



MILANO
SUMMER SCHOOL
JUNE > AUGUST > 2010

Milano



Comune
di Milano

NABA
NUOVA ACCADEMIA
DI BELLE ARTI MILANO

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

GRAPHIC DESIGN FOR THE FASHION STUDIO INTERMEDIATE

GRAPHIC DESIGN AND ITS INFLUENCE ON THE WORLD OF FASHION

OBJECTIVES

As a result of this course students will be able to:

Demonstrate their knowledge of Italian contemporary and classic graphics within the fashion market;

Use techniques in the areas of graphic design and illustration.

MAIN TOPICS

Have you ever considered how graphic design alters our fashion sense and influences our choices of purchase? The course will discover the influence of graphic design on the wider field of fashion design. Using graphic design, students will explore the effects of graphics on selected Italian fashion brands through media such as prints on promotional items including tags, bags, badges and t-shirts.

The course was designed to provide students with a foundation of knowledge of graphics as applied to the fashion market. Students will be asked to select an item from a selection of Italian fashion brands and present it in a unique style, with a new message for its content. The aim is to illustrate the impact that graphic design has on the fashion market.

LANGUAGE

English

CALENDAR AND ATTENDANCE

20 July - 30 July, 2010

45 hours' lessons: on Tuesday 20 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.

Attendance is mandatory.

CANDIDATE PROFILE

Besides having good knowledge of the English language, enrolled students must have a real interest for visual communications and fashion. We will be looking at the effect of graphic design on fashion, and therefore an interest in fashion from a graphic point of view is expected.

Basic skills in Adobe Photoshop and Illustrator (or similar applications) are required.



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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 course work will be geared towards processing a graphic design, from its initial concept to the final printed 'article'.

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

Evelina Scrivani

Summer Programs Office

Nuova Accademia di Belle Arti

Via Darwin 20

20143 Milano

www.design-summer-courses.com

summer@naba.it

Phone: +39 02 97 37 21