

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

Article 1- Study Course Name and code

The Master of Arts in Visual and Innovation Design, code DASL06, is established at the legally recognised Rome University of Fine Arts - Academy of Fine Arts.

Article 2 - School

The Master of Arts in Visual and Innovation Design comes under the School of Artistic design for Business.

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 Design and Applied Arts.

Article 4 - Training objectives

The Master of Arts in Visual and Innovation Design offers an advanced level of training, aimed at creating a designer able to conceive and guide design and implementation paths, in a scenario dominated by technological and multimedia innovation. During the educational pathway the student acquires high professional skills in order to manage the communication project on different media and technology platforms. Students of the Visual and Innovation Design Course develop their:

- ability to generate design concepts that can provide innovative solutions to communication needs;
- techniques of representation and visual, graphic, infographic, photographic, typographic, video narration;
- knowledge of psychological, cognitive and perceptive mechanisms;
- dynamics of interaction and group work;
- possibility of connecting between different media and formats, cultivating an overall and systemic vision of communication design. Seminars, workshops, meetings with professionals, internships and field trials, offer the student a constantly topical comparison with the world of work.

Expected learning outcomes

Qualification descriptors - QT12010

Second cycle descriptors – The final second-cycle credits may be awarded to students who have achieved the knowledge, skills and abilities described below.

Knowledge and understanding

Visual and Innovation Design graduates must have demonstrated that they:

- know and understand the methodological-operational aspects of visual design and specific application software;
- know and understand the methodological-operational aspects of communication, from briefing to strategic aspects, up to the production of different communication artefacts;
- are able to recognise and analyse a communication campaign.

For the development and application of original ideas, as part of visual-design research, in the context of technological innovation.

Applying knowledge and understanding

Visual and Innovation Design graduates must be able to:

- apply their knowledge and understanding skills of visual design, advertising and communication design;
- use the standard techniques and tools of the main specialist application software;
- apply their communication and design strategy skills;
- discuss the choice of visual and communicative language and coordinate design interventions in the various areas of communication design;

For the creation of campaigns aimed at achieving communication objectives.

Making judgements

Visual and Innovation Design graduates must be able to:

- formulate his/her own evaluation and/or judgment based on the interpretation of information available in the field of target segmentation, consumption behaviour, psychology of perception, of cultural scenario and language of the various media;
- identify and collect additional information to enhance their level of knowledge;
- independently develop innovative design paths, take initiatives and make stylistic choices, taking into account all the knowledge and techniques acquired;
- develop a sound critical sense of their work in order to improve it.

Communication skills

Visual and Innovation Design graduates must:

- know how to communicate ideas and information effectively, and discuss issues and solutions appropriately, knowing how to choose the form and means of communication appropriate to the interlocutor, whether they are a specialist or not in the sector;
- know the specific terminology of the communication sector;
- be able to work in a team, exchanging knowledge and technical skills in a collaborative and multidisciplinary way.

Learning skills

Visual and Innovation Design graduates must:

- have developed high-level learning skills so they continue to stay up-to-date and study in the areas of visual and communication design, advertising, multimedia design, and the respective specialist software;
- have the ability to draw on various bibliographic and digital sources (industry publications, communication and design portals, exhibitions and specialist fairs), in order to acquire new and updated skills with the changes in style and language.

Article 5 - Employment prospects

Visual and Innovation Design graduates will have developed the skills necessary to enter the world of work and carry out highly specialised professional activities within the context of visual communication and information technologies. They will be able to hold the roles of Art director and Visual designer required in the traditional communication sector (graphic design, advertising, institutional and product communication, packaging, setting up exhibitions and fairs) and new communication systems. They will also be able to fulfil new professions related to the digital revolution (electronic and multimedia publishing, motion graphics, user experience, information and interface design). Graduates will be able to work as freelance professionals, work in advertising studios and agencies, in high-tech companies and in all companies in which interdisciplinary skills between visual and interaction design will be required.

Article 6 - Admission criteria

Access requirements:

- a) Students who hold a Bachelor of Arts Degree or a Master of Arts Degree in subjects related to the course can apply.
- b) The transition from the Bachelor of Arts to the Master of Arts within the School of Artistic Design for Industry takes place directly.
- c) For students coming from another School or University Faculty, admission takes place through an admission test; these students have the possibility of being awarded academic credits: up to 12 CFAs (academic credits) for Bachelor of Arts Graduates from another school; up to 18 CFAs for graduates at University Faculties (Humanities, Scientific or Polytechnic). Any curricular integrations in terms of CFAs, attributed to specific Disciplinary Artistic Sections, must be acquired before individual preparation is verified.

Verification procedure:

- a) The admissions test to the Master of Arts course is aimed at understanding the motivations and aptitudes required to undertake the chosen course of study and to verify the adequacy of personal preparation for admission purposes.
- b) The test consists of an interview with presentation by the candidate of his/her own portfolio containing works and projects and any other documentation deemed useful for the purpose of admission.
- c) The selection of students admitted to the course is made on the basis of the results and assessments of the entrance exams. The maximum number of students admitted to the course is planned 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 Board of Directors decides upon the maximum number of students to make up the classes and upon any splitting of said classes. Individual disciplines may also be split, taught in the same class.

Article 7 - Provision on attendance obligations

Attendance at the Academy's Courses 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 confirmed by the Teachers in charge of the lessons.

Article 8 - Procedures for submitting study plans

The student is required to submit a study plan, including the mandatory, optional and student's choice activities. When formulating the plan, the student may specify that he/she will not make a full-time commitment. The student must submit his/her study plan by 30 November of each academic year to the relevant educational facility. The study plan can be resubmitted the following year, by making amendments to the previous plan. The latest approved study plan shall be valid. 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 Board shall make a decision by the following 15 December.

Article 9 - Features of the final test

The final test of the Master of Arts in Visual and Innovation Design, for which 10 educational credits are awarded, may consist, alternatively:

- a) in the discussion of a written paper, based on theoretical-methodological, analytical-critical or historical-artistic content, developed by the candidate on a topic coherent with the training objectives and with the specific languages of his/her course of study;
- b) in the presentation and discussion of a project or artistic work that uses the methodologies and languages of one or more subjects and that, in any case, must be accompanied by a written piece that critically highlights the theoretical approach, the contents and the techniques used. The candidate may make use of multimedia support during their presentation.

Article 10 - Breakdown of the curricula

Curricula offered to students:

The Master of Arts in Visual and Innovation Design provides for a single curriculum.

Breakdown into modules:

In accordance with the procedures for codifying and recording the examinations required by the Academy, a course may provide for the incorporation of several teaching modules that may even pertain to various disciplinary sectors, by merging 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 Academy's Prospectus.

Prerequisites:

- a) Each year, the Academy's Prospectus 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 Academy's Prospectus.

Further educational activities:

Pursuant to these Regulations, further educational activities are activities that are organised or required by the Academy in order to acquire additional linguistic knowledges, as well as IT and computer skills, interpersonal skills or, in any case, skills that are useful 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, including the training and guidance apprenticeships referred to in the Decree of the Ministry of Labour no.142, dated 25 March 1998.

Article 11 – Recognition of training activities, knowledge and skills

Transfer of students:

The transfer of students to the Master of Arts in Visual and Innovation Design, coming from another academic course, or from the same level course of another institution, provides for the recognition of the largest possible number of credits already accrued by the student, as well as the possible recourse to interviews to verify the knowledge actually possessed. Provided that the transfer of the student is made between Master of Arts courses under the same school of Artistic Design for Industry, the amount of credits directly attributable to the student cannot be less than 50% of those already accrued.

Knowledge and professional skills:

The Academy may acknowledge the knowledge and professional skills certified individually, as well as other knowledge and skills gained in training activities to which the Academy has been involved in the design and development. The number of recognisable academic training credits cannot however exceed 12 CFA. The activities already recognised for the purpose of awarding CFAs in the context of Bachelor of Arts courses cannot be recognised for a second time as a CFA in the context of Master of Arts courses.

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 Board shall review the Master of Arts Teaching Regulations.

DASL06 – MASTER OF ARTS in							
ARTISTIC DESIGN FOR BUSINESS							
Master of Arts in Visual and Innovation Design							
Field	Sector (Group)	Subject	CFA	Hours Lesson/study	Subject type	Optional/Mandatory	Proficiency
First year CFA: 60							
Basic	ABC65	Media and Visual culture	6	45/105	Theoretical	Mandatory	Exam
Characterizing	ABC67	Advertising	8	100/100	Theoretical/Practical	Mandatory	Exam
	ABC67	Digital copywriting	2	25/25	Theoretical/Practical	Mandatory	Exam
	ABC19	App Design	8	100/100	Theoretical/Practical	Mandatory	Exam
	ABC19	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
Additional Basic and Characterizing ECT credits	ABPR31	Advertising photography	6	75/75	Theoretical/Practical	Mandatory	Exam
Further educational activities		Linguistic and interpersonal Skills, Apprenticeships, workshops, artistic production, etc.	4	0/100		Mandatory	
Second year CFA: 60							
Basic	ABTEC38	Digital animation techniques and Visual effects	6	75/75	Theory/Practice	Mandatory	Exam
Characterizing	ABPR19	Web design and user experience	6	75/75	Theory/Practice	Mandatory	Exam
	ABPR19	Visual design 2	10	125/125	Theory/Practice	Mandatory	Exam
Additional Basic and Characterizing ECT credits	ABPR30	Wearable Technology	6	75/75	Theory/Practice	Mandatory	Exam
	ABTEC40	Multimedia exhibit	6	75/75	Theory/Practice	Mandatory	Exam
	ABTEC42	Interaction design	6	75/75	Theory/Practice	Mandatory	Exam
Further educational activities		Linguistic and interpersonal Skills, Apprenticeships, workshops, artistic production, etc.	4	0/100		Mandatory	
Student's choice			6	0/150		Mandatory	
Thesis			10	0/250		Mandatory	