

PROGRAM REGULATIONS OF THE MASTER OF ARTS IN VISUAL AND INNOVATION DESIGN

Article 1 – Study Course Name and Code

The Master of Arts in Computer Animation and Visual Effects, code DASL08, is established at the legally recognised Rome University of Fine Arts - Academy of Fine Arts.

Article 2 – School

The Master of Arts in Computer Animation and Visual Effects is taught at the School of New Arts Technologies.

Article 3 – Associated Department

The coordinating facility of the teaching, research and artistic production activities of the School of New Arts Technologies is the Department of Applied Arts.

Article 4 – Learning outcomes

The Master of Arts in Computer Animation and Visual Effects aims to train creative, highly specialised professionals equipped with a solid cognitive theoretical base- through the practice of the project, the in-depth study of theories underlying storytelling through images and the learning about state-of-the-art tools and technologies. In order to acquire an advanced level of training, for the full mastery of methods and techniques, in addition to high professional skills, the student shall specifically develop:

- an understanding of the theory and practice of storytelling through images: the history of cinema and film analysis, visual communication, film writing and language, storyboarding;
- an internalisation of animation processes: timing, experimental animated cinema, creation of an animated sequence;
- a development of visualisation skills: life drawing, sculpture and modelling;
- a knowledge of technological tools: 2D compositing, 3D software, practical application via design;
- historical-cultural knowledge and narrative-analytical skills;
- the principals and practice of animation techniques: study of poses, movement and expressions, study of characters;
- special effect technical and design skills: special effect shooting techniques, advanced 3D and compositing tools, match moving;
- realisation and design skills for Motion Graphics: study of project concept and management, tools. Seminars, workshops, meetings with professionals, internships and field trials offer students a constantly topical comparison with the world of work and creative professions.

Expected learning outcomes

Qualification descriptors – QTI2010

Master of Arts descriptors – The Master of Arts qualifications may be awarded to students who have achieved the knowledge, skills and abilities described below.

Knowledge and understanding

Computer Animation and Visual Effects graduates must have demonstrated, through the creation of a short animated film and continuous design practice, both the knowledge of specialist tools and a strong aesthetic awareness. Necessary requirement for design development and for the management of creative processes, in order to create animated audiovisuals and both original and state-of-the-art post-production interventions (special effects).

Applying knowledge and understanding

Computer Animation and Visual Effects graduates have mastered the technological tools and design practices, strongly equipped with a knowledge of the entire production chain and an have understood the narrative and communication goals; therefore they must be able to conceive, design and create animated audiovisual products, such as short films, feature films, advertising and video clips. They must be able to provide technical answers and creative solutions to the market demand for visual effects for high-profile projects (feature films, advertising) by designing and implementing digital post-production effects.

Making judgements

Computer Animation and Visual Effects graduates have gained analytical skills and having become equipped with a broad technical and design background, therefore must be able to understand the complexity and autonomously provide solutions suited to narrative and communication requirements, whether these are associated with an authorial/individual or collective or commissioned project.

Communication skills

Computer Animation and Visual Effects graduates must be able to build clear communication with commissioning entities, producers and project contact persons: during both the design phase, via the presentation of the creative proposal, and during the production process, ensuring a continuous and open dialogue on the production requirements.

They must be able to present their specific characteristics and skills, including on an international level, by continuously updating their portfolio.

Learning skills

Computer Animation and Visual Effects graduates, must be able to compete - in a timely and analytical manner- with the continuous evolution of the industry, by internalising the technical processes and design methodologies and fully understanding the structural aspects and operating principles of the tools

Article 5 – Employment and professional opportunities

The Computer Animation and Visual Effects Graduates will have developed the necessary skills to practice - in both the freelance profession and as a partner or manager - highly specialised professional activities in the following areas:

- Special effects: the graduate will be able to enter the world of cinema, TV and advertising, under the role of special effects supervisor, technical director, composer, nuke operator, lighter or match moving expert.
- 3D animation: The graduate will be able to enter Italian or foreign facilities operating in animation cinema, special effects cinema, advertising and video games, carrying out the profession of animation director, animation supervisor, animator or rigger.
- Motion graphics: The graduate will have a wide range of opportunities for professional integration into the audiovisual and advertising world.

He/she will be able to conceive, design and create themes, animated identifiers, video clips, headlines and educational films, working professionally as a creative director, motion grapher or motion designer.

Article 6 - Admission criteria

Access requirements:

- a) All those holding a Bachelor of Arts or a Master of Arts in subjects associated with the course can apply.
- b) The transition from the Bachelor of Arts to the Master of Arts within the School of New Arts Technologies takes place directly.
- c) Students from another School or University Faculty shall be admitted by means of an admission test; these students may be given addition required courses: up to 12 training credits for Bachelor of Arts Graduates from another school; up to 18 training credits for University Faculty (Humanities, Sciences or Polytechnics) graduates.

Any curricular entries in terms of training credits, referring to specific Disciplinary Artistic Sectors, must be obtained before the individual preparation has been verified.

Verification procedure:

- a) The admission test to the Master of Arts is aimed at understanding the reasons and aptitudes for taking the chosen study course and for verifying the adequacy of individual preparation for admission purposes.
- b) The test involves an interview with a presentation of the candidate's own portfolio, containing work and projects and any other documentation considered useful for admission purposes.
- c) The selection of students admitted to the course is made on the basis of the results and assessments of the admission test and the maximum number of students admitted to the course is programmed in relation to the student to teacher ratio, as well as the provision of appropriate facilities and infrastructure for specific educational activities. 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.

Article 7 - Provision on attendance obligations

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

Article 8 - Procedures for submitting study plans

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

Article 9 - Features of the thesis

The thesis of the Master of Arts in Computer Animation and Visual Effects, for which 10 training credits are awarded, may consist, alternatively:

- a) a discussion of a written paper, on a theoretical-methodological, analytical-critical or historical-artistic subject, produced by the candidate on a topic that is consistent with the learning outcomes and specific languages of his/her study course;
- b) the presentation and discussion of a project or artistic work that uses the methodologies and languages of one or more disciplines and that, in any case, must be accompanied by a written paper that critically highlights the theoretical approach, contents and techniques used. During the discussion, the candidate can use the support of a multimedia presentation.

Article 10 - Breakdown of the curricula

Curricula offered to students:

The Master of Arts in Computer Animation and Visual Effects provides for a single curriculum.

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.

Prerequisites:

a) 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.

b) Any prerequisites for the lessons shall be set out, for each academic year, in the Academic Regulations.

Further educational activities:

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.

Article 11 – Recognition of educational activities, skills and abilities

Transfer of students:

The transfer of students to the Master of Arts in Computer Animation and Visual Effects from another Master of Arts course of the Academy, or from another course on the same level at another Institution, foresees the recognition of the highest number of credits possible already achieved by the student, including by possibly resorting to interviews to verify the knowledge he/she actually has. Only in the event that a student is transferred between Master of Art courses pertaining to the same School of New Arts Technologies, the amount of credits directly attributed to the student cannot be less than 50% of those already achieved.

Knowledge and professional skills:

The Academy may recognise individually certified skills and professional abilities, as well as other knowledge and skills gained during educational activities in which the Academy has been involved in the design and implementation thereof. Training credits awarded cannot, in any case, exceed 12 training credits. The educational activities already recognised for the purposes of awarding training credits in the context of Bachelor of Arts cannot also be recognised as training credits in the Master of Arts diploma.

Article 12 - Entry into force and validity of the regulations

These Regulations shall enter into force in Academic Year 2018/2019 and shall be valid for three years.

With a frequency not exceeding three years, the Academic Council shall review the Program Regulations.

DASL06 – MASTER OF ARTS in
ARTISTIC DESIGN FOR BUSINESS
Master of Arts in Visual and Innovation Design

Field	Sector (Group)	Subject	Training credits	Lessons/ study hours	Subject type	Optional/ Mandatory	Proficiency
First year Training credits: 60							
<i>Basic</i>	ABPC65	Media and Visual culture	6	45/105	Theoretical	Mandatory	Exam
	ABPC67	Advertising	8	100/100	Theoretical/ Practical	Mandatory	Exam
<i>Characterizing</i>	ABPC67	Digital copywriting	2	25/25	Theoretical/ Practical	Mandatory	Exam
	ABPR19	App Design	8	100/100	Theoretical/ Practical	Mandatory	Exam
<i>Additional basic and characterizing ECTS credits</i>	ABPR19	Visual design 1	10	125/125	Theoretical/ Practical	Mandatory	Exam
	ABTEC37	Information design	8	100/100	Theoretical/ Practical	Mandatory	Exam
	ABTEC37	Brand design and dynamic identity	8	100/100	Theoretical/ Practical	Mandatory	Exam
	ABPR31	Advertising photography	6	75/75	Theoretical/ Practical	Mandatory	Exam
<i>Further educational activities</i>		Linguistic and Interpersonal Skills, Apprenticeships, Workshops, Artistic Production, etc.	4	0/100		Mandatory	
Second year Training credits: 60							
<i>Basic</i>	ABTEC38	Digital animation techniques and Visual effects	6	75/75	Theoretical/ Practical	Mandatory	Exam
<i>Characterizing</i>	ABPR19	Web design and user experience	8	100/100	Theoretical/ Practical	Mandatory	Exam
	ABPR19	Visual design 2	10	125/125	Theoretical/ Practical	Mandatory	Exam
<i>Additional basic and characterizing training credits</i>	ABPR30	Wearable Technology	8	100/100	Theoretical/ Practical	Mandatory	Exam
	ABTEC40	Multimedia exhibit	6	75/75	Theoretical/ Practical	Mandatory	Exam
	ABTEC42	Interaction design	6	75/75	Theoretical/ Practical	Mandatory	Exam
<i>Further educational activities</i>		Linguistic and interpersonal skills, Internships, workshops, artistic production, etc.	6	0/150		Mandatory	
<i>Student's choice</i>			6	0/150		Mandatory	
<i>Thesis</i>			10	0/250		Mandatory	