Graphic Design

The signs all around you.

As a graphic designer, you will play a central role in the realisation of visual communication projects in many fields: publishing, packaging, brand, exhibit, information and motion design, conventional and unconventional advertising.
You will work on your ability to configure visual languages by combining signs, typefaces, colours and images to convey effective and expressive messages.
The critical and innovative skills, the strength of the design method encompassing design theory and practice, and the technical background in the many fields and aspects of visual communication will enable you to be prepared to compete in numerous scenarios in the working world as a graphic designer or art director.

Qualification:
First Level Academic Diploma, equivalent to a Bachelor's degree

Duration:
3 years, full time

Language:
Italian or English

Credits:
180 ECT

Requirements:
Italian students
High school diploma
International students
Valid High School Diploma for the Italian Higher Education System
B2 level of the course language
Upon admission non-UE students are subject to fulfill the procedure for obtaining the student VISA

Location of attendance:
Rome or Milan

Field:
Visual communication, publishing, corporate identity, advertising

Main subjects:
Graphic Design, Web Design, Copywriting, Packaging, Publication design

Future careers:
Art Direction, Copywriting, Graphic Design, Illustration, Advertising, Corporate Identity, Publication design, Web design, Social media communication

Study plan

	COURSES	ECT	H
1 YEAR	Technical drawing and project design	10	125
	Computer Graphics	10	125
	History of printing and publishing	8	60
	Graphic design 1	12	150
	Photography 1	8	100
	An elective subject to be chosen between:		
	Semiotics of art	6	45
	Illustration	6	75
	Elective educational activities	6	/
2 YEAR	Design methodology	6	75
	History of contemporary art	6	45
	Graphic design 2	12	150
	Web design	8	100
	Features of publication design	8	100
	Photography 2	6	75
	Copywriting 1	4	50
	Techniques and technologies for graphic design	6	75
	Elective educational activities	4	/
3 YEAR	Mass media theory and methods	6	45
	Graphic design 3	12	150
	Packaging	6	75
	Copywriting 2	4	50
	Digital animation techniques	6	75
	Digital modeling techniques	6	75
	Computer technologies	4	50
	English	4	30
	Further language and interpersonal skills, internships, etc.	4	/
	Thesis	8	/

Total credits **180**

Admission test

The admission test is designed to assess students' aptitude and motivation to undertake the RUFA education project.
Admission to RUFA is open to all graduates of the various types of high school, each with their own specific admission procedures.

How will the test take place?

A 60-question multiple-choice logic aptitude test (computer-based: 40 of verbal and figurative logic + 20 of culture of the chosen course), and a motivational interview.

How will the committee be composed?

The committee will be composed of some of the course lecturers.

Payment method

Italian students

€ 1'200 Annual enrolment fee / to be paid upon enrolment each year.

The remaining part of the annual tuition fee and educational contribution can be paid in:

- **a one off payment** by 30 November, with a 5% reduction;
- **3 payments** (30 November, 31 December, 31 January);
- **4 payments** (30 November, 31 January, 31 March, 31 May);
- **6 payments** (30 November, 31 December, 31 January, 28 February, 31 March, 30 April);
- **12 payments** using 0% interest financing (The last pay slip or tax return is required, as well as a photocopy of the guarantor's ID and tax code).

Early bird*
Direct matriculation by 31 July:
- € 1'200 with annual fee payment no later than 30 November.

International students

€ 1'200 Annual enrolment fee / to be paid upon enrolment each year.

The remainder of the annual tuition fee and educational contribution must be paid no later than 10 September.

Early bird*
Payment of the annual tuition fee and educational contribution:

- by 31 May: - 15%;
- by 31 July : - 10%.

*The Early bird initiative is **valid for the first year only** and cannot be combined with scholarships and/or other financial benefits.*

Tuition fees

INCOME / 000€	COURSE TAUGHT IN ITALIAN - €	COURSE TAUGHT IN ENGLISH - €
0 → 40	7'000	7'800
40 → 70	7'800	8'800
70 → 100	8'800	10'500
> 100	11'500*	12'800*

*For **non-EU students**, only the income bracket over 100 is considered, except for Turkey.

The following are excluded from the above costs:

- Fee for admission tests (1st year): international students €100, Italian students € 50 or €100 (depending on the session);
- Regional tax for the right to university studives (Ente Regionale per il Diritto allo Studio e alla Conoscenza – DiSCo): € 140.;
- Fee for the Diploma Examination (2nd year): € 400;
- Graduation fee (2nd year): € 90,84 Ufficio del Registro Tasse CC.GG. – Roma – Tasse Scolastiche – c.c.p. 1016.

EXPLORE RUFA

Openday ↗
Live the RUFA experience

Open Call ↗
Book your individual meeting

Meet RUFA ↗
Sign up for the Guidance day

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R U F A

Rome
University
of Fine Arts