



Erasmus+

COURSE CATALOGUE

Part 1: Information of the Institution

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

Via Benaco 2, 00199 Roma

Academic Calendar: 5th November 2018 – 12th July 2019.

(I° semester) – 5th November 2018 – 1st march 2019
(exams included)

(II° semester) 12th march 2018 – 13th July 2019.
(exams included)

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

LECTURERS

Emanuele Cappelli

Raffaele Simongini

Caterina Tomeo

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 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,

•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)

Part 3: General Information for students

- **Cost of living:** € 800 - € 1000/month
- **Accommodation:** € 350 - € 550/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 (4-5- 6 credits according to Ma degree Program – 100 or 150 or 200 h)
- **Sport and leisure facilities:** none

COURSE CATALOGUE

- **Course Unit title:** **PAINTING 1**
- **Disciplinary field:** PAINTING
- **Course Unit Code:** ABAV05
- **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:** Fabrizio Dell'Arno
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Learning outcomes of the course unit:** The aim is to initiate a personal artistic research path, through the various aspects of contemporary language, a project development of works, and in-depth analysis of the pictorial materials and beyond. To offer each student the opportunity to develop a personal artistic journey, to address and deepen a topic or topic chosen by the student, in order to create a continuous and linear work by perfecting the technique and contents of the works. The painting course is intended to handle research and analysis, color study, artistic references, the preparation and elaboration of pictorial sketches, the development of the personal artistic archive and the compositional study of the works. The course includes theoretical, critical, technical and design related interrelated teaching.
- **Contents of course unit:**
Each student will have to propose a personal theme or topic to develop for his research. Next, an art archive will be required.
There will be a large number of contemporary artists present in the classroom and not only that, and each student will individually receive the instructor's information from artists to search and add to his archive.

Through the study of color, the pupil will have to define his palette for the elaboration of works, taking into consideration the colors in which he must maintain the identity of their work.

The study of sketches, through drawings, photographs, paintings, collages and others, will be crucial for starting large-scale works.

For each lesson, the student will have the opportunity to confront directly with the instructor of the subject, presenting the progress of his research and elaborate pictorial, taking more information and a well-trained teacher's guide.

- **Assessment methods and criteria:** **Assessment methods and criteria:** Work submission text. Presentation of the archive and research. Presentation of painting works. The student will have to present in the classroom his artistic path and the work done during the academic year.
- **Language of instruction:** Italian

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

- **Disciplinary field:** PAINTING/SCULPTURE/ SCENOGRAFIA (BA, II)
- **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
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Starting from the birth of perspective, its study is support with some protagonists of the Renaissance. The course starts the analysis of the most important artists and themes that will be the fundamental bases of the art of the centuries to come. In addition, the course analyze the sixteenth century, in which we find the cultural structure of modern Europe, the seventeenth century, the romantic revolution and the current of realism (nineteenth century). Taking into consideration the most influential authors and the most representative works, the movements and the artistic research, we will study the fundamental themes and styles of the evolution of the arts of this period. The study focuses on the analysis of paintings and sculptures, considering, moreover, studies and architectural achievements. Music and short readings of texts from the period under examination will concern the works studied and to the historical context. During the lectures will be frequent references and parallels with film directors.
- **Assessment methods and criteria:** Tests/ Final project and Oral exam
- **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. Critical analysis of work with development of knowledge and awareness of camera and introduction os history of photography. 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
- **Assessment methods and criteria:** In- course test/ Portfolio/ In-course reviews 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:** **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: : 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

- **Prerequisites and co-requisites:** 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.
- **Contents of course unit:** 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. Practice with model. LABORATORY: Drawing: value of the sign/ Chiaroscuro/ Shape and Composition/ Volume and Space/ Light and Space.
- **Assessment methods and criteria:** In-course review, Final project and Oral exam. :
- **Language of instruction:** Italian

Course Unit title: PHENOMENOLOGY OF CONTEMPORARY ARTS

- **Disciplinary field:** PAINTING (I, BA) SCULPTURE ((I, BA), SCENOGRAPHY (MA, 1); CINEMA (III, BA)/, GRAPHIC ARTS (MA, I),
- **Course Unit Code:** ABST51
- **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
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Through the phenomenological approach, the course aims to provide the theoretical-methodological and historical-critical tools necessary to understand contemporary art. Focusing attention and study towards the visual arts and cinema (videos and short films), we will discuss examples of important contemporary moments of different contamination. Using phenomenology as a methodology to study and understand the phenomena of artistic expression, the course aims to provide the apparatus to know the current complex and changing cultural world. The succession of movements will be the starting point for a reflection on contemporary artistic styles, techniques and "practices". Hence the study of the Phenomenology of Contemporary Arts from the 50s to today and the study of the logic of contemporary art.
- **Assessment methods and criteria:** Tests/ Final project and Oral exam
- **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
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 12
- **Name of lecturer:** Fabrizio Dell'Arno
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none

- **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.
- **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:** Assessment methods and criteria: Work submission text. Presentation of the archive and research. Presentation of painting works. The student will have to present in the classroom his artistic path and the work done during the academic year.
- **Language of instruction:** Italian

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: BASICS OF COMPUTER SCIENCE

- **Disciplinary field:** PAINTING (BA, I) /SCULPTURE (BA, I) / DESIGN (BA, I) /SCENOGRAPHY (BA, I)
- **Course unit code:** ABTEC39
- **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:** Christian Rizzo
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** The course of Computer Graphic aims to provide students with a solid foundation in the use of a photo-editing program such as Adobe Photoshop, and use of a graphic design software such as Adobe Illustrator in order to develop the expressive potential of images and provide educational technical capacity per chart-vector solutions. The Computer Graphic lies in the design of courses activated at the Rome University of Fine Arts. The course provide students with the necessary lessons in order to develop professional digital image processing techniques, understood in terms of discipline belonging to the visual arts sector. Laboratory practical experience and analysis will allow the students to hone a visual culture that will enable him to improve their images and use the language of photography in its essence, discovering its own way of seeing and representing. To investigate further possible digital image processing, they will be explained and shown some vector graphic techniques in order to create a completely new visual imagery. The software chosen for this phase of the program Adobe Illustrator. The course aims to be a laboratory "work in progress" where students will prepare and develop a personal project by confronting them with others, using the technical teacher teaching aid.
- **Mode of delivery:** theoretical
- **Prerequisites and co-requisites:** none
- **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:** **PAINTING 2**
- **Disciplinary field:** PAINTING
- **Course Unit Code:** ABAV05
- **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:** Fabrizio Dell'Arno
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** painting 1
- **Learning outcomes of the course unit:** The aim is to initiate a personal artistic research path, through the various aspects of contemporary language, a project development of works, and in-depth analysis of the pictorial materials and beyond. To offer each student the opportunity to develop a personal artistic journey, to address and deepen a topic or topic chosen by the student, in order to create a continuous and linear work by perfecting the technique and contents of the works. The painting course is intended to handle research and analysis, color study, artistic references, the preparation and elaboration of pictorial sketches, the development of the personal artistic archive and the compositional study of the works.
- **Contents of course unit:** The course includes theoretical, critical, technical and design related interrelated teaching. Each student will have to propose a personal theme or topic to develop for his research. Next, an art archive will be required. There will be a large number of contemporary artists present in the classroom and not only that, and each student will individually receive the instructor's information from artists to search and add to his archive. Through the study of color, the pupil will have to define his palette for the elaboration of works, taking into consideration the colors in which he must maintain the identity of their work. The study of sketches, through drawings, photographs, paintings, collages and others, will be crucial for starting large-scale works. For each lesson, the student will have the opportunity to confront directly with the instructor of the subject, presenting the progress of his research and elaborate pictorial, taking more information and a well-trained teacher's guide.
- **Assessment methods and criteria:** Work submission text. Presentation of the archive and research. Presentation of painting works. The student will have to present in the classroom his artistic path and the work done during the academic year.
- **Language of instruction:** Italian

Course Unit title: **ART HISTORY: ARTISTIC STYLES AND CONTEXT – 2**

- **Disciplinary field:** PAINTING (BA, II)/SCULPTURE/SCENOGRRAFIA
- **Course Unit Code:** ABST47
- **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:** Nicolas Martino

- **Mode of delivery:** theoretical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** This class aims to present students with a concise but exhaustive outline of the main artistic avantgardes of the twentieth century. At the end of the course, the students should be able to orient themselves in the visual culture (but also literary and philosophical) discourse of the last century, with a knowledge of the main themes, concepts, authors and works. The aim of the class is also to develop a critical reflection on the concept of avant-garde, on its particular temporal idea and on the parable that is given between subversion of the canon on one side and mercantile subsumption? on the other.
- **Assessment methods and criteria:** Tests/ Final project and Oral exam
- **Language of instruction:** Italian

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: 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:** artistic anatomy 1
- **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: 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:** 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
- **Prerequisites and co-requisites:** none
- **Learning outcomes of the course unit: Contents of course unit:** Course objectives: the acquisition of expressive languages, basic knowledge of investigation, understanding, expression, execution of the creative process.
- **Contents of course unit:** Theoretical analysis and practical application of the use of colors. Color 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; Medium and their use. , Oil Painting, Acrylics. Alkyd - Oil water - 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 divided, then, in the theoretical and practical use of colors, also concerning the mode of application of the same. Each technique will be carried out by analyzing the surfaces, the primer materials (both those already ready for use, as well as those to be pre-pared) and how of execution.

- **Assessment methods and criteria:** Work submission text. Presentation of the archive and research. Presentation of painting works. The student will have to present in the classroom his artistic path and the work done during the academic year.
- **Language of instruction:** Italian

Course Unit title: ENGRAVING TECHNIQUES 2 –GRAPHIC ARTS 1

- **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
- **Mode of delivery:** theoretical - practical
- **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
- **Prerequisites and co-requisites:** none
- **Course contents:** 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..
- **Assessment methods and criteria:** The final assessment will consider the student's works, personal interest and participation during the year as well as the student's presentation.
- **Language of instruction:** Italian

- **Course Unit title:** **ART MANAGMENT**
- **Disciplinary field:** PAINTING/SCULPTURE
- **Course Unit Code:** ABAV06
- **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:** Fabrizio Pizzuto

- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The course will be focusing on the connection between the artist and the art system. The artist practice will be related to the all the other art professional figures: collectors, commercial galleries, museums, festivals, environmental art, public art programs.
The history of art system, since the commercial galleries's emergence to nowadays, will be analyzed in order to show how it affects the artist's practice.
Concepts, development and communication of the exhibition practice will be explored in order to prepare the students to establish a dialogue with art professionals and therefore being able to conceptualize, verbalize and confidently show his/her own work.
- **Assessment methods and criteria:** Work submission text. Presentation of the archive and research. Presentation of painting works. The student will have to present in the classroom his artistic path and the work done during the academic year.
- **Language of instruction:** Italian

- **Course Unit title:** **PAINTING 3**
- **Disciplinary field:** PAINTING
- **Course Unit Code:** ABAV05
- **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:** Fabrizio Dell'Arno
- **Mode of delivery:** theoretical - practical
- **Learning outcomes of the course unit:** The aim is to initiate a personal artistic research path, through the various aspects of contemporary language, a project development of works, and in-depth analysis of the pictorial materials and beyond. To offer each student the opportunity to develop a personal artistic journey, to address and deepen a topic or topic chosen by the student, in order to create a continuous and linear work by perfecting the technique and contents of the works. The painting course is intended to handle research and analysis, color study, artistic references, the preparation and elaboration of pictorial sketches, the development of the personal artistic archive and the compositional study of the works.
- **Contents of course unit:** The course includes theoretical, critical, technical and design related interrelated teaching. Each student will have to propose a personal theme or topic to develop for his research. Next, an art archive will be required. There will be a large number of contemporary artists present in the classroom and not only that, and each student will individually receive the instructor's information from artists to search and add to his archive. Through the study of color, the pupil will have to define his palette for the elaboration of works, taking into consideration the colors in which he must maintain the identity of their work.

The study of sketches, through drawings, photographs, paintings, collages and others, will be crucial for starting large-scale works. For each lesson, the student will have the opportunity to confront directly with the instructor of the subject, presenting the progress of his research and elaborate pictorial, taking more information and a well-trained teacher's guide.

- **Assessment methods and criteria:** **Assessment methods and criteria:** Work submission text. Presentation of the archive and research. Presentation of painting works. The student will have to present in the classroom his artistic path and the work done during the academic year.
- **Language of instruction:** Italian

Course Unit title: ART HISTORY: ARTISTIC STYLES AND CONTEXT – 3

- **Disciplinary field:** PAINTING/ SCULPTURE
- **Course Unit Code:** ABST47
- **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:** Fabrizio Pizzuto
- **Mode of delivery:** theoretical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The course will be focusing on the connection between the artist and the art system. The artist practice will be related to the all the other art professional figures: collectors, commercial galleries, museums, festivals, environmental art, public art programs.
The history of art system, since the commercial galleries's emergence to nowadays, will be analyzed in order to show how it affects the artist's practice.
Concepts, development and communication of the exhibition practice will be explored in order to prepare the students to establish a dialogue with art professionals and therefore being able to conceptualize, verbalize and confidently show his/her own work.
- **Assessment methods and criteria:** Tests/ Final project and Oral exam
- **Language of instruction:** Italian

Course Unit title: PHENOMENOLOGY OF THE IMAGE

- **Disciplinary field:** PAINTING/SCULPTURE/PHOTOGRAPHY
- **Course Unit Code:** ABPC66
- **Type of course unit:** compulsory
- **Level of course unit:** first and second cycle
- **Year of study:** III
- **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: ENGRAVING TECHNIQUES 2 –GRAPHIC ARTS 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
- **Mode of delivery:** theoretical - practical
- **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
- **Prerequisites and co-requisites:** none
- **Course contents:** 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.
- **Assessment methods and criteria:** The final assessment will consider the student's works, personal interest and participation during the year as well as the student's presentation.
- **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:** 4

- **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 audiovisual language as means of communication, expression and research. A short program covering the History of the Development of Language Film will be carried out Inside the Design phase. Archeology of cinema/ The Avant Garde/ The denial of script-writing: the film editing/action and experimental films/ Essay short films. The final assessment will considering students' works personal interest, acquisition of basic features, ability of communication, disciplinary assessment and support offered during the year.
 - **Prerequisites and co-requisites:** none
 - **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
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- **Course Unit title:** **SCULPTURE 1 -2 -3**
 - **Disciplinary field:** SCULPTURE
 - **Course Unit Code:** ABTEC 43
 - **Type of course unit:** compulsory
 - **Level of course unit:** first cycle
 - **Year of study:** first cycle (BA, I – II – III) (MA, 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:** sculpture 1 to attend sculpture 2,
 - **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 FOR SCULPTURE**

- **Disciplinary field:** 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: **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 works, personal interest, acquisition of basic features and participation throughout the year.
- **Language of instruction:** Italian

Course Unit title: **3D DIGITAL MODELLING TECHNIQUES 1**

- **Disciplinary field:** SCULPTURE (BA, III) / DESIGN (BA, I) / GRAPHIC DESIGN (BA, II)
- **Course Unit Code:** ABPR17
- **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:** Alessio Cremisini
- **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:** The course will split in 3 steps. In the first step students will learn in Rhinoceros. In the second steps students will learn how to render, in a photorealistic way, they're design with a "step by step" technique that will bring the real photo camera rules in the computer field of application through Vray. In the third step the students will finalize their work modelling and rendering an original project for the final test
- **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: 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:** 12 (Module graphic design 1 + module lettering)
- **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:** Graphic design is a complex subject, born from its origins as a technical / design synthesis of different disciplines. Today more than ever confirms its synthetic character thanks to digital technologies. In the first year of the course it is important to anchor the project practices to a historical vision of the processes, to provide an awareness and a critical sense of the role that visual communication assumes in contemporary culture.
- **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
- **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: COPYWRITING 1

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPC67
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Name of lecturer:** Alessandra Giacomelli
- **Mode of delivery:** theoretical – practical
- **Number of ECTS credits allocated:** 2
- **Prerequisites and co-requisites:** suitable for Italian mother-tongue students only.
- **Contents of course unit:** "Copywriting is dedicated to teaching advertising writing, with particular reference to the Corporate world. The course will work accordingly to lecturer Enrico Parisio's course introducing the basics of teaching through theories and practices of Copywriting and its applications to the Corporate world.

- **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: **HISTORY OF PRINTING AND PUBLISHING**

- **Disciplinary field:** COMICS AND ILLUSTRATION
- **Course Unit Code:** ABST 48
- **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
- **Learning outcomes of the course unit:** Basically a "journey" through the history of typography ("from Gutenberg to Internet"), the course leads from general considerations about writing to the invention and evolution of printing, finally reaching specialisations and skills of contemporary graphic craftsmanship. Hence, main focus is put onto the many and radical innovations occurred in the 20. Century, which blossomed into the very notion of graphic design as an independent field of thought and action.
- **Name of lecturer:** Antonio Pace
- **Mode of delivery:** theoretical – practical
- **Contents of course unit:** The lectures are based on individual cases, shown and analysed from technical point of views firstly, but embedding into historical or social context as well points out an essential and steady trait of the entire course. Identifying the suitable tone of storytelling, and rising the curiosity of visual design beginners about how and why "their art" has evolved up to now, are among the main objectives pursued. As foundation for the final and only test, every student will have to write and compose a research oriented document, based on one specific topic picked from the course's programme.
- **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:** 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: TECHNICAL DRAWING AND PROJECT DESIGN

- **Disciplinary field:** GRAPHIC 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. It's a theoretical & practical course. There are no prerequisites.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** knowledge and awareness of photographic equipment
- **PROGRAM:** The course contents are: 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. The program contains Visual communication, Morphology studies, Euclidean and non-Euclidean surveys, Fold and Cut, Lettering drawing and compositing, Grammar of color, Page composition, Synthesis of a sign.
- **Assessment methods and criteria:** The Final project and dissertation, considering the presentation of the student's work, interest and participation throughout the year.
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- **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 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 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: DESKTOP PUBLISHING (COMPUTER GRAPHICS)

- **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 the 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 to 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 to 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 both the exercises performed during the course and the final project. The students must demonstrate their skill of basic theory, principal techniques and tools and how they have mastered to manage a printing layout.
- **Language of instruction:** Italian

Course Unit title: VECTORIAL AND RASTER GRAPHICS

- **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 Illustrator and Adobe Photoshop** basic techniques and most relevant tools 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** The course will include the basics of digital imaging aimed to typographical and digital printing, with particular focus on the following topics: new document creation; tools and work area; text formatting; layout and color 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 to 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 skill of

basic theory, principal techniques and tools and how they have mastered to manage a digital image.

- **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: GRAPHIC DESIGN 2 (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:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 12 (Module graphic design 1 + module colour)
- **Name of lecturer:** Enrico Parisio
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** graphic design 1
- **Contents of course unit:** Acquired the basic knowledge of graphic design, and having dealt with design experience during the first academic year, in this second year we try to expand the areas of intervention of the designer: are presented complex topics, not circumscribed by the traditional briefing of the client, but expanded in multidisciplinary fields, in which the student must first define a horizon of meaning, and then translate it into a communication project. The "real" is not given, but built and produced through a cultural investigation activity. In this second year we work on giving shape to complexity.

- **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 2 (MODULE COLOUR)

- **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
- **Name of lecturer:** Paolo Buonaiuto
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** The objective of the module is to emphasize the role of color in the work of visual designers. In order to achieve this goal, historical background information and practical information will be provided.
- **Contents of course unit:** “Starting from the wide range of activity domains of the graphic designer, the objective of the course is to produce artefacts 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 color, classes will be focused on graphic composition knowledge and case studies will be used to develop aesthetic taste in students and increase their awareness on the communicative meaning of each graphic element.
- **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: COPYWRITING 2

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPC67
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Name of lecturer:** Alessandra Giacomelli
- **Mode of delivery:** theoretical – practical
- **Number of ECTS credits allocated:** 2
- **Prerequisites and co-requisites:** suitable for Italian mother-tongue students only.
- **Contents of course unit:** “Copywriting is dedicated to teaching advertising writing, with particular reference to the editorial world, both digital and traditional. The course will work accordingly to lecturers Cavallari and Iacobelli's courses, developing Copywriting teaching through editorial platforms, with theory and practical exercises of Copywriting through banner, web content, social content, cover books, editorial headlines.

- **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: DESIGN METHODOLOGY

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPR15
- **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 lecturers:** 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. It's a theoretical & practical course. There are no prerequisites.
- **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. The final assessment will consider the student's works, personal interest and participation throughout the year.
- **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: 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:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 8
- **Name of lecturers:** Luigi Iacobelli
- **Learning outcomes of the course unit:** Realization of publishing products that will see a real application, from its design to print; visits and lessons at Graphics and printing industries, trade-shows and industry conventions; interventions of specialists in the field where the graph

will often contact (graphic designer, printers, writers, publishers, advertisers, etc.). Study of the economic aspects of the work, collaboration with colleagues and habit relationship of trust with the whole chain of the final product.

- **Prerequisites and co-requisites:** none
- **Contents of course unit.** The editorial structure / Teamwork / The client / Places / Work. The cover / The book / magazine / The image of the customer / Concept, design, layout, preparation material for typography
- **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/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
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Packaging design: a fundamental element for the communication of a product or a service, a complex and constantly evolving profession, an indispensable pawn in a marketing strategy. This and much more make the packaging designer, a very attractive and always sought after profession, a territory of discovery and growth for the graphic designer who is not afraid to leave the two-dimensional plan of his knowledge. Through theoretical notions, but mainly through the practical analysis of objects, the course aims to train the student a clear and comprehensive knowledge of packaging design. Through a series of exercises, the multiple aspects of the packaging designer profession will be captured and analyzed.
- **Assessment methods and criteria:** Oral Presentation of project + technical drawings – report
- **Language of instruction:** Italian

Course Unit title: WEB DESIGN 1

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPR19
- **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:** Andrea Cavallari/ Gianluca Vicini
- **Learning outcomes of the course unit:** The course includes the achievement of knowledge for creating a static website, writing and understanding of HTML and CSS and with inclusion of scripting JQuery.
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit** During the course, ADOBE DREAMWEAVER® will be used for the creation of a website and editing HTML and CSS. HTML tags will be seen in detail for writing text, creating bulleted lists and tables, and layers to create the structure of the page. Implementation of CSS with styles used for text formatting, positioning of layers, formatting tables, and bulleted lists. It will deal with the problems of compatibility between different browsers and adaptation to different devices. Inserting a Gallery and a navigation framework based on JQuery.
- **Assessment methods and criteria:** Oral Presentation of project + technical drawings – report
- **Language of instruction:** Italian

Course Unit title: ART HISTORY: ARTISTIC STYLES AND CONTEXT

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABST47
- **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:** Genny Di Bert
- **Mode of delivery:** theoretical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The course focuses on visual communication in the historical and critical path of the Visual Arts. Initially the study of the “Art History Flash Back” (Genny Di Bert) is a prerequisite, because fundamental styles and languages are treated, which have changed the artistic trend through works and thoughts. The study will focus on some moments and protagonists chosen in the phenomenology of art. Among all: the classical Greek art (balance of Polycletus), the early Christian art, the anthropocentrism of the '400, the Baroque, to get to Impressionism and the avant-gardes of the '900. The last topics covered by the lecture will be the starting point for the essential themes of the History of Graphic Design. During the lessons, screenings of videos and listening to music will take place.
- **Assessment methods and criteria:** Tests/ Final project and Oral exam
- **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:** 12 (Module graphic design 3 + module advertising)
- **Name of lecturer:** Emanuele Cappelli
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** graphic design 2
- **Contents of course unit:** The course teaches a design methodology able to control, develop and connect properly the relationship between the message and the person with the aim of creating "simple" and "original" projects. The graphic project gets rid of the usual digital medium and rediscovers the manual techniques to maximize the idea of the designer. In the executive phase every designer can choose, without limits of any kind, the way to realize his own idea.
- **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
- **Name of lecturer:** Claudio Spuri
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Learning outcomes of the course unit:** The course will analyse the world of traditional advertising, with a specific focus on the main activities and basic tools 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. 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:** 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 in executive areas, such as: analysis of the briefing; development of the concept and of the message; study of the communication media; layout composition. In this part, students will also study some international advertising campaigns by the detailed analysis of some case histories. In the practical part, students will principally work to 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 to share and discuss their ideas and the results achieved. The course will be integrated with the Copywriting unit in order to follow a common and shared approach, from the starting external briefing to their own finish layouts.
- **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 have learnt the main operational techniques and design.
- **Language of instruction:** Italian

Course Unit title: COPYWRITING 3

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPC67
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Name of lecturer:** Alessandra Giacomelli
- **Mode of delivery:** theoretical – practical
- **Number of ECTS credits allocated:** 2
- **Prerequisites and co-requisites:** suitable for Italian mother-tongue students only.
- **Contents of course unit:** "Copywriting is dedicated to teaching advertising writing, with particular reference to clients' world. The course will work accordingly to Prof. Spuri's course, developing Copywriting teaching through a real client-agency interaction, dealing with production timing.
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- **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: 3D DIGITAL ANIMATION TECHNIQUES

- **Disciplinary field:** GRAPHIC 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:** Through the use of softwares and the knowledge of problems and design solutions, the course aims to equip students with technical tools and creative skills for the creation of animated graphics products.
- **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. 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: **3D DIGITAL MODELLING TECHNIQUES - 2**

- **Disciplinary field:** GRAPHIC DESIGN (BA, II) / DESIGN (BA, II) / STAGE DESIGN (BA, III)
- **Course Unit Code:** ABPR17
- **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:** Alessio Cremisini
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Learning outcomes of the course unit:** The Course aims to provide students with skills to design in 3ds Max and create "photographic" images with V-ray, the most famous and used plug-in for rendering, allowing students to compare each project with the best visual approach.
- **Contents of course unit:** 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 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: **COMPUTER TECHNOLOGY**

- **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 visual arts using Processing (or P5.js), a programming language, that allows easy sketching and fast prototyping. .
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Students will be introduced to a programming language aimed to simplify the creation of interactive apps based on generative algorithms. The founding blocks of coding will be explained: variables, functions, conditionals and loops to name a few. Through an analysis of well-known procedural works made by graphic design studios, students will learn how to make a generative artwork knowing what it is aesthetically appropriate in addition to acquire the skills necessary to write correct code.
- **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: WEB DESIGN 1

- **Disciplinary field:** GRAPHIC DESIGN
- **Course Unit Code:** ABPR19
- **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:** Andrea Cavallari/ Gianluca Vicini
- **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
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **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:** Oral Presentation of project + technical drawings – report
- **Language of instruction:** Italian

Course Unit title: MASS MEDIA THEORY AND METHODS

- **Disciplinary field:** GRAPHIC DESIGN (BA, III), CINEMA (BA, III), PHOTOGRAPHY (BA,II)
- **Course Unit Code:** ABPC65
- **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:** 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: DESIGN 1 (MODULE APPLIED TECHNOLOGY)

- **Disciplinary field:** 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
- **Name of lecturer:** Giorgio Marcatili
- **Number of ECTS credits allocated:** 12 (module design 1 + module applied technology)
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** The course focuses on analysis, design development, synthesis and evaluation. The creative tension between theory and practice is what characterizes design technology. Inquiry and problem-solving are at the heart of the subject. Design technology requires the use of the design cycle as a tool, which provides the methodology used to structure the inquiry and analysis of problems, the development of feasible solutions, and the testing and evaluation of the solution. In design technology course, a solution can be defined

as a model, prototype, product or system that students have developed independently. Design technology achieves a high level of design literacy by enabling students to develop critical-thinking and design skills, which they can apply in a practical context. While designing may take various forms, it will involve the selective application of knowledge within an ethical framework.

- **Prerequisites and co-requisites:** none
- **Contents of course unit:** "All students will complete a design project as an internal assessment task. This design project allows them to demonstrate their investigative, analytical, design thinking, design development, prototyping, testing and evaluation skills and mirrors the design processes used across the various industries that integrate design practice. Internal assessment accounts for 80% of the final assessment. Program: Product evolution: from think to thing/ industry 4.0: digital and innovation technologies/ Design Brief e Design Thinking/ digital design & digital fabrication: principles and practices/ computer-aided design, manufacturing, modeling and engineering (CAD, CAM, CAE)/ computer-controlled cutting - Laser and waterjet 2/ computer-controlled machining- 2D & 3D CNC machining/ 3D molding and casting / collaborative technical development and project management / 3D scanning and printing / electronics design and production, embedded programming (interaction design)/ sensors, actuators, and displays / embedded networking and communications: internet of things(IOT)/ digital fabrication applications and implications / digital fabrication project development
- **Assessment methods and criteria:** Students will be evaluated with reference to their presence during lessons and lab time, on the base of their projects and on the base of their final work. All the projects will be reviewed during the lessons so as to analyze both positive and negative aspects.

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: HISTORY OF DESIGN 1

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABST48
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Name of lecturer:** Luigi Prestinenza Puglisi
- **Number of ECTS credits allocated:** 6
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** The course aims to provide the knowledge and the critical-methodological tools necessary for the understanding of the main protagonists of Design and its most significant trends. It intends, therefore, to teach the correct method of reading objects, ideas and languages of contemporary design, to foster the development of the critical sense in the acquisition and reprocessing of historical data, to foster processes of transversal and interdisciplinary understanding, to encourage the formulation of hypotheses and identification of new trajectories with reference to the current context.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** After an introductory and methodological step, the course will exhaustively cover the most important personalities, contexts and currents of international design from the second post-war period to the present day. Organized as a sequence of monographic treatises, the course will trace the historical path of the discipline through lectures dedicated to the following topics: " Arts and Craft, John Ruskin, William Morris. Liberty international and Italian Liberty. Victor Horta. Thonet. Wagner, Hoffmann, Olbrich. Loos. Gaudí catalan modernism and the historical Avantgarde, Futurism and Werkbund - Behrens e AEG. Charlie Rennie Mackintosh. Frank Lloyd Wright and Rudolf Schindler. The Russian Revolution, and the pot design . Walter Gropius e la Bauhaus. De Stijl, van Doesburg, Rietveld, Dudok, Duiker. Le Corbusier and Charlotte Perriand. Mies van der Rohe e Lilly Reich. Eileen Gray. Alvar Aalto and

the Scandinavian Design. Pierre Chareau, Art deco e Streamline. Design during Fascism and Nazism. Italian rationalism Design, Design italiano. Ponti (Ginori) and Scarpa (Venini).

Course Unit title: DESIGN METHODOLOGY

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABPR15
- **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 lecturers:** Ely Rozenberg
- **Learning outcomes of the course unit:** The course has an introductory character and aims to prepare students to face and solve problems related to the links between the form, structure and function of objects and space. The principles of design methodology and different concept strategies will be examined and illustrated: HOW AN IDEA (DESIGN) IS BORN AND HOW TO CREATE A CONCEPT. SIX ROUTES OF IDEATION
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit.** Six different paths with examples of products born from different search settings:
 1. Pure concept or structure (for example the Eiffel Tower)
 - 2.a. Inspired by products from the same sector
 - 2.b. Concept that derives from sources of inspiration drawn from other sectors (architecture, photography, science, philosophy, etc.)
 3. The concept that starts from production technology or a material
 4. The concept focused on the interaction between user and product
 5. The concept linked to problem solving (the MUNARI method)
 6. The concept oriented to marketing possibilities

The widely used methodological principles will serve as a basis for the future design of market products, but the course's objective will be the research and application of these principles on abstract or non-functional objects that leave more room for reflection. In this way the course lays the foundations for creating a wider project vision.
- **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: 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 to promote, through the appropriate techniques, the start of the main faculty of simulation and formal production of objects, 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 project will be prosecuted in the course
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The aim of the course is to learn the skills that allow students to model: design 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 project, examination relations with its innovative design.
- **Assessment methods and criteria:** in-course tests/ final project
- **Language of instruction:** Italian

Course Unit title: TECHNICAL DRAWING AND PROJECT DESIGN

- **Disciplinary field:** 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:** 4
- **Name of lecturer:** Alessandro Gori
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** The subject is part of the basic training activities. This course will provide students of different academic courses with the elements that will support the design moment and therefore the ideation and development of the product, the result of the conceptual moment.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** the first phase is aimed at bringing students to a common technical operational level, with the knowledge of common elements of a graphic nature, tools for technical drawing, graphic constructions, metric scales, basic elements of orthogonal projections, through projection, rotation and section of solids, axonometric projections, perspective projections and techniques for architectural metric survey. The second phase is aimed at experimenting with characterizing and problematic elements that will be addressed in the course of studies (interior design, exhibit design, product design).
- **Assessment methods and criteria:** The Final project and dissertation, considering the presentation of the student's work, interest and participation throughout the year. During the exam, the student will have to carry out the work done during the year on hardcopy, and deliver it on digital support.

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.** The course of basics of Computer Design uses software such as AutoCad (version 2015), providing with a basic method 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 considering students' quality works, personal interest and support offered during the year
- **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
- **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, reuse) and the perceptual features of the product (e.g. tactile aspects, colours, textures). The course provides the basic knowledge 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. Learning outcomes will be verified through the development of a thesis, based on the topics covered during the lessons:

- **Language of instruction:** Italian

Course Unit title: DESIGN 2 (MODULE EXHIBIT DESIGN)

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABPR17
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Name of lecturer:** Alessandro Ciancio
- **Number of ECTS credits allocated:** 12 (module design 1 + module exhibit design)
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** The course includes the training of students in the Exhibition Design sector, that is the one that in Italy could take the name: "design of temporary structures". This includes exhibition design, set design and/or event set-ups, exhibition halls, temporary stores. The aim of the course is to bring students to develop, through an appropriate training path, a project of exhibit design that can be implemented and corresponding to the type of client, both a commercial brand and a temporary exhibition facility. The course must introduce the students in the "world of temporary" by making clear the differences that exist compared to the designs previously encountered.
- **Prerequisites and co-requisites:** design 1
- **Assessment methods and criteria:** Students will be evaluated with reference to their presence during lessons and lab time, on the base of their projects and on the base of their final work. All the projects will be reviewed during the lessons so as to analyze both positive and negative aspects.

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Course Unit title: HISTORY OF DESIGN 2

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABST48
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** II
- **Semester/trimester when the course unit is delivered:** annual
- **Name of lecturer:** Luigi Prestinenza Puglisi
- **Number of ECTS credits allocated:** 6

- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** The course aims to provide the knowledge and the critical-methodological tools necessary for the understanding of the main protagonists of Design and its most significant trends. It intends, therefore, to teach the correct method of reading objects, ideas and languages of contemporary design, to foster the development of the critical sense in the acquisition and reprocessing of historical data, to foster processes of transversal and interdisciplinary understanding, to encourage the formulation of hypotheses and identification of new trajectories with reference to the current context.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** After an introductory and methodological step, the course will exhaustively cover the most important personalities, contexts and currents of international design from the second post-war period to the present day. Organized as a sequence of monographic treatises, the course will trace the historical path of the discipline through lectures dedicated to the following topics: "Charles and Ray Eames"; "Eero Saarinen and other Americans"; "Gio Ponti"; "Carlo Scarpa"; "The Castiglioni brothers and the poetry of light"; "Italian Neo-liberty, Albini, Morelli, Gardella"; "Perriand, Prouvé and the French"; "Joe Colombo"; The design of the avant-garde: Superstudio, Archizoom etc. "; "Sottsass, Mendini"; "Design High Tech"; "Bellini, Magistretti, Citterio and Italian design between the seventies and nineties"; "Sapper, De Lucchi and the poetry of the craftsman"; "Postmodern, Graves, Rossi, Botta, the architects who design objects"; "Yper minimalists"; "Neo-organicism, Ecology and Neo-vernacular"; Hyper High Tech and Low Tech "; "Kitsch and Super Kitsch"; "Italian Design Today"; "Commercial strategies, setting up spaces and product design"; "Conclusions: where are we going?"

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:** The course aims to train the student about the knowledge of materials, from the more traditional to the innovative ones in order to better approach the design. The choice of materials is now a fundamental requirement both from the theoretical and practical point of view for the perfect success of a project or for the production of a design object. The target is to make sure that the student knows the materials, is able to distinguish them and above all to choose the right one every time he will be following an interior design or the creation and production of a design object. In each lesson we could use both the new library in the design room and the samples that I will bring in every single lesson. These samples are the result of a selection gained over many years of experience and daily research.
- **Mode of delivery:** theoretical – practical

- **Prerequisites and co-requisites:** none
 - **Contents of course unit:** During some lessons we would have the participation of an invited guest directly representing the company. In this way we would have the opportunity to discuss with him both the technical and practical aspects, creating a more in-depth and specific debate on the material in question. Sometimes architectural studies will intervene to bring a tangible testimony on the material / project relationship to also have feedback on direct experiences in the field. Several exits will be organized during the year at showrooms and sector stores to see and touch the materials examined in the classroom.
 - **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
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- 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:** The contemporary sociocultural and economic context is governed by the timely dimension of communication and the growing complexity of the various sectors. A critical and analytical sensitivity it's a fundamental requirement to recognize the conceptual importance of the project 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 factor factors, such as a socio-economic analysis, the target, market placement, assessment of the product life cycle, innovative materials and technologies.
 - **Mode of delivery:** theoretical – practical
 - **Prerequisites and co-requisites:** none
 - **Contents of course unit:** The course provides the basic knowledge and methods related to the management of design processes. It enhances the knowledge and multi-disciplinary skills that are necessary to carry out an interdisciplinary and integrated design methodology, including: design, parameters and constraints of the project, knowledge of innovative materials and technologies.
 - **Assessment methods and criteria:** The course provides the basic knowledge and methods related to the management of design processes. It enhances the knowledge and multi-disciplinary skills that are necessary to carry out an interdisciplinary and integrated design methodology, including: design, parameters and constraints of the project, knowledge of innovative materials and technologies.
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 - **Language of instruction:** Italian

Course Unit title: FEATURES OF ARCHITECTURE AND URBAN DESIGN

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABPR14
- **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:** Alessandro Gori
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** The course aims to provide students with an understanding of the elements constituting the architectural organisms through the analysis of the most important components.

Prerequisites and co-requisites: none

- **Contents of course unit:** Notes on urban organization
Overview of Works and Foundation Systems
Vertical structures: types of walls, load-bearing masonry, structures in C. A., steel structures, wooden structures. Horizontal structures: beams, normal and thickness (how to recognize them)
Types of floors (wood, iron, mixed, lowered), Types of roofing (flat and pitched)
Elements of vertical connection: stairs and elevators
Finishes: Materials for furnishings and finishes Exterior fixtures, interior fixtures
Completion and finishing works: Partitions, Flooring, claddings, ground connections (skirting boards), counter-walls and wall paneling. False ceilings, a chamber with pipes, bright frames, corner frames (attach to the sky), cantilever systems, platforms, viable, floating floors.
Installations: Overview of wiring diagrams, overview of air-conditioning systems and plant terminals (uta, radiators, fan coils, radiant surfaces, heat pumps) approximate calculation of a plant. Darkening systems, temptations.
- **Assessment methods and criteria:** The Final project and dissertation, considering the presentation of the student's work, interest and participation throughout the year. During the exam, the student will have to carry out the work done during the year on hardcopy, and deliver it on digital support.

Course Unit title: LIGHT DESIGN 1

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABPR18
- **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 lecturers:** Ely Rozenberg

- **Learning outcomes of the course unit:** Learn to interpret contemporary lighting technology and to design the latest generation of technological products in the lighting industry
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit.** Come to know additional components such as reflectors, light clusters, heat-sinks, connectors, wiring, printed circuits and light control with various sensors. It will be possible to adapt the projects for participation in a competition (such as <http://www.imm-cologne.com/imm/trade-fair/events/Exhibitions-more/Pure-Talents-Contest/index.php> <https://www.youtube.com/watch?v=9tKsO6k0ojk>).
Possibly the course will make a collaboration with a company in the sector that will give a design brief.
The prototypes of the course can be nominated for a fair event like the Makers Faire-Rome.
- **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: THEORY & PRACTICE OF PERSPECTIVE DRAWING (SKETCHING)

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABPR16
- **Type of course unit:** compulsory
- **Level of course unit:**
- **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:** The subject is part of the basic training activities. This course will provide students of different academic courses with the elements that will support the design moment and therefore the ideation and development of the product, the result of the conceptual moment.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** The subject is part of the basic training activities. This course will provide students of different academic courses with the elements that will support the design moment and therefore the ideation and development of the product, the result of the conceptual moment.
- **Assessment methods and criteria:** The Final project and dissertation, considering the presentation of the student's work, interest and participation throughout the year. During the exam, the student will have to carry out the work done during the year on hardcopy, and deliver it on digital support.
- **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:**
- **Year of study:** III
- **Semester/trimester when the course unit is delivered:** annual
- **Number of ECTS credits allocated:** 12 (Module Design 3 + Module Exhibit 2)
- **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:** design 2

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: DESIGN 3 (MODULE EXHIBIT DESIGN)

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABPR17
- **Type of course unit:** compulsory
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Name of lecturer:** Alessandro Ciancio
- **Number of ECTS credits allocated:** 12 (module design 1 + module exhibit design)
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** The course aims to provide a greater completeness in the training of students regarding temporary structures.
- **Prerequisites and co-requisites:** none
- **Content of course:** the topics covered will be the exhibition pavilions, the permanent exhibitions, the temporary exhibitions. As third-year students will be more technically prepared to deal with more complex subjects than those seen previously, so the course will lead to a greater

definition of the papers, making understanding the technical problems and pushing learners to find appropriate solutions.

The real goal is to prepare students for the working world in the most way, so the course will be strongly focused on the relationship with any clients that they will meet.

- **Assessment methods and criteria:** Students will be evaluated with reference to their presence during lessons and lab time, on the base of their projects and on the base of their final work. All the projects will be reviewed during the lessons so as to analyze both positive and negative aspects.

Course Unit title: MULTIMEDIA DESIGN

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABPR17
- **Type of course unit:** optional
- **Level of course unit:** first cycle
- **Year of study:** I
- **Semester/trimester when the course unit is delivered:** annual
- **Name of lecturer:** Emanuele Tarducci
- **Number of ECTS credits allocated:** 6
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Content of course:** The course intends to investigate how - through modern electronic technologies - it is possible to supply the everyday objects and environments with computational capacity, making them interactive.
 - o Interactive Multimedia and Design
 - o Connected Object (IoT) and sense-able environment

Assessment methods and criteria: students must submit a written paper on a topic agreed with lecturer.

Course Unit title: VIRTUAL ARCHITECTURE

- **Disciplinary field:** DESIGN
- **Course Unit Code:** ABTEC41
- **Type of course unit:** optional
- **Level of course unit:** first cycle
- **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
- **Prerequisites and co-requisites:** none

- **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
- **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 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: 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:** The product design, in the interior design project, is the accent to create the unique, personalized object, dedicated to an original and unrepeatable context that requires precise technical knowledge but also an unconventional, multidisciplinary and eclectic approach. **Profession is the key word that will direct and determine the objective of the product design course. A goal that feels closer and therefore needs information, insights and exercises that make the student more confident in having to face the real world of design.**
- **Mode of delivery:** theoretical - practical
- **Prerequisites and co-requisites:** none
- presentation and brief report about projects
-

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
- **Learning outcomes of the course unit:** Light, both natural and artificial, is to be considered as one of the main qualifying factors of the human habitat, the culture of light spreads and becomes autonomous discipline by introducing new energy into technological research on light sources. Through artificial lighting it is possible to transform and communicate a different reading to the constructed places of any nature; from internal to external environments intended both as urban spaces and as architectural, historical and monumental emergencies. The light is a full element of architecture, it is considered a building material in all respects able to enhance the functional features and components of the building types.
- **Mode of delivery:** theoretical – practical:
- **Contents of course unit:** The course deals with topics that examine different issues, including the knowledge of the basics of the discipline and then the aspect related to the new technologies of the sector, to then move on to the more strictly methodological aspect related to the approach to lighting design that integrates and completes the training of future designers who will be able to look at the light sources as an expressive tool of great plasticity that contributes and completes the architectural design of the built spaces. Light, as Goethe stated, "is not a specialized material of architecture, but it is architecture itself: it not only illuminates the message, but it is the message, because it allows us to understand space".
- **Prerequisites and co-requisites:** none
- **Assessment methods and criteria:** Oral exam + design test.
- **Language of instruction:** Italian

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:** The Filmmaking 1 course is a practical course designed to lay the foundations of how to work on a film set.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** During the Filmmaking 1 each student will make a short fiction film of various kinds (comedy, thriller, noir, police, drama, etc.) of a maximum duration of 3 minutes each. This short film will therefore be a way for the students to learn "on the field". They'll start

to learn how to give an audiovisual form to their ideas and to live the difficulties you might meet in film production, but also the magic creativity that each of us can experience on the set.

- **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: 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**: Italia

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
- **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: PHOTOGRAPHY

- **Disciplinary field:** CINEMA
- **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:** Stefano Compagnucci
- **Mode of delivery:** theoretical – practical
- **Learning outcomes of the course unit:** The target of this course is to optically educate the student to photography and imaging. Through the vision and the identification of selected photographs of different authors and art tendencies, each student will be able to refine and accustom his visual perception to an higher level.
- **.Prerequisites and co-requisites:** none
- **Contents of course unit:** Starting from the cultivation of the image, passing through the study of the visual composition and the different type of the shootings, there will be many exercises to understand as best as possible the argumentations explained during classes. At last, the students have to realize a personal project which shows their knowledge. Each project made by the students will be inspected during classes
- **Assessment methods and criteria:** The final assessment will consider the student's portfolio, works, personal interest and participation throughout the year.
- **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
- **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: EDITING TECHNIQUES

- **Disciplinary field:** CINEMA (BA, I), PHOTOGRAPHY (BA,I)
- **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
- **Prerequisites and co-requisites:** none
- **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.

- **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:** 4
- **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: SOUND DESIGN

- **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:** 4
- **Name of lecturer:** Tullio Morganti
- **Mode of delivery:** theoretical – practical

- **Learning outcomes of the course unit:** The course aims to provide the basic knowledge and skills necessary for the design of the narrative plot of an audiovisual project starting from the sound decupage of a screenplay, deepening the aspects of phonogeny and dubbing, environmental collocation, congruity of locations, interaction with photography.
- **Prerequisites and co-requisites:** none
- **Contents of course unit: PROGRAM:** Attending an audiovisual show does not consist in seeing images "more" to hear sounds. Movies, television and audiovisual media in general are not just for the eye, they evoke a specific perceptual disposition that we will call audiovision. A low quality sound can ruin an otherwise excellent product. The construction of the soundtrack of an audiovisual project is not as often led to think of an exclusively technical procedure entrusted to specialized personnel, but stems from an overall creative and artistic design that obligatorily involves directing, d.o.p., screenplaying, production and editing. The sound structures in relation to the genres (drama, horror, fiction, commercials, cartoons ...) and to the commercial aims of the product (cinema, tv, web....) will be also analyzed.
- **Language of instruction:** Italian

Course Unit title: FILM MAKING 2

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABTEC43
- **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:** Elisa Amoruso
- **Learning outcomes of the course unit:** The course aims to provide students with the knowledge necessary for the technical and artistic direction of an audiovisual. Through the analysis of classic and contemporary films, the dramaturgical techniques necessary for the development of a screenplay starting from an idea will be illustrated, for the realization of short films with a maximum duration of 8-10 minutes. After writing and approving the screenplay (a total of 8 screenplays will be chosen), the students will be followed on the set, in the various stages of processing necessary for the realization of an audiovisual work.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** film making 1
- **Contents of course unit:** At the beginning of the course, the creative work for each student will be stimulated through various individual writing exercises and in groups, aimed at the production of screenplays for short films.
The various phases will be discussed in class and each short will be attended by the other students. Not all screenplays will be realized, but 8 projects will be identified, among the best products within the class.
Students will have to work in the team, shoot the short film in the first part of the course, edit and complete the post production (music, voice-overs, sound editing, graphics, color correction and titles) by the end of the course as the short film will be part of the Academy's exam test. Students

will have to choose a style of direction, within those proposed in filmography and make sure that it is consistent with the choices of writing and staging..

- **Language of instruction:** Italian

Course Unit title: FILM MAKING 2

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABTEC43
- **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:** Susanna Nicchiarelli
- **Learning outcomes of the course unit:** The course of Cinema 2 focuses on the basic rules of script writing and how and when directors have found it necessary to break these rules. Students will be encouraged to have their own original ideas and their short films will be developed and made with the supervision of the teacher.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** film making 1
- **Contents of course unit:** The course provides an initial phase in which the teacher will show and analyse European and American films, with the aid of McKee's text *Story*, while encouraging the students to develop their own ideas. In the second phase, the course will develop the students' films through all stages of preproduction and production
- **Assessment methods and criteria** The student will be valued by his or her participation in class (at film analysis, brainstorming for scripts and all other development phases), by his or her participation to the practical works (not everybody has to direct a short, but everybody has to find a role in the realisation of the practical works, like editing, cinematography or production) and by an oral exam in which the student will be asked to analyse the films in the program, and relate about the texts in the program
- **Language of instruction:** Italian

Course Unit title: DIRECTION 2

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABTEC35
- **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:** Francesco Lagi
- **Learning outcomes of the course unit:** The course intends to lead the students in the process of forming their identity as directors.

- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** film making 1
- **Contents of course unit:** We intend to focus on the concept of cinematographic author through reflection and discussion about films and texts chosen as a reference for understanding fundamental problems. How to recognize the originality of thematic and linguistic choices, some ethical and artistic positions. Gaze and distance, framing, editing and sound, the need for a story, the choice of a subject.
- **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: 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
- **Name of lecturer:** Martina Cocco
- **Learning outcomes of the course unit:** Students will learn the discipline of the direction of photography in its fundamental theoretical bases, practicing on set and through the knowledge of various professionals in the sector, passing through the historical phases of film and classic cinema, compared with the technological innovations in use in nowadays labour market.
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **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
- **Name of lecturer:** Alessio Torresi
- **Learning outcomes of the course unit:** It studies the discipline of cinematographic photography in all its aspects. It gives students all the tools and practical and theoretical bases that allow them to enter the world of work
- **Mode of delivery:** theoretical – practical
- **Prerequisites and co-requisites:** none
- **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: ART HISTORY: ARTISTIC STYLES AND CONTEXT

- **Disciplinary field:** CINEMA
- **Course Unit Code:** ABST47
- **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:** 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:** Starting from the birth of perspective, its study is support with some protagonists of the Renaissance. The course starts the analysis of the most important artists and themes that will be the fundamental bases of the art of the centuries to come. In addition, the course analyze the sixteenth century, in which we find the cultural structure of modern Europe, the seventeenth century, the romantic revolution and the current of realism (nineteenth century). Taking into consideration the most influential authors and the most representative works, the movements and the artistic research, we will study the fundamental themes and styles of the evolution of the arts of this period. The study focuses on the analysis of paintings and sculptures, considering, moreover, studies and architectural achievements. Music and short readings of texts from the period under examination will concern the works studied and to the historical context. During the lectures will be frequent references and parallels with film directors.
- **Assessment methods and criteria:** Tests/ Final project and 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:** Christian Angeli
- **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: **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:** The course aims to provide the main tools to the practice of narrative writing, with particular attention to writing for the cinema, in the form of the short film and in the one of the narrative film. The course includes a close dynamic of lectures and workshops: each new topic will correspond to a written exercise, a preparatory work to the search for an original idea for a feature film, which each student must elaborate as the final objective of the course. Through the guidance of some texts and visions, that will serve as a reference for the first part of the course, the deep motivations of the act of writing and narrating will be investigated. We will then proceed to identify the requirements for the existence of a cinematographic subject, distinguishing between ideas for short and for feature length, between stories and pseudo-stories (hypostories or hyperstories), between high-concept topics and low-concept topics. With the help of different starting tools – newspaper chronicles, biographies, memoirs, History, etc. - we will go on to the identification of an original story for each student, that contains the necessary elements of the incipit, the conflict, the double turning point and the ending. At the same time, we will distinguish between the beginning and the end of the story and the beginning and end of the film itself. The exposition and analysis of the so-called restorative theory of the three Acts, including an incursion in its most important exceptions, will provide the scheme to outline the internal movements of the story,

while a study of the main genres will offer a useful view of the narrative possibilities connected to different genres and to their hybridization.

- **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: 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:** 4
- **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: VIDEO EDITING**
- **Disciplinary field:** CINEMA
- **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 Marinelli

- **Mode of delivery:** theoretical – practical
 - **Learning outcomes of the course unit:** : The course aims to provide all the methodological tools that allow to students to work and reflect on the editing process and to develop their own sense of rhythm and a personal vision.
 - **Prerequisites and co-requisites:** none
 - **Content of the course unit:** The course will be structured through lectures, analytical vision of films and practice. The last part of the program will be dedicated to the editing of the works made by the student. In the first step students will learn the basics of software Avid Media Composer: set project, organize the material in the correct way, work on timeline, color correction, export. At the same time we will analyze the different styles and types of editing by means of vision and analysis of films, TV series, commercials and documentaries. Subsequently the students will be able to practice with video materials proposed by the lecturer and finally with the film made by the students.
 - **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
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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. Critical analysis of work with development of knowledge and awareness of camera and introduction os history of photography. Projects presentation on topics recommended by the lecturer
 - **Prerequisites and co-requisites:** none
 - **Content of the course:** Formation of the image (Light/Camera/Lens). Setting of image (Lighting/Exposure). Process of Sensitive Materials (Darkroom/Printing Process). The final assessment will considering students' quality works, digital portfolio, personal silver gelatine B/W photography prints.
 - **Assessment methods and criteria:** In-course test/ interviews/ in-course reviews/ final exam The final assessment will considering students' works personal interest support 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: ART HISTORY: ARTISTIC STYLES AND CONTEXT – 1

- **Disciplinary field:** PHOTOGRAPHY
- **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
- **Prerequisites and co-requisites:** none

- **Contents of course unit:** Starting from the birth of perspective, its study is supported with some protagonists of the Renaissance. The course starts the analysis of the most important artists and themes that will be the fundamental bases of the art of the centuries to come. In addition, the course analyzes the sixteenth century, in which we find the cultural structure of modern Europe, the seventeenth century, the romantic revolution and the current of realism (nineteenth century). Taking into consideration the most influential authors and the most representative works, the movements and the artistic research, we will study the fundamental themes and styles of the evolution of the arts of this period. The study focuses on the analysis of paintings and sculptures, considering, moreover, studies and architectural achievements. Music and short readings of texts from the period under examination will concern the works studied and to the historical context. During the lectures will be frequent references and parallels with photographers.
- **Assessment methods and criteria:** Tests/ Final project and Oral exam
- **Language of instruction:** Italian

Course Unit title: HISTORY OF PHOTOGRAPHY

- **Disciplinary field:** PHOTOGRAPHY
- **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:** Augusto Pieroni
- **Mode of delivery:** theoretical
- **Learning outcomes of the course unit:** The photographic arts of the 20th C. have been the field where experimentations and social practices radically merged. The historical and critical acquaintance with such avantgardes enables a deeper understanding of both the communicative and expressive abilities of the photographic media.
- **Prerequisites and co-requisites:** none
- **Contents of course unit:** Photographic Arts of the 20th Century – Languages, practices, aesthetics. The theoretic approach will be developed in parallel with a creative practice - directed by the teacher and compulsory for all the students - that relocates all the knowledge in the operational field. Photography is, in fact, held as a basic heritage for the education of the designer, the artist, the art director, the media and communication professional and for any other profession based on visual arrangements and storytelling
- **Assessment methods and criteria:** Tests/ Final project and Oral exam
- **Language of instruction:** Italian

Course Unit title: LIGHTING SYSTEMS

- **Disciplinary field:** PHOTOGRAPHY
- **Course Unit Code:** ABPR23

- **Type of course unit:** compulsory
- **Level of course unit:** first cycle/ second 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