



# Visual and Innovation Design

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## Imagine and design the future.

Become a communication design professional, learning to master the areas of visual design, advertising and the complex world of multimedia communication, connecting design techniques and digital innovation.

Become a Visual Designer, the 'problem-solver' of contemporary communication, a professional figure capable of bringing together the role of the creative, the technological expert and the strategic designer, in other words the director of the entire communication platform.

Choose specialised training in traditional communication and the new frontiers of multimedia.

### **Qualification:**

Second Level Academic Diploma,  
equivalent to a Master's degree

### **Duration:**

2 years, full time

### **Language:**

Italian and English

### **Credits:**

120 ECT

### **Location of attendance:**

Rome

### **Field:**

Visual design, Advertising, Multimedia  
Communication

### **Requirements:**

#### *Italian students*

Bachelor's degree or equivalent  
Portfolio

#### *International students*

Bachelor's degree valid for the Italian  
Education System  
Portfolio

Course language B2 certificate

Upon admission non-UE students have to  
fulfill the procedure to obtain a Student  
VISA

### **Main subjects:**

Branding, Advertising, UX/UI, Digital  
Copywriting, Visual Culture and Media

### **Future careers:**

Visual designer, Art director, Copywriter,  
Social media manager, Web designer,  
Information designer, UX designer, UI  
designer, Exhibit designer, Interaction  
designer, Brand manager, Type designer.

# Study plan

| COURSES       |                                                 | ECT | H   |
|---------------|-------------------------------------------------|-----|-----|
| 1 YEAR        | Visual and media culture                        | 6   | 45  |
|               | <b>Advertising:</b>                             |     |     |
|               | Art Direction for ADV                           | 4   | 50  |
|               | Social Marketing                                | 2   | 25  |
|               | Unconventional ADV                              | 2   | 25  |
|               | Digital Copywriting                             | 2   | 25  |
|               | App Design                                      | 8   | 100 |
|               | Visual Design 1                                 | 10  | 125 |
|               | Information Design                              | 8   | 100 |
|               | Brand design and dynamic identity               | 8   | 100 |
|               | Advertising photography                         | 6   | 75  |
|               | Language skills - Internships - Workshops       | 4   | /   |
| 2 YEAR        | Digital animation techniques and visual effects | 6   | 75  |
|               | Web design and user experience                  | 6   | 75  |
|               | Visual Design 2                                 | 10  | 125 |
|               | Wearable technology                             | 6   | 75  |
|               | Multimedia exhibit                              | 6   | 75  |
|               | Interaction design                              | 6   | 75  |
|               | Elective educational activities                 | 6   | 75  |
|               | Language skills - Internships - Workshops       | 4   | /   |
|               | Thesis                                          | 10  | /   |
| Total credits |                                                 | 120 |     |

Moschin, Pagano, Proietti



# 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 motivational interview supported by a portfolio and/or, in absence of that, your graduation thesis.

## 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        | 7'500                        | 10'000                       |
| 40 → 70       | 8'300                        | 11'300                       |
| 70 → 100      | 9'500                        | 12'500                       |
| > 100         | 12'800*                      | 13'500*                      |

\*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 studies (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

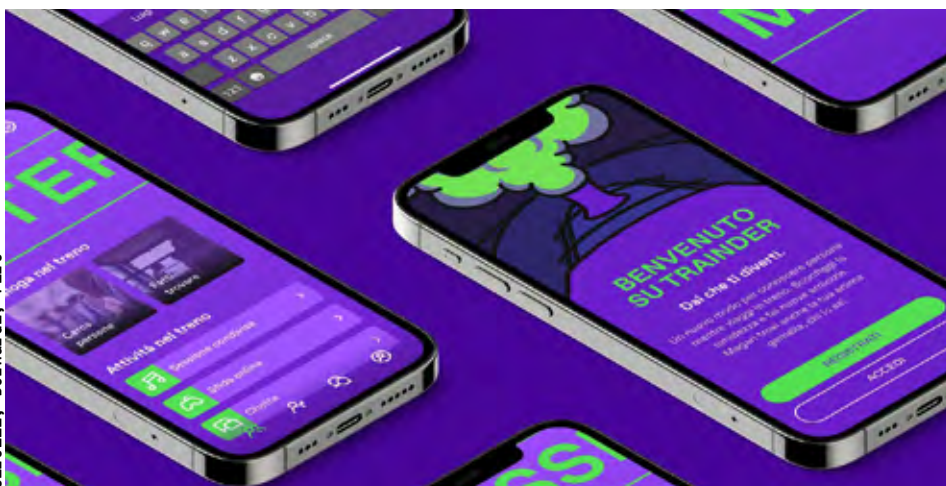
### Open days ↗

Live the RUFA experience

### Book a meeting ↗

Book your appointment with RUFA





## Contacts

Guidance office  
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