

## **PROGRAM REGULATIONS OF THE BACHELOR OF ARTS IN GRAPHIC DESIGN**

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### **Article 1- Study Course Name**

1. The Bachelor of Arts in Graphic Design (code DAPL06) is established at the legally recognised Rome University of Fine Arts - Academy of Fine Arts.

### **Article 2 - School**

1. The Course is taught at the School of Artistic Design for Business.

### **Article 3 - Associated department**

1. The coordinating facility of the teaching, research and artistic production activities of the School of Artistic Design for Business is the Department of Design and Applied Arts.

### **Article 4 - Learning outcomes**

1. The Bachelor of Arts from the School of Artistic Design for Business aims to ensure an adequate mastery of artistic methods and techniques, as well as the acquisition of specific disciplinary and professional skills, in order to provide learners with design and expressive knowledge and methodologies in the use of representation tools and artistic practices, with specific regard to communication, industrial design, design and fashion. The School's courses aim to develop design skills and the practice of expressive traditional and contemporary technological tools concerning the use and management of space and the principles of communication and representation.

2. Graduates of the School's courses must:

- a) have an adequate technical and operational training on the methods and content related to the fields of Graphic Design, Advertising, design, set-up, Product Design and Fashion Design;
- b) have the methodological and critical tools adapted to the acquisition of skills in expressive languages, techniques and the most advanced relevant technologies;
- c) be proficient in at least one European Union language, in addition to their mother tongue, in the field of competence and to exchange general information;
- d) have the adequate knowledge of the IT tools and electronic communication in the specific fields of competence.

## **Article 5 – Employment prospects**

1. Graduates of the School shall carry out professional activities in different public and private fields of design aimed at new professional opportunities with great flexibility in the various application types addressed to institutions, museums, small- and medium-sized enterprises as well as to the large industry, especially as regards advertising, the organisation of space as a communication vehicle, set-up, site-specific design and the intricate territory associated with business communication
2. In agreement with public and private entities, the Academy shall organize the most appropriate internships and internships to contribute towards the achievement of specific professional skills and further define specific training models for each study course.

## **Article 6 - Admission criteria**

### 1. Access requirements:

- a) In order to be admitted to the Bachelor of Arts in Graphic Design students need a high school diploma or other suitably recognised qualification achieved abroad.
- b) The selection of students admitted to the Course is made on the basis of an admission test aimed at identifying the cultural, artistic and technical skills held by the candidate.
- c) The maximum number of students admitted to the course is programmed in relation to the student to teacher ratio, as well as to the provision of appropriate facilities and infrastructure for specific educational activities.
- d) Before the beginning of each academic year, the Council of Directors decides upon the maximum number of students for the composition of the classes and the possible splitting of said classes.  
Individual disciplines taught in the same class, may also be split.

### 2. Admission to the Course:

Admission to the Bachelor of Arts in Graphic Design is subject to the possession of requirements recognized by means of an admission test. Applicants holding a high school diploma with specialization in subjects similar to the Course and with a final mark >80/100 can matriculate directly without taking the admission test.

### 3. Type of admission tests:

Admission tests include:

- a) MULTIPLE CHOICE TEST: logical aptitude and general knowledge question (the test is 50 minutes long). DSA candidates are given 30% more time for the test, lasting 65 minutes
- b) ORAL TEST: motivational interview with the possible presentation of a portfolio

## **Article 7 - Breakdown of the curricula**

### 1. Curricula offered to students:

The Bachelor of Arts in Graphic Design provides for a single curriculum.

### 2. General overview of the training activities, list of course lessons, type of teaching forms, exams and other checks on students' achievements, Training Credits (ECTS):

To pursue the learning outcomes required by the Academy, the study course activates lessons for associated training credits as showed in the following study plans.

### 3. Breakdown into modules:

In accordance with the procedures for coding and recording the examinations required by the Academy, a course may incorporate several teaching modules that might apply to different disciplinary sectors, by unifying the final exam of the merged courses (referred to as "integrated courses" or "workshops", depending on the final verification methods). The

merging must comply with the prerequisites required by the Academic Regulations.

#### 4. Prerequisites:

Each year, the Academic Regulations will specify the lessons initiated and their subdivision between the various course years, identifying the names of the disciplines within each artistic-disciplinary sector. Any prerequisites for the lessons shall be set out, for each academic year, in the Academic Regulations.

#### 5. Further educational activities:

For the purposes of these Regulations, further educational activities are those organized or required by the Academy in order to acquire additional linguistic knowledge, as well as IT and computer skills, interpersonal skills or, in any case, useful skills for entering the world of work; in addition to educational activities aimed at facilitating professional choices, through direct knowledge of the professional industry to which the qualification may provide access. Specifically: training and guidance internships referred to in the Decree of the Ministry of Labour no.142, dated 25 March 1998.

#### 6. Course Language

Teaching and educational activities may be held both in Italian and in English. The Academic Regulations will indicate each year in which language the educational activities will be held.

### **Article 8 - Provision on attendance obligations**

1. Attendance at the Academy's Courses and lessons is mandatory.
2. In order to be admitted to take the exams, the student needs to have attended to at least 80% of all educational activities carried out during each academic year, excluding individual study.
3. This requirement will be certified by the Teachers responsible for the lessons.

### **Article 9 - Procedures for submitting study plans**

1. The student is required to submit a study plan, including compulsory, optional and chosen educational activities.
2. When formulating the plan, the student may specify that he/she will not make a full-time commitment.
3. The student must submit his/her study plan by November 30th of each academic year to the competent teaching structure. The study plan can be resubmitted the following year, by making amendments to the previous one.
4. The latest approved study plan shall be valid.
5. The study plan shall be automatically approved if it corresponds to the official course study plan. Otherwise, following the proposal of the Study Plans Committee, the Academic Council shall make a decision by the following December 15th.

### **Article 10 - Features of the thesis**

1. The thesis, for which 8 training credits are awarded, may have one of the following features:
  - a) artistic-design thesis, which foresees the candidate's production of specific, original works on a theme agreed upon with the lecturer;
  - b) historical-theoretical or methodological or technical-artistic thesis, in the form of a short essay, in one of the subjects included in the educational curriculum. Any artistic production material attached must be functional to the specific nature of the thesis.

### **Article 11 - Entry into force and validity of the regulations**

1. These Regulations shall enter into force in Academic Year 2016/2017 and shall be valid for three years.
2. With a frequency not exceeding three years, the Academic Council shall review the Bachelor of Arts Program Regulations.

**PROGRAM REGULATIONS  
OF THE BACHELOR OF ARTS IN GRAPHIC DESIGN  
(DAPLO6) FIRST YEAR**

TYPE OF EDUCATIONAL ACTIVITIES		Subject Area	Sector Code	Disciplinary artistic sector	DISCIPLINARY FIELDS	Teaching type	Lesson hours	study hours	Total hours	CFA(ECTS credits)	Hours/lesson ratio	Assessment Type	Tot. ECTS credits
YEAR I	Basic educational activities	Design and applied arts	ABPR16	Drawing for Design	Technical drawing and project design	TP	75	75	150	6	25/1	E	26
		Historical Philosophical, Psychological, Pedagogical, Sociological and Anthropological Subjects	ABST48	History of Applied arts	History of printing and publishing	T	60	40	100	8	25/1	E	
		Visual art technologies	ABTEC38	Digital applications for visual arts	Computer graphics	TP	75	75	150	6	25/1	E	
		Visual art technologies	ABTEC38	Digital applications for visual arts	Computer graphics	TP	75	75	150	6	25/1	E	
	Characterizing educational activities	Design and applied arts	ABPR19	Graphic Design	Graphic Design 1	TP	150	150	300	12	25/1	E	22
		Communication processes	ABPC67	Communication techniques and methodologies	Copywriting 1	TP	25	25	50	2	25/1	E	
		Design and applied arts	ABPR31	Photography	Photography	TP	100	100	200	8	25/1	E	
	Similar or integrative educational activities (1)	Historical, Philosophical, Psychological, Pedagogical, Sociological and Anthropological Subjects	ABST58	Theory of perception and psychology of form	Theory of perception and psychology of form	T	45	105	150	6	25/1	E	6
	Educational activities chosen by the student (2)									6			6
	<b>Total training credits</b>						<b>60</b>						

**KEY:**

**TEACHING TYPE:**

TP = Theoretical/practical activity  
T = Theoretical lessons  
LA = Lab

**ASSESSMENT TYPE:**

E: Exam  
ID: Eligibility

**Notes:**

(1) Similar or integrative educational activities can be chosen amongst those achieved or, following the approval of the plan, amongst the courses held at the academy, for a maximum of 18 training credits

(2) Notwithstanding the student's right of independent choice within the scope of these educational activities, the Regulations may propose certain guidance, for each of which the recommended courses shall be specified.

**PROGRAM REGULATIONS  
OF THE BACHELOR OF ARTS IN GRAPHIC DESIGN  
(DAPLO6) FIRST YEAR**

TYPE OF EDUCATIONAL ACTIVITIES		Subject Area	Sector Code	Disciplinary artistic sector	DISCIPLINARY FIELDS	Teaching type	Lesson hours	study hours	Total hours	CFA (ECTS credits)	Hours/lesson ratio	Assessment Type	Tot. ECTS credits
YEAR 2	Basic educational activities	Design and applied arts	ABPR15	Design methodology	Design methodology	TP	75	75	150	6	25/1	E	12
		Historical Philosophical, Psychological, Pedagogical, Sociological and Anthropological Subjects	ABST47	Art history: artistic styles and context	Art history: artistic styles and context	T	45	105	150	6	25/1	E	
	Characterizing educational activities	Design and applied arts	ABPR19	Graphic design	Graphic design 2	TP	150	150	300	12	25/1	E	32
		Visual arts technologies	ABTEC41	3D digital modelling techniques	3D digital modelling techniques 1	TP	75	75	150	6	25/1	E	
		Design and applied arts	ABPR19	Graphic design	Features of publication design	TP	100	100	200	8	25/1	E	
		Communication processes	ABPC67	Communication techniques and methodologies	Copywriting 2	TP	25	25	50	2	25/1	E	
	Similar or integrative educational activities (1)	Design and applied arts	ABPR17	Design	Product design	TP	75	75	150	6	25/1	E	12
		Legislation and economics	ABLE69	Marketing and management	Design management	T	45	105	150	6	25/1	E	
	Educational activities chosen by the student (2)									4			4
	<b>Total training credits</b>									<b>60</b>			

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**Notes:**

(1) Similar or integrative educational activities can be chosen amongst those achieved or, following the approval of the plan, amongst the courses held at the academy, for a maximum of 18 training credits

(2) Notwithstanding the student's right of independent choice within the scope of these educational activities, the Regulations may propose certain guidance, for each of which the recommended courses shall be specified.

**PROGRAM REGULATIONS  
OF THE BACHELOR OF ARTS IN GRAPHIC DESIGN  
(DAPLO6) FIRST YEAR**

TYPE OF EDUCATIONAL ACTIVITIES	Subject Area	Sector Code	Disciplinary artistic sector	DISCIPLINARY FIELDS	Teaching type	Lesson hours	study hours	Total hours	CFA(ECTS credits)	Hours/lesson ratio	Assessment Type	Tot. ECTS credits	
YEAR 3	Basic educational activities	Communication processes	ABPC65	Mass media theory and methods	Mass media theory and methods	TP	45	105	150	6	25/1	E	6
	Characterizing educational activities	Design and applied arts	ABPR19	Graphic design	Graphic design 3	TP	150	150	300	12	25/1	E	26
		Communication processes	ABPC67	Communication techniques and methodologies	Copywriting 3	TP	50	50	100	4	25/1	E	
		Visual art technologies	ABTEC41	3D digital modelling techniques	3D digital modelling techniques 2	TP	75	75	150	6	25/1	E	
		Design and applied arts	ABPR19	Graphic design	Web design 2	TP	50	50	100	4	25/1	E	
	Similar or integrative educational activities (1)	Visual art technologies	ABTEC38	Digital applications for visual arts	3D digital animation techniques	TP	100	100	200	8	25/1	E	8
	Further educational activities	Visual art technologies	ABTEC39	Computer technologies	Computer technologies	TP	50	50	100	4	25/1	ID	8
				Further Linguistic and interpersonal skills, internships, etc.		LA	100			4		ID	
	Educational activities relating to the thesis and to the knowledge of English	Languages	ABLIN71	Languages	English	T	30	70	100	4	25/1	ID	12
					Thesis					8			
<b>Total training credits</b>						<b>60</b>							

**KEY:**

**TEACHING TYPE:**

TP = Theoretical/practical activity  
T = Theoretical lessons  
LA = Lab

**ASSESSMENT TYPE:**

E: Exam  
ID: Eligibility

**Notes:**

(1) Similar or integrative educational activities can be chosen amongst those achieved or, following the approval of the plan, amongst the courses held at the academy, for a maximum of 18 training credits

(2) Notwithstanding the student's right of independent choice within the scope of these educational activities, the Regulations may propose certain guidance, for each of which the recommended courses shall be specified.