



MILANO
SUMMER SCHOOL
JUNE > AUGUST > 2010

Milano



Comune
di Milano



COURSES / **DESIGN** / GRAPHIC DESIGN, PHOTOGRAPHY AND VISUAL BROADCASTING /

INTRODUCTION TO GRAPHIC DESIGN

AN EXPLORATION OF THE GRAPHIC MEDIUM AND ITS FOUNDATIONS

OBJECTIVES

By taking this course, students will acquire the following skills:

- The ability to demonstrate their knowledge of selected aspects of Italian contemporary and classic graphic design;
- An understanding of the visual world and its components;
- Processing a visual expression, from concept to final presentation.

MAIN TOPICS

The course aims to provide students with basic technical skills, and to present a visual vocabulary that can be used to generate various graphic identities.

Students will be given assignments subdivided into the different fundamental notions of graphic design, working toward a final expression in the form of a collective printed magazine expressing the character of Milan.

LANGUAGE

English

CALENDAR AND ATTENDANCE

5 July - 16 July, 2010

45 hours lessons: on Monday 5 July there will be an orientation session from 10 am to 11 am, lessons from 11 am to 1 pm, lunch break from 1 pm to 2 pm and lessons again from 2 pm to 5 pm. On the other days there will be lessons from 10 am to 1 pm and from 2 pm to 4 pm. There will be no lessons on Friday 9 July. Attendance is mandatory.

CANDIDATE PROFILE

Designing means having an open mind. In this graphic design course we ask students to focus on the contemporary visual surroundings and to question their quality and underlying reasoning. The course is designed for inquisitive newcomers to the field of visual communications, who wish to acquire a foundation of knowledge and an understanding of the medium. It provides a starting point for further exploration of graphic design media.

No prior knowledge or experience is required. However, students should show genuine interest in the topic. Students will be asked to work in groups as well as individually.



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ADMISSION PROCEDURE AND DEADLINE

Please go to <http://www.design-summer-courses.com/enrol-design-courses.html> and follow the application procedure step by step (you can enrol online or choose the wire transfer enrolment procedure). The deadline for application form acceptance is 25 June 2010.

ASSESSMENT AND FINAL QUALIFICATION

All work will be geared towards the production of a printed volume. At the end of the course students will be awarded an attendance certificate as long as they have completed 80% of the course.

E.C.T.S.

Currently not available.

TEACHING STAFF

Course Leader and Professor: TBD

LOCATION

Nuova Accademia di Belle Arti Milano
Via Darwin 20
20143 Milano

FEE

€ 1,480 (including a voucher to be spent at the NABA cafeteria for each day of classes)

CONTACTS

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