurance:** yes
- **Financial support for students:** scholarships
Rufa work-study program
Scholarships from other institutions:
Laziodisu
Erasmus
International
<http://www.unirufa.it/services-and-facilities/scholarships>
- **Student Affairs office:** Erasmus Office/ Secretariat
- **Learning facilities:** LABORATORIES: Engraving/ Computer/ Photography/ Cinema/ Editing/ Darkroom/ Modelling
- **International programs:** KDU University College (Kuala Lumpur) Malaysia
- **Language courses:** Italian
- **Internships for Rufa students:** compulsory 1st cycle program (4 credits 100 h.) 2nd cycle (6 credits 150 h)
- **Sport and leisure facilities:** none
- **Student associations:** none
- **General admission requirements:** All potential candidates must take an admission exam The exam includes testing in cultural and technical artistic capabilities. For painting, sculpture and set design BA programs, those in possession of an Art Degree will be exempt from the admission exam. Those who hold a Baccalaureate Degree with a specialization related to the chosen course are exempt from taking the admission exam.
(<http://www.unirufa.it/en/info-studenti/ammissioni>)

- **Examination regulations, assessment and grading:**

The assessment of the students' basic instruction is achieved with the following tools:

- a) Admission tests to courses of study;
- b) Evidence of initial instruction confirmation;
- c) Evidence of improvement, separate mid-term evaluations (revision) and exams;
- d) Final examinations.

The final examination is passed when the student achieves a score of at least 18/30. The maximum score is 30/30 *Cum Laude*.

Exams are scheduled in three sessions during each Academic year: Summer session (June-July), Fall session (September-October) and Winter session (February) and must be completed by April 30th of the following Academic year.

Bachelor of Arts (1st level) Final test:

The Final test, aimed at verifying the achievement of the Degree Program Educational Objectives, consists in a presentation in front of a Committee of at least three Professors, on:

- 1) A project under a Supervisor Lecturer
- b) A short essay under the guidance of a Supervisor Lecturer

Master of Arts (2nd level) Final Exam: The Final Exam consists in the presentation of a historical, critical and/or original artistic project under two Supervisor Lecturer, in front of a committee of at least three Professors.

Graduation Requirements:

Bachelor of Arts (1st cycle): In order to achieve the BA degree, the student must acquire 180 ECTS, including teachings on his/her program of studies, other educational activities and the Final Exam. In order to be admitted to the Final Examination, students must have demonstrated having a basic knowledge of the English language and elements of Computer Science, and acquired after having passed a test.

Student must also have demonstrated to be in compliance with the Academic Registration and Payment of Fees.

Master of Arts (2nd cycle): In order to achieve the Master of Arts Degree, the student must have acquired 300 ECTS, including those acquired with the Bachelor of Arts Degree and approved for the Master of Arts Degree. In order to be admitted to the Final Examination, students must have demonstrated having a basic knowledge of the English language and elements of Computer Science, if they have not already been acquired in I level courses. The student must also have carried out the Internship Activities Seminars, where provided for by the specific curriculum of the Master of Arts Degree.

- **Mode of study**

Full time (compulsory attendance)

Program Director or equivalent: Arch. Fabio Mongelli

COURSE CATALOGUE

Course Unit title: **AUDIOVISUAL DOCUMENTATION TECHNIQUES**

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABTEC43
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle/ second cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8 (first cycle)/ 6 (second cycle)
- **Name of lecturer:** Christian Angeli

- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** the course is structured in a theoretical excursus of the documentary history well-supported by the sight of classical and contemporary documentary films, and classical and contemporary fiction films and practical laboratories oriented to the realization of two short documentary products.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** differences and contaminations between fiction movies language and documentary movies language, supported by the sight of italian and foreign movies produced between 1930 and 2014, meetings and discussions between the students and some Italian directors.
- **Assessment methods and criteria:** the students will produce two collective short documentary films and a documentary treatment. The final assessment will considering students' works, personal interest and support offered during the year
Language of instruction: **Italian**

Course Unit title: VISUAL DESIGN 1

- **Disciplinary field:** VISUAL DESIGN
- **Course Unit Code:** ABPR19
- **Type of course unit:** compulsory
- **Level of course unit:** second cycle VISUAL AND INNOVATION DESIGN
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 10
- **Name of lecturers:** Agnese Angelini
- **Mode of delivery:** theoretical - practical

○ **CORPORATE IDENTITY:** This course provides instruction to students on how to design a Corporate Identity. It focuses on the skills and methodology needed to create a perfect and correct identity (specifically about Corporate identity.) The students realize a project of Corporate identity from its creation to its implementation, including the knowledge for achieving a correct Manual identity or Guideline, paper and digital. At the end of the course students will be able to design and implement a project on their own in all of its phases.

- **Prerequisites and co-requisites:** Computer MAC – Adobe illustrator – Adobe Photoshop
- **Contents of course unit:**

WAYFINDING PROGRAM: Historical brief/Signs and symbols for signposting/ Typography/ Color/ Perceptual aspects/ Design techniques

CORPORATE IDENTITY PROGRAM: Introduction of this course- What is Identity?/ Why do organisations need to develop a Corporate Identity?/ History of Corporate Identities/ Code of arms and Identity before the computer/ Case of history of the best Italian Corporate Identity (ENI, Poste Italiane, Alitalia, Unicredit,TIM etc..)/ - How the designers projected in the past/ Examples of old and famous Corporate identities (Coca Cola, IBM, Olivetti, Texaco, etc...)/ Start and managing of Corporate Identity/ How to read and understand a brief or Strategy/ What is a Strategy/ Develop an understanding of the different components of a corporate identity and the designer's role in developing it/ Difference between Brand identity and Corporate/ Process and Methodology/ Visual identity/ History (in case of brand repositioning projects.)/ Competitors study/ ReSearch/ Methodology/ Apply approaches to researching, and sketching design ideas and concepts and presenting your work to the client/ Corporate design/ Corporate Kit - Logo, Letterhead, Business Cards, Envelopes) - Declinations - Corporate communication/ Brochure –

Website - Mobile or Tablet Apps - Advanced Web Applications, Custom eCommerce/ Premium Web - Online marketing materials - Environmental Design - Packaging of product or service/ Corporate behavior/ Study of the best brand identity (international and Italian)/ Study of the best Corporate Identities (international and Italian)/ List of the best Corporate and Brand agencies in the world Web, Video , blog...

- **Assessment methods and criteria:** Projects and in-course practical exercises
- **Language of instruction:** Italian

Course Unit title: LIGHT DESIGN 2

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABPR18
- **Type of course unit:** optional
- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 4
- **Name of lecturer:** Adriana Annunziata
- **Mode of delivery:** theoretical – practical:
- **Contents of course unit:** The course of Light Design is composed of two parts. The first part deals with the issues connected to then artificial light, luminous source, devices for lighting. The second part deal with a design project pertinent to artificial light (outdoor(indoor)
- **Prerequisites and co-requisites:** none
- **Assessment methods and criteria:** Oral exam + design test.
- **Language of instruction:** Italian

Course Unit title: DIGITAL IMAGING PROCESSING 1

- **Disciplinary field:** VISUAL ARTS
- **Course Unit Code:** ABTEC38
- **Type of course unit:** compulsory
- **Level of course unit:** second cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6

- **Name of lecturer:** Christian Rizzo
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** The course of digital image processing aims to provide students with a solid foundation in the use of the photo-retouching program such as Adobe Photoshop and in the use of software for graphic design such as Adobe Illustrator in order to develop the expressive potential of images and provide the technical teaching skills for graphic-vector solutions. The course provides students with the necessary lessons to develop the professional techniques of digital image processing, intended in terms of discipline belonging to the visual arts sector. The practical experience of laboratory and analysis will allow students to refine a visual culture that allows them to improve their images and use the photographic language in its essence, discovering their own way of seeing and representing.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The first lessons will be devoted to basic procedures such as: opening an image, lightening and darkening, cutting and straightening and so on; until you get to more complex work with the adjustment levels and layer masks. Later we will discuss the processing of the RAW file; the various processes to create images in black and white; color correction and processing techniques for beauty photography; up to the montage and the composite images, mixing raster and vector graphics. Part of the course will also be dedicated to the acquisition and cataloging of files through the Adobe Bridge program. To deepen further possible digital image processing, some vector graphics techniques will be explained and exhibited in order to create a completely new visual imagery. The software chosen for this phase of the program is Adobe Illustrator. The course aims to be a "work in progress" laboratory where students can develop their own personal project by comparing themselves with others, using the teacher's teaching technical support.

Lessons

Photoshop workspace, menus, tools, windows. The different types of rescue. Difference between raster and vector graphics/ Change of perspectives/ The tools of photo editing/ Adjustment levels, level masks. Selection tools, brushes. Spaces and color profiles. Reading the histogram/ Acquire, rename, catalog images through the Adobe Bridge program/ The digital darkroom: management of the RAW file through Adobe Camera RAW. Insights on the RAW file. Resolution and pixels/ Black and white conversion of digital files: various methods for developing black and white images/ Combine an image with two different exposures, using the Adobe Camera RAW program and Photoshop/ Color correction/ Interpret a color image/ The tracks./ Create a shadow system for the inserting of an object in a environment/ Adapt objects in a environment, acting on color, on the dominants and the light and shade/ Furnish an ambience/ Photo editing of a painting/ Hair countering/ Digital editing of an image composed of several elements/ Create automatic processes through the actions window and automate to speed up the workflow. Savings for web/ Explanation and exposure of the main vector

graphic processing tools with Adobe Illustrator/ Trace of a logo/ Create some shapes/ The text. Use well the fonts/ Development of a personal logo/ Create a texture/ Development of a digital work/ Research elaboration and development of a personal photo-graphic style in order to produce an elaborate, all-encompassing final of technical and formal research/ Preparation of the works/ Layout of the pdf containing the course's works

Workshops. The course is taken entirely in the computer lab. Seminars
Layout through the InDesign program.

Reference texts

Adobe Photoshop CS6 Classroom in a book the official course of Adobe Systems
(optional)

- **Assessment methods and criteria:** A) Course tests - B) Final portfolio. Review of the documents (February and May 2018). The evaluation will take into account: the work done by the student during the course, the acquisition of the basic elements, the quality of the final portfolio, as well as the interest and the contribution offered during the academic year.
- **Language of instruction:** Italian

- **Disciplinary field:** **FILM PRODUCTION**
- **Course Unit Code:** ABTEC43
- **Type of course unit:** compulsory
- **Level of course unit:** second cycle
- **Year of study:** 2nd
- **Semester/trimester when the course unit is delivered:** annual but most of the lessons are in the first semester
- **Number of ECTS credits allocated:** 4
- **Name of lecturer:** LIVIA BARBIERI
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** How to make a movie (script analysis, make a schedule, make a call sheet, troupe composition, casting, permissions to ask and how, make the movie's lists and the wrap) and how to work on set.

- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Principals of production, different ways to produce a movie depends on the budgets or/and the kind of history we are shooting, coproductions, festivals and international market.
- **Assessment methods and criteria** The students will be evaluated in class during lessons and at the end of the year in an exam session. They will bring at the exam the materials they made in order to shoot their short.
- **Language of instruction:** Italian

- **Course unit title:** **Experimental engraving techniques**
- **Disciplinary field:** Engraving Techniques / Art Graphics
- **Course Unit Code:** ABAV02
- **Type of course unit:** optional
- **Level of course unit:** second cycle
- **Year of study:** I- II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Gianna Bentivenga
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** The course has an initial preparatory phase, dedicated to design and planning, for the realization of engravings by using different techniques. The course is aimed to promote art graphics and its methodology of realization, starting from xylography and calcographic techniques .
- **Prerequisites and co-requisites:** Good knowledge of graphic languages
- **Contents of course unit:** The course of Experimental Calculation Techniques involves the use of methodologies of engraving, photography, and of all those experimental

procedures that relate both to the matrix and the printing stage. It will work on graphic designs, in particular starting from sketches and From literary texts of contemporary authors.

- **Assessment methods and criteria** The final evaluation will be based on the course followed by the student during the Lessons, the acquisition of the proposed methodologies, the graphic-creative quality The final work and the ability to present their work from the point of view Stylistic and theoretical. A portfolio is required with the presentation of the entire project (sketches, and final drafts), A CD with high-quality photos (300dpi min 20cm higher side)
- **Language of instruction:** Italian

Course Unit title: **ENGRAVING TECHNIQUES 1**

- **Disciplinary field:** PAINTING/SCULPTURE
- **Course Unit Code:** ABAV02
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Maria Pina Bentivenga
- **Learning outcomes of the course unit:** The course has an initial preparatory phase, dedicated to design and planning, towards the realization of engravings by using different techniques. The course is aimed at promoting art graphics and their methodology of realization, starting with xylography and etching techniques .
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** In order to achieve the realization of the object book, it is essential to know the artist's book throughout history. The student will use the

support of text and images as well as staff research within galleries and public collections. During the training, the student must gain the necessary knowledge of graphic techniques most appropriate in the realization of his/her own project.

- **Planned learning activities and teaching methods:** The final assessment will consider the student's works, personal interest and participation throughout the year and also the student's presentation

Course Unit title: **ENGRAVING TECHNIQUES 2**

- **Disciplinary field:** PAINTING/SCULPTURE
- **Course Unit Code:** ABAV02
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Maria Pina Bentivenga
- **Learning outcomes of the course unit:**

During the second year of the engraving Techniques, normally expected during the third year of the three year, the student will have to mature the knowledge of the most appropriate graphic techniques for the realization of his project. Knowing the materials and supports is essential to achieving creative autonomy. The student will apply the knowledge gained during the first year (etching, soft ground, woodcut, lithography, etc.) to extend his or her own path to learning a customized language, using experimental techniques as well.

In the lab you will apply as always, mainly low-impact techniques.

- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none

- **Contents of course unit:** In order to achieve the realization of the object book, it is essential to know the artist's book throughout history. The student will use the support of text and images as well as staff research within galleries and public collections. During the training, the student must gain the necessary knowledge of graphic techniques most appropriate in the realization of his/her own project.
- **Planned learning activities and teaching methods:** The final assessment will consider the student's works, personal interest and participation throughout the year and also the student's presentation

Course Unit title: GRAPHIC ARTS

- **Disciplinary field:** PAINTING/SCULPTURE
- **Course Unit Code:** ABAV02
- **Type of course unit:** compulsory
- **Level of course unit:** second cycle
- **Year of study:** I - II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Name of lecturer:** Maria Pina Bentivenga
- **Learning outcomes of the course unit:** The course of Graphic Arts, within the visual arts sector, aims at training the student to express him/herself independently with the language of art graphics and typography, and to work with other professional and artistic figures in the art world. Further, the course aims at promoting the ability of conceptualizing design and creating works of visual art that can also communicate with other languages, whether they are related to the applied arts or media. The student gains the capability of handling artistic research in its most diverse facets, open to all forms of expression in constant flux. In the laboratory we will mainly use low environmental impact methods.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** To achieve the realization of the object book, it is essential to know the artist's book throughout history. The student will use the support of text and images and staff research within galleries and public collections. During the training, the student must gain the necessary knowledge of graphic techniques most appropriate in the realization of his/her own project.
- **Planned learning activities and teaching methods:** The final assessment will consider the student's works, personal interest and participation during the year as well as the student's presentation.

Course Unit title: SPECIAL GRAPHICS TECHNIQUES

- **Disciplinary field:** PAINTING/SCULPTURE
- **Course unit code:** ABAV04
- **Type of course unit:** compulsory

- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Maria Pina Bentivenga
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** Addressed to students of various academic courses, Special Graphics Techniques is aimed at familiarizing them regarding editorial art issues, production methodologies and design typography towards reaching the realization of the publication of an item (book or folder). Knowledge of techniques, materials and creative autonomy is essential for the realization of the student's final project.
- **Mode of delivery:** theoretical
- **Prerequisites and co-requisites:** none
- **Course contents:** This course is based on a preliminary theoretical approach of the history and sense of the artist's book, subsequently through the analysis of practical examples and graphics. The student will design a prototype, working on it individually or in groups. Further, there is a Workshop and external contacts with artists and experts in graphic art.
- **Assessment methods and criteria:** Project Review (February, May) and Final project. The final evaluation will be based on the student's participation throughout the year, from his/her acquisition of the proposed technologies, quality of graphics and ability to present his/her works from both a style and theoretical point of view.
- **Language of instruction:** Italian

Course Unit title: TECHNOLOGY OF DESIGN MATERIALS

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABPR30
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Floriana Cannatelli
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** To be verified through the development of a thesis, based on the topics covered in class.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The course analyses materials and processes used in industrial design, by examining innovations, advantages and risk levels of each process. Key topics are the environmental requirements (e.g. sustainability, recycling, re-use) and the product's perceptual features (e.g. tactile aspects, colours, textures). The course provides the basic knowledge in order to recognize and understand the traditional technologies related to wood, metal and glass, and innovative technologies like rapid prototyping. Special attention is paid to innovative materials, such as polymers and their most recent development (e.g. composites, biopolymers, responsive materials, also known as “smart” materials.) Students will gain access to photos and videos provided by the most advanced research and

development centers of Italian and foreign companies, and from the database of Material Connexion (the leading global platform for material innovation and solutions.)

- **Assessment methods and criteria:** Acquiring the fundamental knowledge about materials and technologies is the necessary basis for the development of an interdisciplinary and integrated design methodology. The course intends to enhance the key competences and skills in relation to the use of materials and production processes as essential tools for industrial design.
- **Language of instruction:** Italian

Course Unit title: **PRODUCT DESIGN 1**

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABPR17
- **Type of course unit:** optional
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Floriana Cannatelli
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** Learning outcomes will be verified through the development of product projects, based on competitions or factory briefings
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The contemporary socio-cultural and economic context is governed by the timely dimension of communication and growing complexity of the various sectors. A critical and analytical sensitivity is fundamental in order to recognize the project's conceptual importance, and separate it from the formal seduction of the product, dominated by media and marketing. The designer must examine problems related to the functional and morphological analysis of products, on the basis of historical and contemporary examples. An appropriate design must consider various factors, such as a socio-economic analysis, the target, market placement, assessment of the product life cycle, innovative materials and technologies.
- **Assessment methods and criteria:** This course provides the basic knowledge and methods related to design process management. It enhances the knowledge and multi-disciplinary skills necessary in order to carry out an interdisciplinary and integrated design methodology, including: design, parameters and constraints of the project, knowledge of innovative materials and technologies.

Language of instruction: Italian

Course Unit Title: **GRAPHIC DESIGN 3**

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPR19
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** III

- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Name of lecturer:** Emanuele Cappelli
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Learning outcomes of the course unit:** This course organizes a design methodology, enabling the student to control, enhance and properly connect the relation between the message and user. GRAPHIC DESIGN 3 aims at creating design awareness about image and communication, and graphic structure and expression, by placing creativity as an engine, from the idea to the achievement.
- **Contents of course unit:** Introduction/ marks: graphics are everywhere/ mass media and new social contexts/ graphic, communication, image/ tools and techniques for the use of images.
- **Assessment methods and criteria:** Oral exam, in-course tests, weekly reviews and discussion on projects. The final assessment will consider the student's acquisition of basic design features, quality of two-dimensional and three-dimensional graphic project, and personal interest and participation throughout the year. The final assessment will consider both the exercises performed during the course and the final project. The students must demonstrate their skills of basic theory, principal techniques and tools and how they have mastered managing a printing layout.
- **Language of instruction:** Italian

Course Unit title: GRAPHIC DESIGN 3 (MODULE ADVERTISING)

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPR19
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 4
- **Name of lecturer:** Claudio Spuri
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Learning outcomes of the course unit:** The course will analyze the world of traditional advertising, with a specific focus on the main activities and basic tools needed to design an advertising campaign. The course will be divided into a theoretical and a practical section, which will be integral parts of the final project. The theoretical part will examine the basic topics and codes, both in strategic and executive areas, such as: briefing analysis; concept and message development; study of communication media and layout composition. Students will also study various international advertising campaigns through detailed analysis of their case histories. In the practical part, students will principally work towards a final project that will challenge them in the creation of a traditional advertising campaign. Students will be divided among different working groups and will have the opportunity of sharing and discussing their ideas and results achieved. The course will be integrated with a Copywriting unit in order to follow a common and shared approach, from the starting of external briefing to their own finish layouts
- **Contents of course unit:** Introduction/marks: graphics are everywhere/ mass media and new social contexts/ graphic, communication, image/ tools and techniques for the use of images.
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- **Assessment methods and criteria:** Oral exam, in-course tests, weekly reviews and project discussions. The final assessment will consider the student's acquisition of basic design features, quality of two-and three-dimensional graphic projects, personal interest and participation throughout the year.
- **Language of instruction:** Italian

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Course Unit title: BRAND DESIGN & DESIGN IDENTITY

- **Disciplinary field:** VISUAL AND INNOVATION DESIGN
- **Course Unit Code:** ABTEC37
- **Type of course unit:** compulsory
- **Level of course unit:** second cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:**
- **Name of lecturer:** Emanuele Cappelli
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This course aims at creating project awareness in designing a logo that becomes a brand, with the goal of interacting, changing and dealing in an appropriate way with social and social/digital dynamics. It also aims at training students to become professionals with solid knowledge, able to respond to new demands of the labor market.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Introduction: overview of the dynamics that bring about the consumption of products and/or services, Strategic Market interpretation/ Brand: Logo, History/ Emotional relationship: Lovemark, changes in relationships during the consumerism era/ Mass media and new social contexts; Media evolution: Conventional and unconventional communication; Dynamic Brand: design becomes strategically changing; Identity System: Corporate identity as a communication system priority that also conveys advertising information; Interaction and generation: the user becomes the protagonist.
- **Assessment methods and criteria:** oral exam, weekly in-course tests, in-course reviews, discussions about the practical phase. The final assessment will consider the student's works personal interest, acquisition of basic design features, quality of technical and three-dimensional drawings, and participation throughout the year.
- **Language of instruction:** Italian
- **Assessment methods and criteria:** This course provides the basic knowledge and methods related to design process management. It enhances the knowledge and multi-disciplinary skills necessary in order to carry out an interdisciplinary and integrated design methodology, including: design, parameters and constraints of the project, knowledge of innovative materials and technologies.
- **Language of instruction:** Italian

Course Unit title: CREATIVE WRITING

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABPC67
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Marianna Cappi
- **Learning outcomes of the course unit:** This course teaches students how to write for the screen. They will become familiar with the essentials of storytelling, from the story structure to the writing of dramatic scenes. By the end of the year, students will be able to write a complete and rich feature-length treatment and possibly a first draft script.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The course is a practice-base class, with writing exercises and analyses of short stories and films. Students will learn how to write visually, working with characters and conflicts, and building original and personal stories.
- **Assessment methods and criteria:** Evaluation of the feature-length treatment, according to its artistic and technical aspects and oral interview.
- **Language of instruction:** Italian

Course Unit title: TELEVISION SCRIPT-WRITING

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABPC67
- **Type of course unit:** compulsory
- **Level of course unit:** second cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** first

- **Number of ECTS credits allocated:** 6
 - **Name of lecturer:** Marianna Cappi
 - **Learning outcomes of the course unit:** In this course of TELEVISION SCRIPT WRITING, students will learn and compare different types and formats of television series, produced and broadcast in Italy and abroad. They will also learn how to conceive a concept and write character relationship maps and the so-called "Bible" of a series. In order to pass the exam they will have to deliver a dossier containing an original concept, bible and treatment of a "pilot" episode.
 - **Mode of delivery:** theoretical – practical
 - **Prerequisites and co-requisites:** none
 - **Contents of course unit:** Students will study the main types of television series, among which will be fictional ones, and analyze how the series' concept, characters and storytelling structure all work together. They will learn how to deal with a Four-Act structure and combine a Plot and Subplots.
 - **Assessment methods and criteria:** Evaluation of the final Concept and Bible delivered, plus oral interview about the topics taught during the class.
- **Language of instruction:** Italian
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Course Unit title: **PHOTOGRAPHY 1**

Disciplinary field: PHOTOGRAPHY

Course Unit Code: ABPR31

Type of course unit: compulsory

Level of course unit: first cycle

Year of study: I

Semester/trimester when the course unit is delivered: annual

Number of ECTS credits allocated: 12

Name of lecturer: Alessandro Carpentieri

Mode of delivery: theoretical - practical

Learning outcomes of the course unit: The course aims to highlight both on a technical-theoretical, or technical- practical, the importance of the photographic language as means of communication,

expression and research. It also provides students with necessary knowledge in order to develop professional techniques of photography

Prerequisites and co-requisites: none

Contents of course unit: Critical analysis of work with development of knowledge and awareness of camera and introduction os history of photography. **PROGRAM:** FORMATION OF THE IMAGE (light/ camera/ Lens)/ SETTING OF THE IMAGE (Lighting/ Exposure) PROCESS OF SENSITIVE MATERIALS: Darkroom/ Printing/ Printing process PERSONAL DIGITAL PORT-FOLIO AND PERSONAL SILVER GELATINE BLACK&WHITE PHOTOGRAPHY PRINTS

Assessment methods and criteria: In- course test/ Portfolio/ In-course reviews (February – May 2018). Projects presentation on topics recommended by the teacher. The final assessment will considering students' quality works, portfolio, personal interest and support offered during the year

Language of instruction: Italian

Course Unit title: **PHOTOGRAPHY**

Disciplinary field: PAINTING/ SCULPTURE

Course Unit Code: ABPR31

Type of course unit: optional

Level of course unit: first cycle

Year of study: I

Semester/trimester when the course unit is delivered: annual

Number of ECTS credits allocated: 8

Name of lecturer: Alessandro Carpentieri

Mode of delivery: theoretical - practical

Learning outcomes of the course unit: The course aims to highlight both on a technical-theoretical, or technical- practical, the importance of the photographic language as means of communication, expression and research. It also provides students with necessary knowledge in order to develop professional techniques of photography

Prerequisites and co-requisites: none

Contents of course unit: Critical analysis of work with development of knowledge and awareness of camera and introduction os history of photography. **PROGRAM:** FORMATION OF THE IMAGE (light/

camera/ Lens)/ SETTING OF THE IMAGE (Lighting/ Exposure) PROCESS OF SENSITIVE MATERIALS: Darkroom/ Printing/ Printing process

Assessment methods and criteria: In- course test/ Portfolio/ In-course reviews (February – May 2018). Projects presentation on topics recommended by the teacher. The final assessment will considering students' quality works, portfolio, personal interest and support offered during the year

Language of instruction: Italian

Course Unit title: DIGITAL VIDEO AND VIDEO EDITING

- **Disciplinary field:** PHOTOGRAPHY
- **Course Unit Code:** ABTEC 43
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Name of lecturer:** Alessandro Carpentieri
- **Mode of delivery:** theoretical - practical
 - **Learning outcomes of the course unit:** The Course of Digital Video and Video Editing aims to highlight both a technical- theoretical and at technical- practical level, the importance and power of the audiovisual language as an instrument of communication, expression and research
- **Prerequisites and co-requisites:** FILM SHOOTING TECHNIQUES EXAM AND EDITING TECHNIQUES EXAM

Contents of course unit: A short program covering the History of the Development of Language Film will be carried out Inside the Design phase. **PROGRAM:** Archeology of cinema/ Pre-cinema film screenings before Lumiere/ The Avant Garde/ The denial of script-writing: the film editing/action and experimental films/ Essay short films. The course will be focused on the main conventions on film editing through of sequences taken from various films: contiguous frames/ sense -form and r rhythm to build an own space and time

Assessment methods and criteria: In-course test/ interviews/ in-course reviews/ final exam The final assessment will considering students' works personal interest, acquisition of basic features, ability of communication, disciplinary assessment and support offered during the year

Language of instruction: Italian

Course Unit title: **DIGITAL VIDEO**

- **Disciplinary field:** PAINTING/ SCULPTURE
- **Course Unit Code:** ABTEC 43
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Name of lecturer:** Alessandro Carpentieri
- **Mode of delivery:** theoretical - practical
 - **Learning outcomes of the course unit:** The Course of Digital Video aims to highlight both a technical- theoretical and at technical- practical level, the importance and power of the audiovisual language as an instrument of communication, expression and research
- **Prerequisites and co-requisites:** FILM SHOOTING TECHNIQUES EXAM AND EDITING TECHNIQUES EXAM

Contents of course unit: A short program covering the History of the Development of Language Film will be carried out Inside the Design phase. **PROGRAM:** Archeology of cinema/ Pre-cinema film screenings before Lumiere/ The Avant Garde/ The denial of script-writing: the film editing/action and experimental films/ Essay short films. The course will be focused on the main conventions on film editing through of sequences taken from various films: contiguous frames/ sense -form and r rhythm to build an own space and time

Assessment methods and criteria: In-course test/ interviews/ in-course reviews/ final exam The final assessment will considering students' works personal interest,

acquisition of basic features, ability of communication, disciplinary assessment and support offered during the year

Language of instruction: Italian

Course Unit title: COSTUMES FOR PERFORMING ARTS

- **Disciplinary field:** SET DESIGN
- **Course unit code:** ABPR32
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Name of lecturer:** Vincenzo Caruso
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** This course aims at providing students with knowledge and tools for a methodology, planning and creating of costumes for the Performing Arts (Theatre, Cinema, Television) and learning the history of Costume and Fashion.
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Course contents:** The purpose of the course is to ensure an adequate mastery of methods and artistic techniques and design, as well as the acquisition of specific historical and cultural knowledge, and the use of basic tools used in the representation and construction of costumes and their accessories. The activity of the course aims at developing knowledge about: human body anatomy, figure construction for the costumes, study of colour, costume and accessory design, costume pattern or package construction, accessories, hairstyles and makeup, as forms of a language of communication, both individual and collective, within society over different historical periods.
- **Language of instruction:** Italian

Course Unit title: WEB DESIGN 1

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPR19
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 4
- **Name of lecturer:** Andrea Cavallari
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This course includes presenting the tools in order to create a static website, write and understand HTML and CSS, and publish a web site.

- **Prerequisites and co-requisites:** none
- **Contents of course unit:** During the course, the following will be studied: ADOBE DREAMWEAVER® for the creation and editing of a website; HTML and CSS/ HTML tags in order to write texts, create bulleted lists, tables, and layers so as to create page structure; CSS implementation with styles used for text formatting, positioning of layers, formatting tables, and bulleted lists; Compatibility between different browsers and how they can be adapted to different devices; How to insert a Gallery and navigation framework menu.
- **Assessment methods and criteria:** The final assessment will consider the student's works, personal interest, acquisition of basic features, ability to communicate, discipline and participation throughout the year
- **Language of instruction:** Italian

Course Unit title: WEB DESIGN 2

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPR19
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 4
- **Name of lecturer:** Andrea Cavallari, Gianluca Vicini
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This course includes teaching the tools for creating a responsive website based with Bootstrap Framework, jQuery and CSS3 Animation
- **Prerequisites and co-requisites:** Basic Knowledge HTML, CSS
- **Contents of course unit:** At the end of the course the students will have acquired knowledge about:
 - Responsive website structure
 - HTML tags
 - CSS Styles and implementation on a style file
 - Import Bootstrap framework, Animation.css and Wow.js
 - Skin design
 - Template page design
 - Acquaintances of the modules
 - Managing a Domain and Publishing the web site
- **Assessment methods and criteria:** The final assessment will consider the student's works, personal interest, acquisition of basic features, ability to communicate, discipline and participation throughout the year
- **Language of instruction:** Italian

Course Unit title: DESIGN 2 (INTERIOR)

- **Disciplinary field:** Interior design- hospitality
- **Course Unit Code:** 2B
- **Type of course unit:** Project base course with parallel study courses- theory readings, visits to places of historical and thematic interest
- **Level of course unit:** introduction to interior design
- **Year of study:** 2nd year
- **Semester/trimester when the course unit is delivered:** November 2017- February 2018
- **Number of ECTS credits allocated:** 8
- **Name of lecturer:** Jeremy King with Lloyd Marcus Andersen
- **Mode of delivery:** lessons in class, design workshops.
- **Learning outcomes of the course unit:**
- **Prerequisites and co-requisites:** completion of high school education and first year courses R.U.F.A.: History, theory, elements of design etc.
- **Contents of course unit:**
 - Readings of short theoretical texts by Gramsci, Loos, Grassi, Simmel et al
 - Short lecture series on the craft of architectural design.
 - Visits to hotels and places of historical interest.
 - Film viewing (at home) with discussion in class

Series of design tasks started in class and finished at home loosely based on the theme of hospitality.

 - Design workshops starting with collages and representation of space.
 - 2D black and white, colour
 - 3D collage/assemblage
 - Analysis and rielaboration of collages
 - Conception of lobby space using these techniques.
 - Defining a programme and a narrative.
 - Design a lobby space to be presented as a scale model.
 - Scale model of hotel interior with supporting sketches, collages, explanatory text.
 - Presentation of concept project. Photographs of model- with lighting studies in standard format A3(ls) book.
- **Assessment methods and criteria:**
 - short multiple choice tests for readings.
 - Personal design diaries containing: notes on texts and films discussed in class, personal impressions of visits, preparatory sketches of set design tasks, other material of personal interest. N.B. The diaries will not be subject to a grade. But it is important that each student has one as a source of material for Portfolio presentations.
 - Portfolio in A3 (landscape) collating presentations of excersises done in class, at home and presentation of Lobby project.
- **Language of instruction:** Italian

Course Unit title: DESIGN 2 -EXHIBIT

- **Disciplinary field:** DESIGN - EXHIBIT
- **Course Unit Code:** ABPR17
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 4
- **Name of lecturer:** Alessandro Ciancio
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** The course of Exhibit Design provides basic skills to the students in order to design a temporary structure, with the aim of communicating what is exposed inside.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:**
 - During the year, the students learn about the different typologies of temporary structures while realizing different projects. Each design is an occasion to analyze the criteria and right choices in order to undertake the best results. Three moments mark the course: theoretical preparation, short projects and main design. The last one focuses on all the knowledge that students have learnt throughout the year.
- **Assessment methods and criteria:** Group project exercises - Project reviews
- **Language of instruction:** Italian

Course Unit title: ANIMATION 1

- **Course unit title:** ANIMATION
- **Disciplinary field:** COMPUTER ANIMATION AND SPECIAL EFFECTS
- **Course Unit Code:** ABTEC41
- **Type of course unit:** compulsory
- **Level of course unit:** SECOND CYCLE
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 10
- **Name of lecturer:** Pietro Ciccotti
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** Different from those courses taught with a substantially technical approach, the objective of this course is to build a conceptual/design stepping stone. The skills acquired during the course will be transformed into a finished product, so as to give students an authorial approach and work portfolio.

- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Planning, video pre-production, conceptual workflow. Analysis of both animation techniques and conceptual/design approaches that underlie them. Mini workshops and seminars held by industry professionals (Cell animation, Stop motion, Motion graphics, Character design, Special effects shooting, Illustration.)
- **Assessment methods and criteria:** Students will be evaluated on the basis of the projects produced during the course, as well as their final one.
- **Language of instruction:** Italian/English

Course Unit title: SCULPTURE TECHNIQUES

- **Disciplinary field:** SCULPTURE
- **Course Unit Code:** ABAV08
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Emiliano Coletta
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This course aims at providing students with the technical tools involved in the various ways of building sculpture regarding techniques and craftsmanship of the materials generally used in the field of sculpture. The goal is to stimulate creativity within each student, thus creating awareness of the different possibilities of realization, useful for their training.
- **Prerequisites and co-requisites:** none
- **Contents of course unit: PROGRAM:** How to empty a Clay sculpture/ Ceramic techniques; Plaster: properties and use; Concrete: properties and use; manufacturing in Polystyrene; Resins and their use; material experimentation and unusual techniques in the artistic field. The course involves using a number of different teaching aspects: lectures, meetings, workshops and tutorials all promoting learning and knowledge of materials with the ultimate goal being the knowledge of the particular characteristics and specific properties of the various techniques.
- **Assessment methods and criteria:** In-course test. Final project. The final assessment will consider the student's works, personal interest, acquisition of basic features and participation throughout the year.
- **Language of instruction:** Italian

Course Unit title: MOULDING, TECHNOLOGY, TYPES OF MATERIALS

- **Disciplinary field:** SCULPTURE
- **Course Unit Code:** ABAV08
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I - II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Emiliano Coletta
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This course takes into account the various operational difficulties, and will be developed gradually. It will begin with the most basic and move to more complex techniques in order to enable students to gain direct experience mastering techniques and methodology through independent working.
- **Prerequisites and co-requisites:** none
- **Contents of course unit: PROGRAM:** The course is aimed at providing the theoretical and practical knowledge specific to moulding techniques, plaster systems and filling, not just through the use of traditional materials and techniques, but also with the use of new technologies and materials that have made their mark on the evolution of modern and contemporary sculptural language.
- **Assessment methods and criteria:** In-course test/final project. The final assessment will consider the student's presentation, works, acquisition of basic features, personal interest and participation throughout the year.
- **Language of instruction:** Italian

Course Unit title: DECORATION

- **Disciplinary field:** DECORATION
- **Course Unit Code:** ABAV11
- **Type of course unit:** compulsory
- **Level of course unit:** second cycle
- **Year of study:** I - II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8/12
- **Name of lecturer:** Emiliano Coletta
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This discipline includes theory and practical activities linked to the Decoration concept, together with in-depth analysis of the materials utilized and the process of exhibition. The concept is extended to artworks in connection with architecture, environment and set design. Multidisciplinary convergences are explored from the project conception to its design, from painting to the plastic forms.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** This course aims at providing students with an advanced formation in comparison to the strong overlap between languages and technologically appropriate tools currently

used in art. The student's possible achievements will thus emphasized. The laboratory/studio provides a space in which research will be oriented in various directions, through the use of traditional techniques and materials, and also new technologies. Particular attention will be reserved to the role of the set design decorator.

- **Assessment methods and criteria:** In-course test. Final project. The final assessment will consider the student's works, personal interest, acquisition of basic features and participation throughout the year.
- **Language of instruction:** Italian

- **Course Unit title: CONTEMPORARY PLASTIC TECHNIQUES**

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- **Course Unit Code:** ABAV16
- **Type of course unit:** compulsory
- **Level of course unit:** second cycle
- **Year of study:** 2017-2018
- **Semester/trimester when the course unit is delivered:** I° - II° semester
- **Number of ECTS credits allocated:** 6 CFA
- **Name of lecturer:** Emiliano Coletta
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** The course of Contemporary Plastic Techniques is oriented towards research and experimentation aimed at the realization of free forms related to the contemporary developments of the plastic and formal decorative language. Special attention will be paid to "tutto tondo" techniques, assembly, installations, new languages and new materials.
- **Prerequisites and co-requisites:** No one
- **Contents of course unit:** The course provides an initial phase in which the student is required to confront the vision of works of artists, through which it will be possible to outline an aesthetic perspective of the current artisan practice. Particular attention will be paid to the various aspects of the use of the different languages and technologies used and their relative installation dimension.
- **Assessment methods and criteria** The course of Contemporary Plastic Techniques takes place through lessons, meetings and exercises aimed at learning and knowledge of the new languages of art.
- **Language of instruction:** Italian

Course Unit title: PHOTOGRAPHY 2 (MODULE FINE ARTS)

- **Disciplinary field:** PHOTOGRAPHY
- **Course Unit Code:** ABPR31
- **Type of course unit:** optional
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Stefano Compagnucci
- **Learning outcomes of the course unit:** The course aims at underling the importance of photographic language as an instrument of communication, expression and research both from a technical (theoretical and technical) and practical point of view.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** exam in Photography – Photographic equipment
- **Contents of course unit:** The course is composed of two modules: Fine Arts/ Commercial. Students analyze the language of photography and discover their own ways of watching, learning and communicating through a work of information: Message / Code / Channel.
- **Assessment methods and criteria:** In course- tests. Final Portfolio. The final assessment will consider the student's works, personal interest and participation during the year
- **Language of instruction:** Italian.

Course Unit title: PHOTOGRAPHY 3

- **Disciplinary field:** PHOTOGRAPHY
- **Course Unit Code:** ABPR31
- **Type of course unit:** optional
- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 12
- **Name of lecturer:** Stefano Compagnucci
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** This course aims at providing students with practical technical knowledge of photography by an overview of the study of a personal/ mass media way of communicating and research of authors and other resources of information.
- **Prerequisites and co-requisites:** none
- **Contents of course unit: PROGRAM:** Aspects of photography and its role, the photo process, method and personal style/ light and exposure/ tools: the camera/ composition/ photo portrait/ printing/ landscape/ photo retouching/ still life

- **Assessment methods and criteria:** In- course review. Project presentation on topics recommended by the professor. The final assessment will consider the student's work quality, portfolio, personal interest and participation during the year
- **Language of instruction:** Italian

Course Unit title: PEDAGOGY AND DIDACTICS OF ART

- **Disciplinary field:** PAINTING/ SCULPTURE
- **Course Unit Code:** ABST59
- **Type of course unit:** optional
- **Level of course unit:** second cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 4
- **Name of lecturer:** Antonella Conte
- **Mode of delivery:** theoretical
- **Learning outcomes of the course unit:** The class program of PEDAGOGY AND DIDACTICS OF ART will focus on the recognition and development of a didactical proposal in which the concept of "studio" implies a methodological choice and an educational form. Concurrently, our endeavour is to guide the students in developing the appropriate skills with regards to the labour market's requests, through programmatic advice and didactical techniques in the field of education: Schools, Museums and Art galleries.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Pedagogy basis, Anthropology, Visual education. Field experience in leading practical ateliers with different users (Schools, Museums, Children, Adolescents and/or Seniors.) Processing of didactical projects and recognition of public and private announcements. The course is articulated in two-hour lessons/week, during which the students will alternate theoretical lessons and laboratory experimentation.
- **Assessment methods and criteria:** Evaluation will be made on a didactical project, detailed written and oral exams. Educational materials and bibliographies will be furnished by the professor on the subjects for each evaluation.
- **Language of instruction:** Italian

Course Unit title: SCENOGRAPHY 3

- **Disciplinary field:** SCENOGRAPHY
- **Course Unit Code:** ABPR22
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 12
- **Name of lecturer:** Stefania Conti
- **Learning outcomes of the course unit** This course aims at assuring an adequate mastery of artistic methods and techniques, as well as the acquisition of specific professional skills in design methodologies and the expressive use of the tools of representation and artistic practices, with particular reference to stage design, film and television. In addition, it focuses on developing skills in the practice of using

technological and expressive tools, both traditional and contemporary, regarding the use and management of space and principles of representation.

- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** Good knowledge of technical drawing, knowledge of the system of orthogonal projections and the metric scale concept
- **Contents of course unit** Painted layout draft sketches by Playwrights /plastic Theatre staging/ Planning of theater design and plastic models/ final thesis on a play or film
- **Assessment methods and criteria:** Oral exam/ discussion and evaluation of technical drawings developed during the course, questions about topics focused on during the lessons
- **Language of instruction:** Italian

- **Disciplinary field:** SET CONSTRUCTION 1 -2
- **Course Unit Code:** ABPR23
- **Type of course unit:** Compulsory
- **Level of course unit:** second cycle
- **Year of study:** I - II
- **Semester/trimester when the course unit is delivered:** Annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Prof.ssa Stefania Conti
- **Mode of delivery:** Theoretical - Practical
- **Learning outcomes of the course unit:** The Set Design courses aim to provide effective working methods in order to design scenographic installation which may concern requests for theatre, cinema, television or exhibit environment.
- **Prerequisites and co-requisites:** None
- **Contents of course unit:** Notions about set construction on XVIIIth, XIXth and XXth century
- **Assessment methods and criteria:** Projects review every 3 lectures
- **Language of instruction:** Italian

Course Unit title: 3D DIGITAL MODELLING TECHNIQUES 1

- **Disciplinary field:** DESIGN/ GRAPHIC DESIGN
- **Course Unit Code:** ABTEC41
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Alessio Cremisini
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** The Course aims at enabling students to model their own projects, using every useful technique offered by Rhinoceros. Modeling both surface and solids will lead students to convert concepts and sketches into 3D models
- **Prerequisites and co-requisites:** none

- **Contents of course unit: PROGRAM:** The interface and modeling assisting tools/ 2D Drawing / Curve editing and Advanced Curve Editing/ Surface modeling / Surface editing and advanced surface editing/ Solid modeling/ Solid Editing and Boolean operations/ Texturing and Rendering concepts in Vray/ Lights and Materials concept in Vray
- **Assessment methods and criteria:** In-course review (II semester). Final project evaluation. The final assessment will consider the student's ability in modeling objects and spaces, and in affixing lights and materials.
- **Language of instruction:** Italian

Course Unit title: VIRTUAL ARCHITECTURE

- **Disciplinary field:** DESIGN/ GRAPHIC DESIGN
- **Course Unit Code:** ABTEC41
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Alessio Cremisini
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit :** VIRTUAL ARCHITECTURE aims at providing students with skills in order to design in 3d studio max and create "photographic" images with V-ray rendering, allowing students to compare each project with the best visual approach
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The course is divided into 3 parts: 1) Acquisition of techniques of two-dimensional drawing and three-dimensional modeling in 3d studio max 2) V-Ray Characteristic 3) Essay about topics concerning student's personal course in which all acquired knowledge is applied
PROGRAM: Introduction/ The interface and modeling helps/ 2D Spline and Shapes/ Curve editing and modifiers/ Polygons modeling and editing / Free modeling technics/ Solid Editing and Boolean operations/ Photographic approach to rendering/ Cameras Vray lights (natural and artificial) and IES lights/ rendering in V-Ray7 / Photo editing in photoshop/ Materials and textures in Vray/ Compositing and Final renders
- **Assessment methods and criteria:** In-course review (second semester)/ final project presentation
- **Language of instruction:** Italian

Course Unit title: BASICS OF COMPUTER DESIGN

- **Disciplinary field:** DESIGN/ SCENOGRAPHY
- **Course Unit Code:** ABPR16
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Rosa Cuppone
- **Mode of delivery:** theoretical - practical

- **Learning outcomes of the course unit.** In using software such as AutoCad (version 2015), this course provides basic methods used to properly set up a technical drawing by a precise description of individual commands. The AutoCad software application ranges from mechanics to design, to architectural design
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Introduction (Autocad Fundamental principles)/ Methodology/ Practice exercises
- **Assessment methods and criteria:** In-course test. Final project presentation. The final assessment will consider the student's work quality, personal interest and participation throughout the year.
- **Language of instruction:** Italian

Course Unit title: SOUND DESIGN

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABTEC44
- **Type of course unit:** optional
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 4
- **Name of lecturer:** Bruno D'Annunzio
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** SOUND DESIGN is mainly based on practical activities aimed at getting students acquiring the abilities for making good quality recordings of different kinds of sounds, as well as sound editing and final sound track mix.
- **Prerequisites and co-requisites:** none
- **Contents of course unit: PROGRAM:** Students focus on the difference between sound recording with analogical and digital equipment/ Recording volume / Audio speaker recorder/ Sound synchronization/ Sound editing/ soundtrack/ mixing
- **Assessment methods and criteria:** Individual and collective practical exercises/ In-course reviews. The final assessment will consider the student's works, personal interest and participation during the year
- **Language of instruction:** Italian

Course Unit title: EDITING TECHNIQUES

- **Disciplinary field:** CINEMA/ FOTOGRAFIA
- **Course Unit Code:** ABTEC43
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 4
- **Name of lecturer:** Bruno D'Annunzio

- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This course, originating from Editing History and Theories, has developed into a series of practical laboratories. Students, acquiring knowledge of Editing software (Such as Final Cut, Adobe Premiere) will be able to realize editing products and also exporting processes.
- **Prerequisites and co-requisites:** none
- **Contents of course unit. PROGRAM:** History of editing process: tableaux form to video clips, analogic form to digital. Editing process: spatial and temporal units. Jump cut. Knowledge and command of editing software: Final cut and Adobe Premiere./ knowledge and command of authoring and Encoding Dvd: Dvd Studio Pro and Adobe Encore DVD:
- **Assessment methods and criteria:** In – course practice exercises (at least 4), individual and collective exercises, In-course test. The final assessment will consider the student's works, personal interest, acquisition of basic features and participation during the year
- **Language of instruction:** Italian

Course Unit title: FILM SHOOTING TECHNIQUES

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABTEC43
- **Type of course unit:** optional
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Bruno D'Annunzio
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This course is mainly based on practical activities. Students learn how to use the digital camera, its menu with different kinds of settings, as well as the use of the tripod and camera positioning.
- **Prerequisites and co-requisites:** none
- **Contents of course unit. PROGRAM:** Video camera settings/ Focusing/ Tripod use (horizontal and vertical overview)/ Camera use/ Framing/ Mdp positioning
- **Assessment methods and criteria:** Practice, individual and collective exercises. The final assessment will consider the student's works, personal interest, acquisition of basic features and participation throughout the year
- **Language of instruction:** Italian

Course Unit title: PAINTING 1 - 2 – 3

- **Disciplinary field:** PAINTING
- **Course Unit Code:** ABAV05
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle/ second cycle
- **Year of study:** II – II – III (first cycle) I (second cycle)
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 12

- **Name of lecturer:** Fabrizio Dell'Arno
- **Learning outcomes of the course unit:** This course aims at developing the capacity to build an artistic work in terms of project development, through a series of lessons that emphasize the articulation of thought as a prerequisite for artistic research. The topics have been chosen and ordered with the intention of providing an insight as comprehensive as possible of the data sequences and thought that form artistic research in progress on the contemporary international scene, within the larger historical, philosophical and social context of our time. Creative skills are encouraged regarding the capacity of self-promotion, planning and organization in order to facilitate professional integration.
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The intent is to highlight, through the various aspects of artistic language, a project development through the use of not only pictorial materials, but archive creation, (individual approach with the theme developed,) as a research element and aesthetics, allowing the student to store the results and then use or develop them according to plan. Further, the course guides students in recognizing the artistic language as an infinite possibility of a territory, rather than disciplinary categories. It aims at reconnecting each student towards the process of art history so that he/she can continue the search in its natural direction. From the first year, each "work-work" will have its own perfection through an INTEGRAL PROCESS, simple during the initial year, becoming progressively complex during the following years. Each student comes up with his/her own anthropological experience also through experience and technical-practical skills (knowing how to draw, familiarity with brushes, oil, etc...). The course includes lessons in theory and criticism, technical aspects and design, connected with each other in trying to overcome the classical separation between theoretical and laboratory activities, typical of academic training. Through individual student research, directed towards "design for painting" (including photography, painting, sculpture, painting installation, video, and drawing) or "painting" (the various aspects of pictorial language,) the merged paths will have as a final purpose the presentation of possibilities for developing the student's personal journey in the coming academic years.
- **Assessment methods and criteria:** In-course tests and final project.
- **Language of instruction:** Italian

Course Unit title: PAINTING TECHNIQUES

- **Disciplinary field:** PAINTING
- **Course Unit Code:** ABAV06
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I - II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Fabrizio Dell'Arno
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This course aims at enlarging the student's capacity of experimenting with different professional techniques that can be applied to the different fields of painting.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** PAINTING TECHNIQUES will concentrate on a historical, philological and practical analysis of painting. Various methods will be examined, such as canvas priming and the

preparation of other painting surfaces: walls, wooden panels; pigments: minerals, vegetal, animal, synthetic; colour classification; list of colours; colour solidity, quality and conservation; adhesives; resins; oils and other mediums for diluting colour. Various historical techniques will be analysed (encaustic painting, fresco, egg tempera, watercolour, oil painting) before passing on to modern techniques (gouache, collage, acrylic painting, photomontage, multimedia technology) in order to prepare students in creating personal experimental techniques.

- **Assessment methods and criteria** presentation and discussion of the works carried out in the laboratory
- **Language of instruction:** Italian

Course Unit title: PAINTING TECHNIQUES AND TECHNOLOGIES

- **Disciplinary field:** PAINTING
- **Course Unit Code:** ABAV06
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I - II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Fabrizio Dell'Arno
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** Course objectives: the acquisition of expressive languages, basic knowledge of investigation, understanding, expression, execution of the creative process.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Theoretical analysis and practical application of the use of colours. Colour Theory, Media and primers; Pigments; binders pictorial; Essences, Oils and their use of all kinds of resins and their use; types of paints and varnishes; Mediums and their uses. Oil Painting, Acrylics - Oil - Enamels.
Execution of the techniques learned: manual. Transferring the project. Sketch and execution. Technique and use of Chiaroscuro and Drafting Patterns. Use of Glazing in the various techniques. The course is subsequently divided into the theoretical and practical use of colours, also concerning the mode of their application. Each technique will be carried out by analyzing the surfaces, primer materials (both those already ready for use, as well as those to be prepared) and how-to of execution.
- **Assessment methods and criteria:** In-course test. Final project. The final assessment will consider the student's works, personal interest, acquisition of basic features and participation throughout the year.
- **Language of instruction:** Italian

Course Unit title: ART HISTORY: ARTISTIC STYLES AND CONTEXT - 1

- **Disciplinary field:** PAINTING/SCULPTURE/ PHOTOGRAPHY/CINEMA (II, Ba)
- **Course Unit Code:** ABST47
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual

- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Genny Di Bert
- **Mode of delivery:** theoretical
- **Learning outcomes of the course unit:** This course aims at providing students with an adequate knowledge of European Art History from 1500 to 1800 and a basic training in fundamental artistic styles and languages.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** From the study of the sixteenth century to Modernity. Renaissance. Concepts of Renaissance, Mannerism, Baroque, Enlightenment and Romanticism periods will be studied. Music or short readings of the texts of the periods will be related to the presented works.
- **Assessment methods and criteria:** Tests/ Final project and Oral exam
- **Language of instruction:** Italian

Course Unit title: PHENOMENOLOGY OF CONTEMPORARY ARTS

- **Disciplinary field:** PAINTING (I, BA) / SCULPTURE (I, BA) / CINEMA (III, BA)/
PHOTOGRAPHY (II)
- **Course Unit Code:** ABST51
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Genny Di Bert
- **Mode of delivery:** theoretical
- **Learning outcomes of the course unit:** This course deals with the investigation and in-depth analysis about pathways of contemporary artistic research through the reading of works, theories and critical perspectives developed during the twentieth and twenty-first century. In particular, the main focus will be on the most interesting artistic experiences that crossed Europe and the United States from the mid- twentieth century to the present day
- **Prerequisites and co-requisites:** none
- **Contents of course unit: PROGRAM:** Historical preparation on trends and artistic languages of the last three decades of the twentieth century/ In-depth analysis on the latest trends in contemporary art/ Analysis on the redefinition of the concept of 'the Artist as a Businessman'/ Study on large-scale installations and the interactive concept of public art/ Analysis of the professionals: Critic, Curator and Communication Professionals and major events/ Art magazines/ workshops/ participation in a series of events (conferences, exhibitions, festivals) related to the contemporary art environment
- **Assessment methods and criteria:** Theoretical lectures/ tests/ oral exam.
- **Language of instruction:** Italian

Course Unit title: INTERACTION DESIGN

- **Disciplinary field:** VISUAL AND INNOVATION DESIGN

- **Course Unit Code:** ABTEC42
- **Type of course unit:** compulsory
- **Level of course unit:** second cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Massimiliano Dibitonto
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** The course will present the fundamentals techniques and methodologies for designing the human-computer interaction of interactive systems, such as websites, mobile apps and interactive spaces.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** INTERACTION DESIGN will address the human aspect of the interaction between humans and computers, introducing the models and techniques of User Centered Design (UCD) in order to design and evaluate interactive systems. The course will also focus on technological aspects of the Human Computer Interaction, so as to give a clear perspective of the possibilities and limits of technology, and a deep understanding of the overall effect on the experience of its use.
- **Assessment methods and criteria:** In-course test. Final project presentation. The final assessment will consider the student's work quality, personal interest and participation throughout the year.
- **Language of instruction:** Italian

Course Unit title: WEB DESIGN & USER EXPERIENCE

- **Disciplinary field:** VISUAL AND INNOVATION DESIGN
- **Course Unit Code:** ABPR19
- **Type of course unit:** compulsory
- **Level of course unit:** second cycle - VISUAL AND INNOVATION DESIGN
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Name of lecturers:** Stefano Dominici – Maria Cristina Lavazza
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** The course aims at introducing experience in web design to the user, as a general experience and not specific to a single communication channel. It also introduces the human-centered design approach, providing the tools and techniques of research and development aimed at developing websites, mobile sites and apps.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** What is the user experience, company stakeholder research and competitive analysis. Users research: tools and techniques. How to design research with people: from objectives to the report. Analysis of inquiry results and development of the "personas," from collected stories to design scenarios and from concept to experience maps. Designing information architecture. Content inventory, free listing and KJ Method. Co-designing tools: the card sorting. Viewing AI: maps and navigation structures, content catalog. Design activities: functional flows (flow chart), case use and wireframes with practical exercises and development of the deliverable projects.

- **Assessment methods and criteria:** Usability and usability testing presentation of developed projects. The final assessment will consider the student's works, personal interest, and participation in design activities.
- **Language of instruction:** Italian

Course Unit title: HISTORY OF THE PERFORMING ARTS 1 -2

- **Disciplinary field:** SET DESIGN
- **Course Unit Code:** ABST53
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle/ second cycle
- **Year of study:** I - II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Maria Pia D'Orazi
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This course aims at providing a basic knowledge of Theatre history by focusing on the meaning and development of its fundamental concepts, such as "Space", "Actor" and "Drama". The adopted perspective of studying is a constant comparison between past and present theatrical experiences.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The course starts from the analysis of contemporary theatre performances, and travels through the different ways of thinking about Theatre, according to the different cultural political, economic and historical contexts. During the lessons, video materials about artists such as Societas Raffaello Sanzio, Teatro della Valdoca, Pippo Delbono, Pina Bausch, Sascha Waltz, Jan Fabre, Peter Brook, Jerzy Grotowski, Ariane Mnouchkine, Giorgio Strehler, Vittorio Gassman, Carmelo Bene, Dario Fo, Eduardo De Filippo, Bando Tamasaburo, Kazuo Ono, Sankai Juku, Teatro Kabuki e Bunraku. will be projected
- **Assessment methods and criteria:** In-course tests and final exam. In order to take the final exam it is necessary: 1) to have attended three performing arts recommended by the professor and 2) to have written an essay to be delivered, in the definitive version, before the exam.
- **Language of instruction:** Italian

Course Unit title: SCULPTURE

- **Disciplinary field:** SCULPTURE
- **Course Unit Code:** ABAV07
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle/ second cycle
- **Year of study:** first cycle (I – II – III) – second cycle (I – II)
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 12
- **Name of lecturer:** Davide Dormino
- **Mode of delivery:** theoretical - practical

- Learning outcomes of the course unit: The course aims at providing students with the necessary information for the creation of an artistic work through the steps involved in the creative process, from the content to the finished product, from drawing to design. The real design project starts with photography and the use of new technologies.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** **LABORATORY:** DRAWING: Value of the Sign/ Chiaroscuro/ Shape and Composition/ Volume and Space/Light and Space. SCULPTURE: Plastic Models, Sketches, Technical Drawings and Photos/Structural analysis/Plastic materials/the works' realization processes
- **Assessment methods and criteria:** Analysis of drawing, relation between white sheet and graphite, evolution of the sign in a defined space. Then student becomes aware about his/her own sign, and the graphic potentialities for sculpture.
- **Language of instruction:** Italian

Course Unit title: DRAWING

- **Disciplinary field:** PAINTING/SCULPTURE
- **Course Unit Code:** ABAV03
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Davide Dormino
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** The course provides the study of graphic language necessary towards the understanding and design of any element. It also aims to equip students with main information about drawing.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Practice with model.
- **PROGRAMM:** Analysis of drawing, relation between white sheet and graphite, evolution of a sign in the defined space. The student can then become aware about his/her own sign, and the potentialities of graphic for an artwork design. **LABORATORY:** Drawing: value of the sign/ Chiaroscuro/ Shape and Composition/ Volume and Space/ Light and Space
- **Assessment methods and criteria:** In-course review (February – May 2016).
- **Language of instruction:** Italian

Course Unit title: DRAWING FOR ANIMATION

- **Disciplinary field:**
- **Course Unit Code:**
- **Type of course unit:**

- **Level of course unit:** II level
- **Year of study:** 2017/2018
- **Semester/trimester when the course unit is delivered:** Entire year
- **Number of ECTS credits allocated:** 6 credits
- **Name of lecturer:** Filippo Foglietti
- **Mode of delivery:**
- **Learning outcomes of the course unit:** invite students to “think in pencil” to preview ideas and subjects as a guide to audio-visual production. Drawing training focused on action, acting, staging of figures and characters
- **Prerequisites and co-requisites:**

Contents of course unit: Approach to animation and storyboard starting from:

- the figure through shapes and volumes - moving figure: sketch, gesture and quick view – design and character – animation principles, study of keyframe and dynamic poses through animation exercises

- **Assessment methods and criteria:** Check and assessment on exercise progress, on the whole work done during the course.

Students will have to realize a digital portfolio(25_30 sheets) as a recap of their work

- **Language of instruction:** Italian

Course Unit title: PHOTOGRAPHY

- **Disciplinary field:** GRAPHIC DESIGN - DESIGN
- **Course Unit Code:** ABPR31
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** III - I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Name of lecturer:** Mallio Falcioni
- **Mode of delivery:** theoretical – practical

- **Learning outcomes of the course unit:** The aim of this course is to provide students with the knowledge and awareness of photographic equipment, offering them the study of necessary tools in order to create photographic work of value and content. In order to offer students a technical preparation and introduce them to a creative use of photography, the course is divided into two parts: 1) Focus on the study of visual perception relating to visual psychology of the reproduced image 2) Provision of necessary tools in order to achieve valuable photographic works.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** knowledge and awareness of photographic equipment
- **PROGRAM:** FORMATION OF THE IMAGE (Light/Camera/Lens)/ IMAGE RECORDING (Sensitive material/ Lighting/ Exposure)
- **Assessment methods and criteria:** In-course tests/ Portfolio/ In-course reviews (February 2015 – May 2015). Project presentations on topics recommended by the professor. The final assessment will consider the student's work quality, portfolio, personal interest and participation throughout the year,
- **Language of instruction:** Italian

Course Unit title: VISUAL DESIGN 2

- **Disciplinary field:** VISUAL DESIGN
- **Course Unit Code:** ABPR19
- **Type of course unit:** compulsory
- **Level of course unit:** second cycle VISUAL AND INNOVATION DESIGN
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 10
- **Name of lecturers:** Mario Fois – Maria Cristina Vitelli
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:**
 - WAYFINDING:** The course aims at developing the technical basis for the development of a wayfinding project design as a system for orientation in Rufa's surrounding area. The term "wayfinding" describes how one person can find his/her way in an unknown environment, and the cognitive processes used in determining routes and programs.
- **Prerequisites and co-requisites:** Computer MAC – Adobe illustrator – Adobe Photoshop
- **Contents of course unit:**
 - WAYFINDING PROGRAM:** Historical brief/Signs and symbols for signposting/ Typography/ Colour/ Perceptual aspects/ Design techniques
- **Assessment methods and criteria:** Projects and in-course practical exercises
- **Language of instruction:** Italian

Course Unit title: BASICS OF COMPUTER SCIENCE

- **Disciplinary field:** PAINTING/SCULPTURE/GRAPHIC DESIGN/DESIGN/SET DESIGN/PHOTOGRAPHY
- **Course Unit Code:** ABTEC39
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 4
- **Name of lecturer:** Andrea Gaetano

- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** The course aims at providing students with the necessary knowledge to enable them to understand the mechanism of operation of the PC, its principal hardware components and how it can be integrated into a local or global network.
- **Prerequisites and co-requisites:** none
- **Contents of course unit: PROGRAM:** basics of computer technology/ use of PC and Windows files/ processing word files/ Excel/ Access data base/ Tools for Power point presentation/ Internet Explorer and Outlook Express
- **Assessment methods and criteria:** In-course tests (February – May) If outcomes are positive, no other exams are needed.
- **Language of instruction:** Italian

Course Unit title: DESIGN 3

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABPR17
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 12
- **Name of lecturer:** Gianluca Gentili
- **Mode of delivery:** theoretical – practical:
- **Learning outcomes of the course unit:** This course aims at providing students with the necessary tools for having a proper approach to the profession of Interior Designer. MODULE: DESIGN 3 provides the necessary foundation for the development of a multimedia project, based on an analysis of the current state of the art, from techniques and technology to the methodology, composition and narrative strategy, through immersive environments, multimedia and interaction.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The program is divided into two phases: 1) The focus on topics related to interior design, through a theoretical, historical and methodological analysis, through which each student will learn the basic principles of masters' works of modern and contemporary art and the basic principles of architectural composition 2) Then the students must achieve concrete individual experiences about interior space surveys and design within the class, contributing to a "working progress" in the classroom. The main aim of the course is to design a private house dedicated to the residence of an artist, painter, sculptor, photographer or stylist.
- **Language of instruction:** Italian

Course Unit title: COPYWRITING 1 – 2 - 3

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPC67
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I – II - III

- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 4
- **Name of lecturer:** Alessandra Giacomelli
- **Learning outcomes of the course unit:** This course focuses on learning solid theory regarding Copywriting, systematically applied to a wide variety of practical exercises. Copywriting is the capacity to move, persuade, convince, seduce, conquer and convert through writing. The course aims at teaching students the skills needed to communicate their own creative thoughts by using carefully crafted market-oriented words and concepts.
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** suitable for Italian mother-tongue students only
- **Contents of course unit:** Persuasive methods used in Copywriting; ordering of texts in standard print advertising; creating and adapting texts to different formats. Naming. Copy advertising. Contemporary advertising applied to new media (SMS, Twitter, Facebook.)
- **Assessment methods and criteria:** Final evaluation on a complete advertising campaign with the courses of Advertising, Graphic Design and Visual Design.
- **Language of instruction:** Italian

Course Unit title: COPYWRITING FOR ADV

- **Disciplinary field:** VISUAL AND INNOVATION DESIGN
- **Course Unit Code:** ABPC67
- **Type of course unit:** compulsory
- **Level of course unit:** second cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** first semester
- **Number of ECTS credits allocated:** 2
- **Name of lecturer:** Alessandra Giacomelli
- **Learning outcomes of the course unit:** learn solid theory, systematically applied to a wide variety of practical exercises. Copywriting is the capacity to move, persuade, convince, seduce, conquer and convert through writing. The course aims to teach students the skills needed to communicate their own creative thoughts using carefully crafted market-oriented words and concepts.
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** suitable for Italian mother-tongue students only
- **Contents of course unit:** first steps into Copywriting. Copy support in order to create a complete campaign for the Advertising course.
- **Assessment methods and criteria:** Final evaluation on all the above
- **Language of instruction:** Italian

Course Unit Title: THEORY & PRACTICE OF PERSPECTIVE DRAWING (SKETCHING)

- **Disciplinary field:** DESIGN

- **Course Unit Code:** ABPR16
- **Type of course unit:** compulsory
- **Level of course unit:** I
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 4
- **Name of lecturer:** Alessandro Gori
- **Mode of delivery:** Theoretical - practical
- **Learning outcomes of the course unit:**
This course will provide students with the useful elements in supporting the student's product planning, conception and development, as the result of their creative process.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Through operational indications, the course will provide future Interior Designers with the ability to operate and represent, through the knowledge of freehand representation techniques (sketching), materials, and design elements ranging from product to interior design, and from exhibit to garden design.
- **Assessment methods and criteria:** The students are required to bring their work developed during the year, bound on a paper support, and delivered on a digital device
- **Language of instruction:** Italian

Course Unit title: TECHNICAL DRAWING & PROJECT DESIGN

- **Disciplinary field:** DESIGN/ SCENOGRAPHY
- **Course Unit Code:** ABPR16
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Alessandro Gori
- **Learning outcomes of the course unit:** This course aims at presenting the foundations regarding both theoretical and practical training in learning elements of technical design, also applicable to structural and technological plant design
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Through operational indications, the course provides to future Interior Designers the ability to operate and represent, through the knowledge of basic technologies, and a correct graphic development project
- **Assessment methods and criteria:** Final project presentation. The final assessment will consider the quality of the student's works, personal interest and participation throughout the year.
- **Language of instruction:** Italian

Course Unit title: GRAPHIC DESIGN HISTORY & CRITICISM

- **Disciplinary field:** VISUAL AND INNOVATION DESIGN

- **Course Unit Code:** ABST58
- **Type of course unit:** optional
- **Level of course unit:** second cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Elena Green
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This course deepens students' cultural skills in order to decode Visual Communication's languages during its historical evolution, and interpret it in relation to both its political changes and socio-economic transformations. The analyzed period goes from the late nineteenth century to the present time.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The birth of Industrial Graphics/ Belle Epoque/ Art Nouveau/ Art Deco/ Avant-garde/ War posters and Revolution posters/ Fashion/ Film posters: origin and evolution/ Experimental film's styles/ Bauhaus/ Ulm School of Design/ Educational and children's book publishing/ Packaging/ Street art/ Interior decoration
- **Assessment methods and criteria:** Lectures; Drawing assignments; Video presentations
- **Language of instruction:** Italian

Course Unit title: THEORY OF PERCEPTION & PSYCHOLOGY OF FORM

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABST58
- **Type of course unit:** optional
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Elena Green
- **Mode of delivery:** theoretical
- **Learning outcomes of the course unit:** This course is designed to provide students with the fundamental basics in becoming aware of art works and visual communication codes as they observe their surrounding environment.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Brain and Mind / Perceptive Processes / Equilibrium / Configuration / Form / Development / Space / Light / Color / Movement / Dynamics / Expression.
- **Assessment methods and criteria:** Oral exam, video presentation, exercises
- **Language of instruction:** Italian

Course Unit title: FEATURES OF PUBLICATION DESIGN

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPR19
- **Type of course unit:** optional
- **Level of course unit:** first cycle

- **Year of study:** I - II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Name of lecturer:** Luigi Iacobelli
- **Learning outcomes of the course unit:** This course aims at leading students through the study of theoretical aspects, instilling key concepts concerning graphic design work and layout and deeply examining the roots of work that in recent years has undergone violent technological transformations, seriously threatening the loss of the technical basis in this field.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Course Unit title:** Realization of publishing products as real applications, from their design to print; visits to and lessons at Graphics and Printing industries, Trade-shows and industry conventions; interventions of specialists in the field (Graphic Designers, Printers, Writers, Publishers, Advertisers, etc.) Study of the work's economic aspects, collaboration with colleagues in realizing the final product.
PROGRAM: The editorial structure / Teamwork / Client / Places / Work/ Cover / Book / Magazine / The image of the customer / Concept, Design, Layout, Preparation material for typography
- **Assessment methods and criteria:** In-course tests/ project review + oral exam
- **Language of instruction:** Italian

Course Unit title: HISTORY OF CONTEMPORARY ARCHITECTURE

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABST50
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Anna Janowska
- **Mode of delivery:** theoretical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** This course will include the following program: 19th CENTURY ARCHITECTURE (ENGINEERS' ARCHITECTURE); ECLECTICISM; MODERNISM IN EUROPE with particular attention to developments in Spain, France and Germany; DEVELOPMENT OF TOWN PLANNING IN ITALY AND THE WORLD; problems with SOCIAL ARCHITECTURE in Italy, Spain and England; FUTURISM; the FORMAL RATIONALISM of Le Corbusier in France; the BAUHAUS; NEW-OBJECTIVITY in the Netherlands with the work of Gerrit Reitveldt. RATIONALISM IN ITALY – ARCHITECTURE AND TOWN PLANNING IN THE 1920s and its most important protagonists; IDEOLOGICAL RATIONALISM in the USSR and Germany. The EMPIRICAL RATIONALISM of Alvar Aalto. Recent work by the architect RENZO PIANO. The contemporary museum - CARLO SCARPA.
- **Language of instruction:** Italian

Course Unit title: SOUND DESIGN

- **Disciplinary field:** PAINTING/ SCULPTURE
- **Course Unit Code:** ABTEC44
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Federico Landini
- **Mode of delivery:** theoretical –practical
- **Learning outcomes of the course unit:** Sound Design lectures aim at stimulating and sharpening a sensibility and aesthetic taste with regards to the processing and usage of sound in various application fields, through an appropriate technical learning and the means available to use. Sound has a tremendous emotional impact on people, which can cause strong emotions and feelings. It can unleash the imagination and expectations of the audience, especially if it is mixed with other forms of Visual artistic expressions (film, installations and animation.) It is also a constant presence in our lives.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Theoretic and historical introduction. Fundamentals of sound physic, the computer and digital recording era/ Computer basics and the use of audio software (Pro Tools, Reaktor, Max ...)/ Editing and processing sounds through the use of specific software. Multi tracking, or overlapping audio tracks to create new effects/ Recording techniques, use and features of microphones and other sound processing hardware equipment/ Database effects (Fooley)/ Production of a self made efx library: Recording, Editing and Cataloging/ Basic elements of sound track: Voice over, Music, Sound design. Balance between these 3 elements and the importance of their placement in the sound space./ Psycho-acoustic (Psychology of Sound- the emotional impact of sound) and techniques used, as well as the application areas of Sound Design/ Applied Sound: language analysis and the resulting elements used in the creation of a sound project/ Sound as a marketing and brand recognition (analysis and production)/ Meetings with industry professionals (Foley artists, Composers, Sound Editors, Mix Engineers) and eventual clients (Directors, Producers, Creative Directors, Artists, etc.). Lectures will take place primarily in the classroom to enable students to acquire the basic conceptual and operational instruments of sound design: sounds' physic and perception, recording techniques, sound synthesis techniques, recording software, editing, processing and audio production. **Labs:** Some lectures will take place outdoors, at guest facilities (Recording and Mix studios, Advertising agencies...), or at recording sessions. The aim is to lead students to be able to address the creative, organizational and technical issues, related to the creation of a more or less complex sound project.
- **Assessment methods and criteria:** A) itinerary tests. During the year, exercises will be carried out by the students (with or without the collaboration of the teachers,) so as to evaluate their progress. Movie soundtracks and small projects relative to the elaboration of sound. B) Project/ final elaboration. It is advised to create an interdisciplinary project, which would compel the students to solve creative, organizational and technical difficulties. Revision of the elaborated information.
- **Final results and evaluation.** The final evaluation will be a consequence of the work and application demonstrated during the academic year, with the object of carrying out an advanced project with sound, possibly composed of different disciplines. The students will have worked in part independently, according to the guidelines of creativity, organization, production, technical aspects and realization.

- **Language of instruction:** Italian

Course Unit title: FEATURES OF VIDEO PRODUCTION 2

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABTEC43
- **Type of course unit:** optional
- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Valeria Licurgo
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course Unit:** This course is focused on directing students towards a wide vision of the cinematographic/audiovisual project, moving from financial research to both technical and artistic organization. All passages, from the Script to Theatrical release or Video exploitation are subjects of study (cinema, video, web.)
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** At every lesson, students will go through a specific analysis of each step of the aims. Lessons will be based upon existing audiovisual works or works in progress, Screenplay analysis, budgeting and several production **hypotheses. PROGRAM:** Screenplay form analysis, Production point of view/ Knowledge of: the budget, technical features of a film, financial structures/ National Workers Treaty/ Basic Notions of The Copyright/ Postproduction/ Distribution and International Markets
- **Assessment methods and criteria:** Final Project
- **Language of instruction:** Italian

Course Unit title: TECHNICAL DRAWING AND PROJECT DESIGN

- **Disciplinary field:** GRAPHIC DESIGN/ DESIGN
- **Course Unit Code:** ABPR 16
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Guido Lombardo
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** This course aims at providing students with the basic tools needed in order to operate in the field of visual design regarding both creative and design aspects related to the communication of design solutions.
- **Prerequisites and co-requisites:** none
- **Course contents:** Development of a critical view of representation methods through the analysis of different techniques and examples in the history of design, art and architecture, stimulating students to find his/her own expression in communicating ideas and personal projects. **PROGRAM:** Visual

communication / Morphology / Euclidean and non-Euclidean surveyors / Fold and Cut / Lettering / Grammar of color / Page composition / Synthesis of a sign / Storyboard / Stories by images

- **Assessment methods and criteria:** Project reviews. Final project and dissertation, considering the presentation of the student's work, interest and participation throughout the year.
- **Language of instruction:** Italian

Course Unit title: FEATURES OF PUBLICATION DESIGN

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPR19
- **Type of course unit:** optional
- **Level of course unit:** first cycle
- **Year of study:** I - II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Name of lecturer:** Bruno Magno
- **Learning outcomes of the course unit:** The course aims to provide students with technical and cultural tools for the design of simple printed (various types) and more complex publishing products. Students are required to perform the "manual" labor followed by the executive phase
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** PROGRAM: Formal and functional features/text-image/ photographic image/ layout/ newspaper/ book
- **Assessment methods and criteria:** In-course tests/ project review + oral exam
- **Language of instruction:** Italian

Course Unit title: DIGITAL IMAGING PROCESSING 2

- **Disciplinary field:** PHOTOGRAPHY
- **Course Unit Code:** ABTEC38
- **Type of course unit:** compulsory
- **Level of course unit:** advanced
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** semester
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Gianfranco Manzo
- **Mode of delivery:** practical
- **Learning outcomes of the course unit:** In this course, students will develop an ability to resolve visual communication problems via: the interpretation and application of key principles of Adobe

Photoshop program; planning and implementation of professional work practices and project management strategies; identification and application of professional Photoshop techniques; identification and application of relevant work practices and methodology in the fulfillment of digital imaging production and design tasks, within a professional context.

- **Prerequisites and co-requisites:** Exam in Digital Imaging Processing I
- **Contents of course unit:** The course covers advanced Photoshop techniques in the different aspects of photography: still life, portrait, landscape and reportage. It focuses on a careful analysis of the image in order to find out first which kind of retouching needs to be realized, how to harmonize colours and shades and treat the details, all the while respecting the rules of photographic composition. Special care will be given to B/W conversion and colour correction in according to the output. At the end of this course, students will have gained the knowledge to make advanced selections, use masks and layers of an advanced standard and perform non-destructive editing while creating a photo montage.
- **Assessment methods and criteria** In-course tests. Final project and dissertation, considering the presentation of the student's work, interest and participation throughout the semester.
- **Language of instruction:** Italian

Course Unit title: MASS MEDIA THEORY AND METHODS

- **Disciplinary field:** CINEMA/GRAPHIC DESIGN
- **Course Unit Code:** ABPC65
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I - II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Nicolas Martino
- **Learning outcomes of the course unit:** The course aims at introducing the students to mass media as a general communication in society, providing students with useful tools in order to draw a concept map of mass media in society.
- **Mode of delivery:** theoretical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The course is divided into 2 parts: the first is dedicated to the analysis of some key words about *Information society* and *Postmodern society*; the second deals with the analysis of relations among the Mass society, Society, Arts and Performing Arts in the cultural turning points in contemporary periods.
- **Assessment methods and criteria:** in-course test/oral exam
- **Language of instruction:** Italian

Course unit title: DIGITAL ANIMATION TECHNIQUES

- **Disciplinary field:** VISUAL AND INNOVATION DESIGN
- **Course Unit Code:** ABTEC41
- **Type of course unit:** optional

- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Name of lecturer:** Harald Pizzinini
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** Nowadays, Graphic Designers must be extremely familiar with animation: animated info-graphics, logo animations, video presentations, are the cornerstones of today's communication. Monitors, televisions and video walls are where graphics meet moving images. The course will provide students the means to express themselves with familiarity in this environment. Through the use of software and by learning to deal with problems and designing solutions, the course aims at providing the students with all technical and creative tools necessary in order to produce motion graphics projects.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:**
Theoretical and practical lessons of After Effects software, integrated use of animation related to Adobe software, case history studies, concept video analysis, workflow design, storytelling and storyboarding, animation techniques.
Lectures: - After Effects interface/ Basic Project Planning / Keyframe animation/ Rotoscoping, Greenscreen/ Effects and Export/ Case History and audiovisual creative workflow/ Graph concept development for motion graphics/ storytelling and storyboard/ Animation Techniques
- **Assessment methods and criteria:** Students will be evaluated on the basis of their projects produced during the course, as well as their final one.
- **Language of instruction:** Italian

Course Unit title: DIRECTION 2

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABPR35
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** II° semester
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Fabio Mollo
- **Mode of delivery:** theoretical
- **Learning outcomes of the course unit:** This course aims at analyzing Cinema and Television staging, providing an overview of the theoretical issues and role of the director and his/ her artistic collaborators, regarding film-making "grammar" and set application.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The course is aimed at guiding its students in their artistic choices, providing them with the knowledge of various methods of film analysis /staging identification, film "grammar" and "syntax" relations between film and other arts. **PROGRAM:** Film shots/Problems of direction/Camera movements

- **Assessment methods and criteria:** Compositions + oral exam
- **Language of instruction:** Italian

Course Unit title: DESIGN METHODOLOGY

- **Disciplinary field:** DESIGN/ GRAPHIC DESIGN
- **Course Unit Code:** ABPR15
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** II/III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturers:** Fabio Mongelli/ Guido Lombardo
- **Learning outcomes of the course unit:** This course aims at providing students with a theoretical basis for the development of a proper design methodology, according to the logical sequence of design processes
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Initially, the course will include a series of lectures based on the basic principles of composition, through the analysis of some of the most significant works of masters in architecture, design, and classic, modern, contemporary art. The relation between accomplished work and the processes and strategies to achieve it will be analyzed by students. The program is divided into different phases: research and data analysis; formal analysis; formal experimentation (fantasy, image/ form/ visualization) and communication of the project and its presentation.
- **Assessment methods and criteria:** Project presentation. The final assessment will consider the student's works, personal interest and participation throughout the year.
- **Language of instruction:** Italian

Course Unit title: FILM - MAKING 3

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABTEC43
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** first semester
- **Number of ECTS credits allocated:** 12
- **Name of lecturer:** Susanna Nicchiarelli
- **Learning outcomes of the course unit:** This course assists and directs students in the process of writing, planning and shooting a final short film, using the knowledge acquired in previous years. The idea

is to assist the students in developing their artistic personalities in this final phase, by motivating their participation in the making of final shorts in the film production sector in which they have decided to specialize (Screenwriting, Directing, Producing, Cinematography or Editing.)

- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The course is structured on the analysis of the most original and experimental contemporary movies, studying the importance of the creative idea and the way it influences the creative process. In this final phase of the students' formation, it is important to give them the necessary freedom, stimulating in every possible way their imagination, in order to offer them insight and understanding as to how important it is to also be able to break the rules they have been taught to respect until now.
- **Assessment methods and criteria:** Evaluation of the student's short film, according to its artistic, technical and formal aspects
- **Language of instruction:** Italian

- **Course Unit title:** **ARTISTIC ANATOMY 1**
- **Disciplinary field:** PAINTING/SCULPTURE
- **Course Unit Code:** ABAV01
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Rosalia Palazzolo
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:**

TITLE: Estranged from Beauty - none can be – by Emily Dickinson
 Introduction to artistic anatomy/ Osteology: generality/
 Introduction to theory of proportions: Egyptian, Greek, Roman and pre-Christian (Vitruvius), anthropology/ Byzantine, Christian, medieval canon, introduction to the concept of Renaissance beauty.
- **Assessment methods and criteria:** in course- tests. Final Project. The final assessment will consider students' works, personal interest and participation during the year
- **Language of instruction:** Italian

Course Unit title: ARTISTIC ANATOMY 2

- **Disciplinary field:** PAINTING/SCULPTURE
- **Course Unit Code:** ABAV01
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual

- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Rosalia Palazzolo
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:**
 - TITLE: Estranged from Beauty - none can be – by Emily Dickinson**
 - Muscle tissue: general characteristics/ brief notes on histology/ Brief notes on physiognomy/ Proportional relations: Vitruvius, Le Corbusier, Durer, Leonardo Da Vinci: symmetry/ movement
- **Assessment methods and criteria:** In course- tests. Final Project. The final assessment will consider students' works, personal interest and participation during the year
- **Language of instruction:** Italian

Course Unit title: PHOTOGRAPHY 2 (MODULE: COMMERCIAL)

- **Disciplinary field:** PHOTOGRAPHY
- **Course Unit Code:** ABPR31
- **Type of course unit:** optional
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Mauro Panci
- **Learning outcomes of the course unit:** The course aims at underling the importance of photographic language as an instrument of communication, expression and research both from a technical (theoretical and technical) and practical point of view.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** exam in Photography – Photographic equipment
- **Contents of course unit:** The course is composed of two modules: Fine Arts/ Commercial. Students analyze the language of photography and discover their own ways of watching, learning and communicating through a work of information: Message / Code / Channel.
- **Assessment methods and criteria:** In course- tests. Final Portfolio. The final assessment will consider the student's works, personal interest and participation during the year
- **Language of instruction:** Italian.

Course Unit title: ADVERTISING PHOTOGRAPHY

- **Disciplinary field:** VISUAL AND INNOVATION DESIGN
- **Course Unit Code:** ABPR31
- **Type of course unit:** optional
- **Level of course unit:** second cycle
- **Year of study:** I

- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Name of lecturer:** Mauro Panci
- **Learning outcomes of the course unit** This course aims at underlining the importance of photographic language as an instrument of communication, expression and research, both from a technical (theoretical and technical) and practical point of view
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The course provides students with the necessary skills in order to develop professional photography techniques, according to the individual student's way of seeing and representing reality, thanks to practical experience in the laboratory. **PROGRAM:** Introduction: Brief history of photography/ light/ shooting tools/ shooting techniques/ project design
- **Assessment methods and criteria:** In course- tests. Final Portfolio. The final assessment will consider the student's works, personal interest and participation during the year.
- **Language of instruction:** Italian.

Course Unit title: TYPES OF ART MATERIALS

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABPR30
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Simone Pane
- **Learning outcomes of the course unit:** This course aims at training students on the choice of materials, from the most traditional, such as parquet, marble, stone, etc, up to the most innovative ones such as resin, reassembled, and solid surfaces. The knowledge of materials, both from theoretical and practical point of view, is analyzed in today's world as a successful key for a project. Visit to showrooms are scheduled during the course of the year.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** During each lesson, a referent person from host companies is invited to lecture about details concerning materials to be presented in class, and an overview about his/her professional experience. Some lectures are to be held by architects and designers, in order to demonstrate in a practical way, the relation between material /project.
- **Assessment methods and criteria:** Project presentation The final assessment will consider the student's works, personal interest and participation throughout the year.
- **Language of instruction:** Italian

Course Unit title: PRODUCT DESIGN 2

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABPR17
- **Type of course unit:** compulsory

- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Paolo Parea
- **Learning outcomes of the course unit:** This course is aimed at training students towards having a clear and comprehensive knowledge of product design.
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Development and in-depth analysis of project design techniques and hand representation / Deepening of knowledge of materials technology / Consistent development, awareness and valid process from concept to final design project / Emphasis focused on formal and poetic elements of the project
- **Assessment methods and criteria:** Oral presentation and brief report about projects

Language of instruction: Italian

Course Unit title: **PRODUCT DESIGN/PACKAGING**

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPR17
- **Type of course unit:** optional
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Paolo Parea
- **Learning outcomes of the course unit:** This course is aimed at training students to have a clear and comprehensive knowledge of packaging design
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Introduction to Packaging design / Packaging in the modern world/ Aesthetic - Functional, aesthetic and semantic packaging/ Standards and Construction details of Cardboard packaging/ Analysis of geometric shapes, with particular focus on the transition from two-dimensional to three-dimensional worlds
- **Assessment methods and criteria:** Oral Presentation of project + technical drawings – report
- **Language of instruction:** Italian

Course Unit title: **GRAPHIC DESIGN 1 (MODULE GRAPHIC DESIGN)**

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPR19
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual

- **Number of ECTS credits allocated:**8
- **Name of lecturer:** Enrico Parisio
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This course aims at training students in the approach to graphic design through Bruno Munari's training methodology. Theoretical and practical exercises will be used to give students knowledge about graphic forms and to examine examples, in order to develop his/her aesthetic tastes, and to understand the important significance behind each design element. The course will allow students to work with actual clients, on two "real" design projects.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Basic elements: Texture, Forms, Patterns, Elements of Semiology/ Print colors/ Screen colors/ Paper sizes/ Basics of corporate image/ Applications of corporate logo. **MODULE:** In the practical exercises, students will have the possibility of engaging in "real" projects, relating to "real" clients, and overcoming difficulties facing professional work.
- **Assessment methods and criteria:** In course test + final project presentation The final assessment will consider the student's works, personal interest and participation throughout support the year.
- **Language of instruction:** Italian

Course Unit title: GRAPHIC DESIGN 1 (MODULE LETTERING)

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPR19
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 4
- **Name of lecturer:** Claudia Illuzzi
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This module lettering aims at providing students with a basic understanding of the graphic design world, equipping them with both historical and practical information on the role and the Visual Designer profession. Theoretical and practical exercises will be used to give students knowledge about graphic forms and to examine examples, in order to develop his/her aesthetic tastes, and to understand the important significance behind each design element. The course will allow students to work with actual clients, on two "real" design projects.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** "Graphic design as a profession" social role and responsibility – work methods "Fundamentals of basic design" legibility – the typographic universe – colour – visuals/ "Printing techniques" media processing **Main elements of logos and icons designing:** from analysis to synthesis – framework – symbol and colour choice – tools "**Main elements for the graphic design**" types – new graphic solutions – software programs. In the practical exercises, students will have the possibility of engaging in "real" projects, relating to "real" clients, and overcoming difficulties facing professional work.

- **Assessment methods and criteria:** Chart evaluations according to participation/ analysis capability/ design ability/ use of specific tools/ personal reprocess/ deadlines.
- **Language of instruction:** Italian

Course Unit title: GRAPHIC DESIGN 2

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPR19
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Name of lecturer:** Enrico Parisio
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This course aims at training students in the methodology of dealing with complex communication projects. e. Case studies will be used to develop students' aesthetic taste and increase their awareness on the communicative meaning of each graphic element.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Rome collaborative spaces network: identity design
- **Assessment methods and criteria:** In-course test + final project presentation The final assessment will consider the student's works, personal interest and participation throughout the year.
- **Language of instruction:** Italian

Course Unit title: GRAPHIC DESIGN 2 (MODULE COLOR)

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPR19
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I

- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 4
- **Name of lecturer:** Paolo Buonaiuto
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This course aims at training students in the methodology of dealing with complex communication projects. **MODULE: COLOUR.** The course aims at providing students with a basic understanding of the multifaceted world of colour, highlighting the importance of colour in contemporary visual representations. The objective of the module is to emphasize the role of colour in the work of Visual Designers. In order to achieve this goal, historical background information and practical information will be presented. Starting from the wide range of activity domains of the Graphic Designer, artefacts will be produced that aim at a visual holistic balance (i.e. taking into account all the stages and aspects of the project). Through practical exercises based on colour, classes will be focused on graphic composition knowledge. Case studies will be used to develop students' aesthetic taste and increase their awareness on the communicative meaning of each graphic element. Moreover, the course will allow students to meet printers, illustrators and artists who are significant in the field of colours, different printable materials and printing techniques.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Rome collaborative spaces network: identity design

Course Unit Code: INFORMATION DESIGN

- **Disciplinary field:** VISUAL AND INNOVATION DESIGN
- **Course Unit Code:** ABTEC42
- **Type of course unit:** compulsory
- **Level of course unit:** second cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Federico Parrella
- **Learning outcomes of the course unit:** The aim of INFORMATION DESIGN is to provide students with an in-depth understanding of the management, organization and visual representation of the information within the scope of graphic projects, for both print and digital screens. It also offers an overview of the practical aspects of Web Design, providing tools to understanding design, develop signs, elements, experiences as well as the relevant technologies.
- **Mode of delivery:** Theoretical – Practical
- **Prerequisites and co-requisites:** Computer basics. Good knowledge of HTML, CSS, layout software (Adobe InDesign/ Quark xPress) presentation software (Microsoft Powerpoint/ Apple Keynote), vector graphic software (Adobe Illustrator) and bitmap (Adobe Photoshop/ Sketch app)
- **Contents of course unit:** Principles of Information Design. Laboratory for applied info-graphic. Strategic design of digital products and services. Practical use of software for web design. Technical

implementation and development of the Frontend (HTML5, CSS and JavaScript (jQuery), SEO. Rich Media Design (Mobile and Tablet Design for iPhone, iPad). Design and use cases. "HTML5 Fallback" animation, canvas, svg, etc.

- **Assessment methods and criteria:** In-course test. Oral exam + projects developed during the academic year
- **Language of instruction:** Italian
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Course Unit title: ARCHITECTURAL MODEL-MAKING

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABPR21
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle/second cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Felice Patacca
- **Learning outcomes of the course unit:** The course aims at promoting the start of the main faculty of simulation and formal production of objects, through the appropriate techniques, in the context of furniture and design: the ability to achieve concrete models, starting with insights, sketches, graphs, drawings, and the acquisition of appropriate visions about the most appropriate and specific modeling techniques, refining the ability to monitor and control one's project.
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Teaching skills that allow students to model: design of not-finalized forms (surfaces, membranes, facilities, etc.)/ Objects from the early stages of design/ representation in three dimensions, with the tangibility of appropriate materials, concrete and mature processing projects, and examination of relations with its innovative design.
- **Assessment methods and criteria:** in-course tests/ final project
- **Language of instruction:** Italian

Course Unit title: HISTORY OF PHOTOGRAPHY – PORTFOLIO SKILLS

- **Disciplinary field:** PHOTOGRAPHY
- **Course Unit Code:** ABPC66
- **Type of course unit:** Compulsory
- **Level of course unit:** first
- **Year of study:** 1
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Augusto Pieroni
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** This course explores all the elements converging in the construction of a photographic portfolio and in the reading of any portfolio. Through examples, metaphors and inspiring insights, the course not only provides the basic skills for such complex tasks, but also involves the students in the role of authors, whose materials and abilities are scrutinized and evaluated.
- **Prerequisites and co-requisites:** None
- **Contents of course unit:** Assessment of pre-existing portfolios and/or bodies of work produced by the students. Discussion of the core concepts in the construction of a portfolio. Analysis of new bodies of

work and strategy definition. Redaction (culling, editing) and sequencing of the students' portfolios. Foreshadowing of potential outputs and material setups. Bibliographic and web-graphic suggestions.

- **Assessment methods and criteria:** The course in itself is a constantly ongoing process of assessment, evaluation and construction of the students' photographic portfolios.
- **Language of instruction:** English.

Course Unit title: INFORMATION TECHNOLOGY PROCESSING

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABTEC39
- **Type of course unit:** optional
- **Year of study:** III
- **Level of course unit:** first cycle
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 4
- **Name of lecturer:** Giordano Ricciardi
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** Students will learn the basics of programming and procedural design within the context of the Visual Arts using Processing, a programming language (based on Java), that allows easy sketching and fast prototyping.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** During the course, students will be introduced to Processing, a programming language framework aimed to simplify the creation of interactive apps based on generative algorithms. The founding blocks of coding will be explained, like variables, functions, conditionals and loops, to name a few. Through an analysis of well-known procedural works made in over the years by Graphic Design studios, students will learn how to make a generative artwork, knowing what it is aesthetically appropriate. In addition, the necessary skills will be acquired in order to write codes correctly.
- **Assessment methods and criteria:** Oral exam and the evaluation of a final project: graphic composition made in Processing with the procedural design structure.
- **Language of instruction:** Italian

Course Unit title: COMPUTER GRAPHICS

- **Disciplinary field:** CINEMA
- **Course unit code:** ABTEC 38
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study :** I and II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Christian Rizzo
- **Mode of delivery:** theoretical - practical

- **Prerequisites and co-requisites:** none
- **Learning outcomes of the course unit:** The course of Computer Graphics aims at providing students with a solid foundation in the use of a photo-editing program such as Adobe Photoshop, and design software graphics such as Adobe Illustrator, in order to develop the expressive potential of images and provide technical and educational skills for graphic-vector solutions. The course also provides students with the necessary lessons in order to develop professional techniques of digital image, understood in terms of discipline belonging to the field of visual arts. It aims at being a "work in progress" laboratory, where students can establish and develop their personal project comparing it with others, using the support of the professor
- **Contents of course unit:** The initial lessons are dedicated to basic procedures: opening a picture, rendering it lighter or darker, cropping and straightening, etc. arriving at more complex levels such as adjustment and layer masks. Later lectures will be focused on RAW files and how to work these types of files through the Camera RAW program: creating an image in BW adding a photo with two exhibitions, doing fittings with more photos and how to improve skin imperfections. Part of this course is dedicated to the discussion of file acquisition and cataloging through Adobe Bridge and how to classify and create a sequence of images.
- **Assessment methods and criteria:** A) Evidence in the pipeline - B) Portfolio final. Revision of the elaborate. (February and May) The final evaluation will consider the student's work regarding the acquisition of the basic elements, final portfolio quality, interest and contribution offered during the year.
- **Language of instruction:** Italian

Course Unit title: COMPUTER GRAPHICS (BASICS OF COMPUTER SCIENCE)

- **Disciplinary field:** Scenography/ Painting/Sculpture/Design
- **Course Unit code:** ABTEC 38
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I and II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Christian Rizzo
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Learning outcomes of the course unit:** Computer Graphic aims at providing students with a solid foundation in the use of a photo-editing program such as Adobe Photoshop, and graphic design software, such as Adobe Illustrator, in order to develop the expressive potential of images and provide educational and technical capacity for chart-vector solutions.
- **Contents of course unit:** COMPUTER GRAPHICS is part of RUFA's design courses. It provides students with the necessary lessons in order to develop professional digital image processing techniques, understood in terms of a discipline belonging to the visual arts sector. Laboratory practical experience and analysis will allow students to hone a visual culture that will enable them to improve their images and use the language of photography in its essence, discovering their own way of seeing and representing. The first lessons will focus on the Basic procedures such as: opening an image, rendering images lighter or darker, cropping and straightening, etc., arriving to more complex processing with adjustment layers, and layer masks. Later it will address the processing of RAW files; the various

processes to create the WHITE BACK, and processing techniques for photography beauty up to the photomontage and composite images, mixing raster and vector graphics. Part of the course will be dedicated to the acquisition of language and file cataloging through the Adobe Bridge program. To further investigate possible digital image processing, students will be explained and shown some vector graphics techniques in order to create a completely new visual imagery. The software chosen for this phase of the program is Adobe Illustrator.

The course aims at being a "work in progress" laboratory, where students can prepare and develop a personal project, also by confronting it with others, with the professor's technical guidance.

PROGRAM

1. Open a JPG image with the Adobe Photoshop program. The viewing area of the program work. Differences between raster and vector graphics. Using some basic tools like cutter, magnifying glass, hand tool, Patch tool, ruler etc. photo editing and processing tools with layers. PSD image saved in JPG, explanations of the different types rescue.
2. Selection Tools. Lighten darken the image using the selections, adjustment layers, and layer masks. Clarification of spaces and color profiles, histogram.
3. Changing perspectives
4. Acquire, rename, catalogue the images through Adobe Bridge program.
5. The Digital Darkroom: the RAW development through Adobe Camera RAW. Insights on RAW files. Clarification of resolution and pixels.
6. How to contrast, darken and lighten through the fusion methods. Channel extraction.
7. Conversion in black and white of the digital files: various methods to develop images in black and white
8. Free interpretation of an image in BW.
9. Join a picture with two different exposures, using the Adobe Camera RAW and Photoshop program. interpretation of colour images
10. Create some very precise selections by working with tracks
11. Using the Photomerge program for creating panoramic and specifically we will see how to use this program for photocopying of a picture, to obtain greater detail file.
12. Processing of beauty images. To correct facial imperfections and improve skin appearance, manipulation of physical traits with liquify and alteration puppet, digital trick.
13. Digital Mounting an image composed of several elements.
14. Explanation and exhibition of the main vector graphics processing tools with Adobe Illustrator.
15. Vectorial graphics and Illustrator.
16. Main vectorial tools.
17. The text. The best use of the font.
18. Trace manual a simple logo
19. Create a poster.
20. processing and development Research of a "style" photo staff in order to produce a final paper comprehensive technical and formal research.
21. Preparation of the final works.

Assessment methods and criteria: A) In - course tests – B) Final portfolio/

Revision of the elaborate (February and May)

Final results and evaluation

The final evaluation will take into account the student's work during the course, acquisition of the basic elements, final portfolio quality, interest and contributions offered during the year.

- **Language of instruction:** Italian

Course Unit title: DIGITAL IMAGING PROCESSING 1

- **Disciplinary field:** PHOTOGRAPHY
- **Course unit code:** ABTEC38

- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I and II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Christian Rizzo
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** DIGITAL IMAGE PROCESSING aims at providing students with the knowledge of a solid foundation in the use of a photo-editing program such as Adobe Photoshop, in order to develop the potential expressive and professional techniques of digital image, within the field of visual arts. Practical experience and laboratory analysis allow students to have their own visual culture by improving their images and using the photo language in its essence, finding their own way of seeing and representing. The course aims also at being a "work in progress" laboratory, where students can establish and develop their personal project comparing it with others, and using the professor's support.
- **Contents of course unit:** The initial lessons are dedicated to basic procedures: opening a picture, rendering it lighter or darker, cropping and straightening, etc. arriving at more complex levels such as adjustment and layer masks. Later lectures will be focused on RAW files and how to work these types of files through the Camera RAW program: creating an image in BW adding a photo with two exhibitions, doing fittings with more photos and how to improve skin imperfections. Part of the course is dedicated to the discussion of file acquisition and cataloging through Adobe Bridge and how to classify and create a sequence of images
- **Prerequisites and co-requisites:** none
- **Assessment methods and criteria** A) Evidence in the pipeline - B) Portfolio final. Revision of the elaborate (February and May) The final evaluation will consider the student's overall work, acquisition of the basic elements, final portfolio quality, interest and the contributions offered during the year.
- **Language of instruction:** Italian

Course Unit title: PHOTOGRAPHY

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABPR31
- **Type of course unit:** optional
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Name of lecturer:** Christian Rizzo
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This basic photography course offers a series of classes dedicated to the knowledge of basic photographic techniques. Objectives of the course: Photographic techniques, use of light, photo composition and development of a photographic project
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** After acquiring the basic techniques of exposure framing and lighting, and after a brief overview on the most important authors of photographic scenery, students will create their own project. Every week, each student will produce a series of images with topics discussed during the

lectures. Topics addressed will include: Camera/ Exposure/ Time and Diaphragm/ Iso: Sensibility/ Objectives/ Crop Depth / The eye vs Camera/ Colour Temperature/ Balancing of white/ Lights/ Lights schemes/ Portrait/ The still life of the models created during the design methodology

- **Assessment methods and criteria:** Various exercises/ Photographic excursions/ Authors/ Photographic projects on architecture. A) In - course tests – B) Final portfolio/**Revision of elaborated photos (March and May)**

Final results and evaluation

The final evaluation will take into account: work done by the student during the course, the acquisition of the basic elements, quality of the final portfolio and interest and contributions offered during the year.

- **Language of instruction:** Italian

Course Unit title: DOCUMENTARY PHOTOGRAPHY

- **Disciplinary field:** PHOTOGRAPHY
- **Course Unit Code:** ABPR31
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Andrea Sabbadini
- **Learning outcomes of the course unit:** This course aims at underlining the importance of photographic language as an instrument of communication, expression and research, both from a technical (theoretical and technical) practical point of view.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** exam in Photography – Photographic equipment
- **Contents of course unit:** Taking photographs today might seem like the easiest thing in the world, perhaps a cell phone could do the job? Some events that have marked the history of recent years have been taken first by amateur photographers, "citizen journalists," who, accidentally at the right place at the right time, have seen their photographs distributed in the media around the world. Practical and theoretical experience will allow DOCUMENTARY PHOTOGRAPHY students to analyze the language of photography and discover their own ways of watching, learning and communicating through a work of information: Message / Code / Channel.
- **Assessment methods and criteria:** In course- tests. Final Portfolio. The final assessment will consider the student's works, personal interest and participation throughout the year.
- **Language of instruction:** Italian.

Course Unit title: TECHNICAL DRAWING AND PROJECT DESIGN

- **Disciplinary field:** GRAPHIC DESIGN/ DESIGN
- **Course Unit Code:** ABPR 16
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual

- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Tommaso Salvatori
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** This course aims at providing students with the basic tools needed to operate in the field of visual design in order to understand aspects of creativity and design related to design solution communication.
- **Prerequisites and co-requisites:** none
- **Course contents** The course offers insight into the development of a critical view of representation methods through the analysis of different techniques and examples in the history of design, art and architecture, stimulating students to find his/her own expression in communicating ideas and personal projects. **PROGRAM:** Visual communication / Morphology / Euclidean and non-Euclidean surveyors / Fold and Cut / Lettering / Grammar of color / Page composition / Synthesis of a Sign / Storyboard / Stories by images
- **Assessment methods and criteria:** Project reviews. Final project and dissertation, considering the presentation of the student's personal work, interest and participation throughout the year.
- **Language of instruction:** Italian

Course Unit title: ENGLISH

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABLIN71
- **Type of course unit:** compulsory
- **Level of course unit:** first – second cycle
- **Year of study:** II - I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 4
- **Name of lecturer:** Martha B. Scherr
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This course aims at encouraging students' personal growth and intellectual and professional career. It also aims at providing students with a solid foundation of basic aspects of English grammar, lexicon and pronunciation, and an increased cultural knowledge for a deeper understanding of Anglo-Saxon countries
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** This course is divided into three parts: 1) Everyday life communication 2) English grammar and 3) Reviews of current issues and artistic culture for language expansion and communicative practice
- **Assessment methods and criteria** Presentation of individual project: written and oral
- **Language of instruction:** English

Course Unit title: AESTHETICS OF VISUAL ARTS

- **Disciplinary field:** PAINTING/SCULPTURE
- **Course Unit Code:** ABST46
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle

- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Raffaele Simongini
- **Mode of delivery:** theoretical
- **Learning outcomes of the course unit:** Mastery of the terminology and methods concerning the analysis of the presented issues, as well as a proper start in the use of bibliographic tools. The acquisition of a solid knowledge of the History of Aesthetics from antiquity to the present and extensive information on current debates in several areas of philosophical research
- **Mode of delivery:** theoretical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The course analyses the main categories of Aesthetics, with the purpose of responding to the eternal philosophical dilemma of 'What is Art?' In addition, the aim of the course is to provide students with the basic conceptual tools in order to guide themselves in the territory of Aesthetics and to understand, in all its problematic aspects, the experience of Art in the contemporary world.
- **Assessment methods and criteria:** Oral exam
- **Language of instruction:** Italian

Course Unit title: AUDIOVISUAL DOCUMENTATION TECHNIQUES

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABTEC43
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Name of lecturer:** Raffaele Simongini
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** This course is structured in a theoretical excursus of documentary history, well-supported by the watching/studying of classical and contemporary documentary films and use of practical laboratories oriented towards the realization of a documentary product.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Focus will be on the difference between film fiction and film documentation/ ethics in the video documentation/ types of documentaries/ projection of various documentaries by "fathers of contemporary documentary" filmmakers
- **Assessment methods and criteria:** Each student will produce two documentary films of various genres. Individual and collective practical exercises/ in-course reviews. The final assessment will consider the student's works, personal interest and participation throughout the year.
- **Language of instruction:** Italian

Course Unit title: HISTORY OF CINEMA & VIDEO 1

- **Disciplinary field:** CINEMA (I, BA)/ PHOTOGRAPHY (II, BA)
- **Course Unit Code:** ABPC66
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Raffaele Simongini
- **Learning outcomes of the course unit:** This course aims at acquiring a valid and correct study method for Photographic and Cinematographic Image analysis, enabling the student to read and produce a written record of Cinematographic Art, develop the ability to formulate hypotheses and organize research in literature related to the subjects of teaching and analyzing film language.
- **Mode of delivery:** theoretical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** General Section: The course will analyze the main genres used in detecting repetitions and differences in determining genre conservation and development. Monographic part: Theory of Cinema. Analysis of some fundamental theories of the complex film machine.
- **Assessment methods and criteria:** oral exam
- **Language of instruction:** Italian

Course Unit title: HISTORY OF CINEMA & VIDEO 2

- **Disciplinary field:** CINEMA (II, BA)/ PHOTOGRAPHY (III, BA)
- **Course Unit Code:** ABPC66
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Raffaele Simongini
- **Mode of delivery:** theoretical
- **Learning outcomes of the course unit:** This course aims at acquiring a valid and correct study method for the analysis of photographic and cinematographic images, enabling the student to be able to read and produce a written record of Cinematographic Art, develop the ability to formulate hypotheses and organize a research in literature related to the subjects of teaching and analyzing film language.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** General part: the Screen of Thought. The screen of thinking as a metaphor of modern cinema between the past, present and future. Monographic part: The cinema of Federico Fellini- for the first time in cinema history, a filmmaker tells about his own psyche by putting his ego at the center of his movies. Students will explore a journey into the mind of a great artist of our time through his memories, dreams and visions.
- **Assessment methods and criteria:** oral exam
- **Language of instruction:** Italian

Course Unit title: PHENOMENOLOGY OF THE IMAGE

- **Disciplinary field:** First cycle: CINEMA/ PHOTOGRAPHY
Second cycle: PAINTING/ DECORATION/ FILM ARTS
- **Course Unit Code:** ABPC66
- **Type of course unit:** compulsory
- **Level of course unit:** first and second cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Raffaele Simongini
- **Mode of delivery:** theoretical
- **Learning outcomes of the course unit:** PHENOMENOLOGY OF THE IMAGE draws inspiration from some considerations regarding the figure and its image. It is focused on the creative act of the artist building up a work of art. Internal image as defined as the feeling that is generated by the image; the perception of the image on an external media, according to conventional knowledge of perceptual and intellectual code.
- **Mode of delivery:** theoretical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The course program attempts to explain, with the tools of phenomenology, how the iconic representation of objects can be a complicated process, especially when this action is performed by the artist.

Course Unit title: COMPUTER GRAPHICS (DIGITAL IMAGING)

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit code:** ABTEC 38
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study :** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Claudio Spuri
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** The course will introduce the basic techniques and most relevant tools of Adobe Illustrator and Adobe Photoshop used in raster and vectorial graphics to manage and create digital images for printing and digital media.
- **Mode of delivery:** theoretical-practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** This course will include the basics of digital imaging aimed at typographical and digital printing, with particular focus on the following topics: new document creation; tools and work area; text formatting; layout and colour management; paths and Bézier curves; photo editing; interaction with Desktop Publishing and web layouts; import and export of formats. The course will be divided into a theoretical and a practical section. In the first part, the lessons will be oriented towards specific exercises and applied theory. In the second part, students will principally work towards developing a final project. At the end of the course, students will be able to create printing layouts and periodical publications.

- **Assessment methods and criteria:** The final assessment will consider both the exercises performed during the course and the final project. The students must demonstrate their skills regarding basic theory, principal techniques and tools, and how they have mastered managing a digital image. **MODULE ADVERTISING:** The final assessment will consider the presentation of a final project planned and finalized as in advertising agencies. Students must demonstrate that they have mastered the basic features of Advertising Communication and learnt the main operational techniques and designs.

- **Language of instruction:** Italian

Course Unit title: COMPUTER GRAPHICS (DESKTOP PUBLISHING)

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit code:** ABTEC 38
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Claudio Spuri
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** The course will introduce the Adobe InDesign basic techniques and most relevant tools used in Desktop Publishing, in order to manage and create an editorial output.
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit::** The course will include the basics of a page layout aimed at typographical and digital printing, with particular focus on the following topics: new document creation; tools and work area; text formatting; layout and color management; import and export formats. The course will be divided into a theoretical and a practical section. In the first part, the lessons will be oriented towards specific exercises and applied theory. In the second part, students will work principally towards a final project. At the end of the course, students will be able to create printing layouts and publications.
- **Assessment methods and criteria:** The final assessment will consider the presentation of a final project planned and finalized as in advertising agencies. Students must demonstrate that they have mastered the basic features of Advertising Communication and learnt the main operational techniques and designs.
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- **Language of instruction:** Italian

Course Unit title: UNCONVENTIONAL ADVERTISING

- **Disciplinary field:** VISUAL AND INNOVATION DESIGN
- **Course Unit Code:** ABPC67
- **Type of course unit:** compulsory
- **Level of course unit:** second cycle
- **Year of study:** I

- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturers:** Claudio Spuri
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** UNCONVENTIONAL ADVERTISING will analyze unconventional activities and tools used in Corporate, Product, and Events Communication Management, with the aim of introducing the students to new scenarios in the planning of unconventional strategies. The Factory of Desire: Methods, Roles and Purposes of Advertising. Students will explore the advertising world and learn the basic tools needed in order to design in the advertising fields. Roles of an Art Director, the importance of a working method, relations with other professionals and interactions between “Traditional” advertising and new “Techniques of Unconventional” communication.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The course will cover the main operative tools and most relevant strategic areas such as *Querrilla, Viral, Ambient, Buzz, and Social Media*, with specific focus on creativity and communication design. It will be divided into a theoretical and a practical section, which will both be integral parts of the final project. The theoretical part will examine the social background that has led to the diffusion and development of Unconventional Communication. The final project will involve the students in the creation of an Unconventional Campaign. Students will be divided into different working groups and have the opportunity to share and discuss their ideas and results achieved. The course will be integrated with the Advertising and Copywriting units, in order to follow a common and shared approach. This method is useful in understanding the different communication scenarios. Competencies and roles of the different advertising professionals/ internal structure of an advertising agency/ briefing structuring, the steps of an advertising campaign/ Vision, analysis and decoding of advertising campaigns/ Main topics: relationship between visual and text, composition check, the visual hierarchy and interpretation levels, different among merchandise components, narration through images, the importance of brand, use of the communication format, identification of the main languages of communication used in Italy and abroad through vision analysis and decoding of advertising campaigns focusing on visual codes of each product market.
- **Assessment methods and criteria:** In-course reviews. The final assessment will consider the final project presentation planned and finalized as in advertising agencies. Students must demonstrate that they have mastered the basic features of advertising and learnt its main operational techniques and design. They must also demonstrate that they have mastered the features of Unconventional Communication and learnt its main operational techniques and design.
- **Language of instruction:** Italian

Course Unit title: 3D DIGITAL ANIMATION TOOLS

- **Course unit title:** MOTION GRAPHICS (3D ANIMATION)
- **Disciplinary field:** VISUAL AND INNOVATION DESIGN
- **Course Unit Code:** ABTEC41
- **Type of course unit:** optional
- **Level of course unit:** SECOND CYCLE
- **Year of study:** I

- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Francesco Ugolini
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** This course is aimed at showing how to apply typical workflows for animated 3D video production, passing through all the main phases: Modeling, Texturing, Animation, Rendering and Compositing. The application field is the Motion Graphic, which explains why the course mainly uses Cinema4D as 3D software. The level quality achieved allows the student to apply in different 3D graphic fields: video production for advertising, video projections and assets for games.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:**
 - Building models starting from basic geometry objects.
 - Definitions of materials and their application over the 2D surfaces by 3D painting software (Mudbox).
 - Placement of source lights.
 - Use of cameras
 - Animation by keyframes and by force fields applied to mograph objects.
 - Animation by dynamics
 - Animation by expressions
 - Rendering and Compositing by integration of Cinema4D in After Effects
 - Assessment methods and criteria:** At the end of every lesson, some exercises will be assigned which must be completed before the next lesson. The results of the exercises will be published online so that every student can see the work of the others. Intermediate evaluations will be given halfway through the course. At the final exam, every student is required to present a rendered video and the source files used to build it. The topic to develop is free, and the evaluation is based only on the project's technical aspects. The evaluation voices mainly used throughout the course are: Modeling, Texturing, Lighting, Cameras, Animation, Rendering and Compositing. The final evaluation is based on 3 main elements: Exercises, Intermediate classwork, Final project presentation.
- **Language of instruction:** Italian/English
- **Course Unit title:** **COMPUTER GRAPHICS 2**
- **Disciplinary field:** PHOTOGRAPHY
- **Course Unit code:** ABTEC 38
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Raffaele Vella
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** Knowledge of the basic principles of Photography
- **Learning outcomes of the course unit:** The objective of the course is to transmit to the student the acquisition of all working tools in order to manage the final rendered image in CGI (Computer-Generated-Image.) Particular attention is given to the virtual management of the photographic set, from 3D models to photorealistic rendering of two-dimensional images.
- **Contents of course unit:** The teaching activity takes place through a theoretical and practical path using video projection and individual exercises. Lessons will offer the knowledge to enable students to make 3D modeling and rendering for efficient visual communication.

- **Assessment methods and criteria:** Project Review and Final project. The final evaluation will be based on the student's participation during the year, acquisition of the proposed technologies, quality of graphics, and ability to present his/her works from points of view of both style and theory.
- **Bibliography:** Vella R., *V-Ray Guida Definitiva*, Roma, Imago Edizioni, 2012/ Smith B. L., *3ds Max Visualizzazione Architettonica*, Roma, Imago Edizioni, 2007/ Boldrin S., Fanton E., Ranzato M., *3D Studio Max Guida Completa*, Imago Edizioni, 2006/ Boldrin S., Fanton E., Ranzato M., *3D Studio Max Guida Completa AGGIORNAMENTO*, Imago Edizioni, 2006
- **Language of instruction:** Italian

Course Unit title: THEORY & PRACTICE OF PERSPECTIVE DRAWING

- **Disciplinary field:** SCENOGRAPHY / DESIGN
- **Course Unit Code:** ABPR16
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 2
- **Name of lecturer:** Alessandro Vergoz
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** This course is based on the practical application, through exercises, of the main graphic perspective techniques. It aims at proposing the study and analysis of the representation mode through practical examples in order to demonstrate how the prospect is truly the "symbolic form" (Panowsky's essay.) In his famous essay, Panowsky taught us to see how a true representation of reality can at the same time be the ultimate expression of illusion and that playback tools of real space can become the key to a fantasy world.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Historical outlines/ Theory of Linear Perspective: perspective representation of geometric elements in space/ Setting of the Perspective Drawing - Methods of perspective representation/ Reflected Perspective - Perspective theater (only for Scenography students) / Perspective in theater design / Scenic perspective
- **Assessment methods and criteria:** Improvised graphic test
- **Language of instruction:** Italian
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Course Unit title: ARCHITECTURAL MODEL-MAKING

- **Disciplinary field:** SCENOGRAPHY/ DESIGN
- **Course Unit Code:** ABPR21
- **Type of course unit:** optional
- **Level of course unit:** first cycle/ second cycle
- **Year of study:** II/ II

- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Alessandro Vergoz
- **Learning outcomes of the course unit** The aim of this course is to acquire good handicraft skills, together with the theoretical knowledge about the importance and role that model-making assumes in the various steps of design, development and presentation of an idea. The course then proposes the study and the realization of various types of model-making (scenographic, volumetric, descriptive) as an element of design examination and testing.
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Basics and design methodology of model-making, in different sizes, with different construction techniques, the level of model communicative and expressive effects/ in-depth topics on the use of various materials (from the traditional to the experimental, alternative) / techniques of model-making best suited to the project to be realized. Laboratory: production of prototypes, for a three-dimensional examination of the developed projects
- **Assessment methods and criteria:** final project/ photo book of final project
- **Language of instruction:** Italian

Course Unit title: SCENOGRAPHY

- **Disciplinary field:** SCENOGRAPHY
- **Course Unit Code:** ABPR22
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 12
- **Name of lecturer:** Alessandro Vergoz
- **Learning outcomes of the course unit:** SCENOGRAPHY aims at ensuring an adequate mastery of artistic methods and techniques, as well as the acquisition of specific professional skills in order to provide knowledge regarding design methodologies and the expressive use of the tools of representation and artistic practices, with particular reference to stage design (theatre) and set design (film and television). In addition, this course focuses on developing skills in the practice of using technological and expressive tools, both traditional and contemporary, regarding the use and management of space and principles of representation.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** Good knowledge of technical drawing, knowledge of the system of orthogonal projections and the metric scale concept
- **Contents of course unit:** Set Design project (indoor and outdoor) taken from Screenplays or Dramas / Recording Systems for film and TV / Theatrical Sketches, first in black and white and then painted / Architectural model of the theatrical project.
- **Assessment methods and criteria:** oral exam/ discussion and evaluation of technical drawings developed during the course, questions about topics focused on during the lectures
- **Language of instruction:** Italian

Course Unit title: SCENOGRAPHY 2

- **Disciplinary field:** SCENOGRAPHY
- **Course Unit Code:** ABPR22
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 12
- **Name of lecturer:** Alessandro Vergoz
- **Learning outcomes of the course unit:** SCENOGRAPHY 2 aims at ensuring an adequate mastery of artistic methods and techniques, as well as the acquisition of specific professional skills in order to provide the knowledge, design methodologies and expressive use of the tools of representation and artistic practices, with particular reference to stage design (theatre) and set design (film and television.) In addition, its focus is to develop skills in the practice of using technological and expressive tools, both traditional and contemporary, regarding the use and management of space and principles of representation.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** Good knowledge of technical drawing, theatre building and set construction, knowledge of the system of orthogonal projections and the metric scale concept.
- **Contents of course unit:** Stage design project (indoor and outdoor) taken from Dramas or Opera/ Theatrical sketches (pictorial exercises) / Architectural model of the theatrical project/ Costume sketches.
- **Assessment methods and criteria:** Oral exam/ discussion and evaluation of technical drawings developed during the course, questions about topics focused on during the lectures.
- **Language of instruction:** Italian

Course Unit title: LIGHTING SYSTEMS

- **Disciplinary field:** SCENOGRAPHY
- **Course Unit Code:** ABPR23
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** III scenography, I photography
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Alessandro Vergoz
- **Learning outcomes of the course unit:** This course aims at providing students with the basic techniques for controlling light, together with simplified design tools and reference standards in the field of lighting systems, in order to acquire knowledge and skills for the design and construction of the lighting system of a film, tv or theater scene, looking after the installation on the set or stage and operation during the performances
- **Mode of delivery:** theoretical - practical

- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Nature of Light: The eye / optical systems / Photometry / light sources/ lamps (Theatre, Film and TV, Photography) / Location of lighting systems, according to the subject / Electronics / Electrical / Safety Regulations
- **Assessment methods and criteria:** The oral exam deals with discussion of the topics treated in the course of theoretical lessons
- **Language of instruction:** Italian

- **Course Unit title:** **COMPUTER GRAPHICS 2**
- **Disciplinary field:** PHOTOGRAPHY
- **Course Unit code:** ABTEC 38
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Raffaele Vella
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** Knowledge of the basic principles of Photography
- **Learning outcomes of the course unit:** The objective of the course is to transmit to the student the acquisition of all working tools in order to manage the final rendered image in CGI (Computer-Generated-Image.) Particular attention is given to the virtual management of the photographic set, from 3D models to photorealistic rendering of two-dimensional images.
- **Contents of course unit:** The teaching activity takes place through a theoretical and practical path using video projection and individual exercises. Lessons will offer the knowledge to enable students to make 3D modeling and rendering for efficient visual communication.
- **Assessment methods and criteria:** Project Review and Final project. The final evaluation will be based on the student's participation during the year, acquisition of the proposed technologies, quality of graphics, and ability to present his/her works from points of view of both style and theory.
- **Bibliography:** Vella R., *V-Ray Guida Definitiva*, Roma, Imago Edizioni, 2012/ Smith B. L., *3ds Max Visualizzazione Architettonica*, Roma, Imago Edizioni, 2007/ Boldrin S., Fanton E., Ranzato M., *3D Studio Max Guida Completa*, Imago Edizioni, 2006/ Boldrin S., Fanton E., Ranzato M., *3D Studio Max Guida Completa AGGIORNAMENTO*, Imago Edizioni, 2006
- **Language of instruction:** Italian

Course Unit title: **CINEMATOGRAPHY**

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABPR31
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle/ second cycle

- **Year of study:** II/ I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Learning outcomes of the course unit:** This course aims at teaching the understanding of techniques that allow visual storytelling. The study of the camera and lens, pattern of lighting, colour, composition and those technical instruments that support the shooting will be the basis of the education of upcoming filmmakers. The vision and analysis of film will help students to generate a critical approach to the action of conscious work.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** CINEMATOGRAPHY consists in two parts: the first deals with the theoretical approach to various instruments and techniques of the discipline; the second deals with verification and deepening, through tutorials and tests, in the field with the appropriate equipment.
- **Assessment methods and criteria:** oral exam
- **Language of instruction:** Italian

- **Course Unit title:** **CINEMATOGRAPHY**
- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABPR31
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle/ second cycle
- **Year of study:** II/ I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Learning outcomes of the course unit:** This course aims at acquiring the knowledge of the techniques that allow visual storytelling. The study of the camera, lenses, pattern of lighting, colour, composition and technical instruments that support the shooting will be the basis of the education of upcoming filmmakers. The vision and analysis of film will help students to generate a critical approach to the action of conscious work.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The course consists in two parts: the first deals with the theoretical approach to various instruments and techniques of the discipline; the second deals with verification and deepening, through tutorial and tests, on the field with the appropriate equipment.
- **Assessment methods and criteria:** oral exam
- **Language of instruction:** Italian

Course Unit title: DIRECTION 1

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABPR35
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Andres Rafael Zabala
- **Mode of delivery:** theoretical
- **Learning outcomes of the course unit:** The course aims at analyzing Cinema and Television staging, providing an overview of theoretical issues and the role of the director and his/ her artistic collaborators regarding film-making "grammar" and set application.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Eight films will be seen and analyzed. Within the course, there will be a basic introduction to screenplay writing, and visual story-telling by creating storyboards of short films. DIRECTING 1 should provide the basic knowledge for planning the directing of any audiovisual content.
- **Assessment methods and criteria:** Short written compositions and oral exam
- **Language of instruction:** Italian

Course Unit title: FEATURES OF VIDEO PRODUCTION 1

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABTEC43
- **Type of course unit:** optional
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Elisabetta Villaggio
- **Learning outcomes of the course unit.** The goal of this course is to focus on basic production elements of video production.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none

- **Contents of course unit:** During the entire year, we will go through a screenplay in order to develop a shooting schedule and daily shooting call. We'll see "the life" of a movie from the scratch idea to its exit in the cinema, going through the phases of preproduction, production and postproduction. We'll also consider the different problems, costs and organization involved in production. During the classes, we'll watch a few movies in order to explain at best how the work needs to be done. Students will also learn about the various roles of a film crew.
- **Language of instruction:** Italian

Course Unit title: DIRECTION 1

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABPR35
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 6
- **Name of lecturer:** Andres Rafael Zabala
- **Mode of delivery:** theoretical
- **Learning outcomes of the course unit:** The course aims at analyzing Cinema and Television staging, providing an overview of theoretical issues and the role of the director and his/ her artistic collaborators regarding film-making "grammar" and set application.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Eight films will be seen and analyzed. Within the course, there will be a basic introduction to screenplay writing, and visual story-telling by creating storyboards of short films. DIRECTING 1 should provide the basic knowledge for planning the directing of any audiovisual content.
- **Assessment methods and criteria:** Short written compositions and oral exam
- **Language of instruction:** Italian
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Course Unit title: FILM MAKING 1

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABTEC43
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 12
- **Name of lecturer:** Andres Rafael Zabala
- **Learning outcomes of the course unit:** This course is a filmmaker workshop, to let students start to express themselves in the shooting and editing of their own, individual short films.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The course is divided into three parts: a script writing workshop, short film production, and short film editing. In each of the three parts, the aim is to teach to the students a method in order to facilitate their work and freely express themselves. Each student is required to write and direct one short film of about a 3-minute duration, also working in the different roles (Script writer,

Cameraman, Assistant director, Boom operator, Editor) in other students' short films. They will direct the actors involved in the short film, in order to understand the basic analytical knowledge of body language and the power of human voice expression in acting.

- **Assessment methods and criteria** : The final assessment will consider the student's works, personal interest and participation throughout the year.
- **Language of instruction**: Italian

Course Unit title: CINEMATOGRAPHIC THEORY AND TECHNIQUES 1

- **Disciplinary field**: CINEMA
- **Course Unit Code**: ABTEC43
- **Type of course unit**: compulsory
- **Level of course unit**: second cycle
- **Year of study**: I
- **Semester/trimester when the course unit is delivered**: annual
- **Number of ECTS credits allocated**: 12
- **Name of lecturer**: Andres Rafael Zabala
- **Mode of delivery**: theoretical – practical
- **Learning outcomes of the course unit**: This course is a filmmaker workshop, encouraging students start to express themselves in the shooting and editing of their own, individual short films.
- **Prerequisites and co-requisites**: none
- **Contents of course unit** : The course is divided into three parts: a script writing workshop, short film production, and short film editing. In each of the three parts, the aim is to teach a method which facilitates the students' work, and encourages them to freely express themselves. Each student is required to write and direct a 5- minute circa short film, and also work in different roles (Script Writer, Cameraman, Assistant Director, Boom Operator, Editor) in the other students' short films. They will direct the actors involved in the short film so as to understand the basic analytical knowledge of body-language and power of human voice expression in acting.
- **Assessment methods and criteria** The final assessment will consider the student's works, personal interest and participation throughout the year.
- **Language of instruction**: Italian