



istitutomarangoni



**MASTER'S COURSES
DIGITAL ART DIRECTION**

Brief Descriptive Summary

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni Master's courses prepare students with an elevated and in-depth knowledge and know-how for a successful professional career at various levels in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior and Product Design, Jewellery Design, Art Management, and Art Curation. There is a strong focus on project-based industry linked methods of study taught by experienced industry specialists and professional practitioners.

General Information

1. Certification attained

Istituto Marangoni Certificate

Programme Information

2. Educational & Programme Aims

Educational Aims:

The educational aims are:

- to develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to encourage the development of students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with the industry and the professions.

Programme Aims

The aim of the Master Programme in Digital Art Direction is to train – and integrate in the world of employment – digital art directors capable of managing integrated communication projects; the objective is to educate participants in becoming communication professionals who, by sensitivity and cultural background, are able to represent a virtuous connection between the world of traditional communication, linked to the field of advertising agencies, and that of agencies specialized in the use of digital media. Participants enrolled in the master programme will become “nexters”: experts of the most recent and innovative ways to communicate, and develop their personal approach to fast-forward thinking, as well as gaining familiarity with the latest technologies and an ability to conceive and manage multifaceted, memorable and relevant creative projects that are consistent with the latest trends.

3. Final Learning Outcomes

Educational Outcomes

On successful completion of their course of study students will be able to:

- apply skills of critical analysis to real situations within a defined range of contexts;
- demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self management;
- express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
- develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives;
- manage their professional development reflecting on progress and taking appropriate action;
- find, evaluate, synthesise and use information from a variety of sources;
- articulate an awareness of the social and community contexts within their disciplinary field.

Programme Specific Outcomes

On successful completion of their course of study students will be able to:

- critically evaluate current research in their specialist field of study;
- select and define a research topic and implement a research plan using appropriate methodologies;
- critically analyse their results and draw logical conclusions;
- exercise initiative and personal responsibility in the work environment;
- carry out further independent learning or continuing professional development;
- critically reflect on experience of significant managerial responsibility;

- continue as a researcher in an academic or commercial setting and have the potential to extend the bounds of knowledge in their chosen field.

Students will also have the qualities needed for employment in situations requiring the exercise of initiative and personal responsibility together with decision-making in complex and unpredictable situations.

Final Award Learning Outcomes

On successful completion of their course of study students will be able to:

- Plan multimedia communication strategies at a professional level;
- Create relevant advertisement campaigns consistently with the surge of new trends and the evolution of social and cultural paradigms;
- Design a creative idea by declining it across different media and by adopting multiple techniques (advanced graphics, motion videos, gamification, mixed reality, etc.);
- Conceive an effective and original Digital Video storytelling and assess the communication needs within a creative team;
- Master digital media and social networks to create engaging and viral contents;
- Collaborate in a creative team according to the workflow of an agency.

4. Teaching/Learning and Assessment Strategy

Curriculum:

The Master Course in Digital Art Direction, resulting from a unique partnership between the Istituto Marangoni Milano School of Design and the renowned advertising agency McCann Worldgroup, is aimed at training highly specialized professionals, and provide them with remarkable creative skills and with an innate ability to tap into the ever-changing trends that are reshaping current social imaginaries, our visual culture and the relationship between brands and people. A digital art director is a “nexter”, in other words an expert in the field of integrated, omnichannel communication characterized by fast-forward thinking, familiarity with the latest technologies and ability to conceive and manage multifaceted, memorable and relevant creative projects by crossing the borders between traditional and digital media.

Advertising spots, communication campaigns, proper management of social media accounts, organization of above and below the line activities, production of quality branded contents, gamified multimedia installations capable of generating engagement and virtuous word of mouth: participants will learn to manage the many elements that set up a memorable advertising campaign. Thanks to this highly specialized study path, participants will learn about market dynamics and the evolution of the socio-cultural context of reference, so as to make the image of a brand, product or event in an always current, cool and desirable way. Participants will develop confidence with the most advanced communication techniques and the latest trends, with the aim of anticipating the direction in which our visual culture is evolving, increasingly influenced by new technologies, virtual reality, the world of video games, as well as the viral proliferation of contents on social networks.

In the first semester of the master participants will be provided with key aspects of crucial technical disciplines (presentation design & idea pitching, advanced graphics, digital video storytelling, copywriting & creative storytelling, among the others) as well as theoretical ones, such as an overview of advertisement techniques, the analysis of new trends catching on in the digital world, and strategic marketing.

In the second semester, participants will be trained as creative art directors by working, supported by tutors, on real briefs delivered by renowned brands. They will become familiar with the mind-blowing opportunities brought by emerging technologies (VR, MR, AI, Generative Design, Project Mapping, IoT) to create new forms of engagement. Among the subjects covered in the second half of the curriculum, a dedicated focus on social media management and the production of quality branded contents. Over the year, the newly acquired methodologies, inspirational contents and skills will allow the realization of increasingly elaborate projects.

Among the distinctive traits of the master program, the emphasis on the direct contact with a pool of industry professionals to support the learning of typical working dynamics within an agency and the prevalence of an hands-on project work approach over a merely theoretical one. Expression of individual creativity, lateral thinking and experimentation will be further encouraged through a series of seminars, external visits, talks and workshops with leading figures in the art, design and communication fields, with the intent to stimulate participants to a multidisciplinary vision and to ignite their creative and fast-forward thinking.

Learning and Teaching Methods:

Course teaching methods are mainly based around formal lectures, workshops, seminars and self-directed study and within this structure a range of approaches to learning and teaching is employed as appropriate to the situation. Industry experienced specialists and visiting specialist Lecturers (industry professionals) make valuable contributions and facilitate important links to professional practice.

Self-Directed Study > plays a major role in this programme, where students are expected to spend time researching and analysing subject matter independently to support and substantiate taught material.

Formal Lectures > form an integral part of the programme and with formal delivery of key information to the whole cohort. At this level it is expected that students will use the lectures as a stimulus for further study/reading.

Seminars > are used to build on themes taken from the lecture programme. Students are encouraged to make an active contribution by sharing in the argument and debate.

Visiting Lecturers > are invited to deliver specialist lectures to enhance the delivery of the units.

Individual Tutorials – are used when individual student work is being discussed or the guidance required is specific to one particular student. It is especially important in the dissertation phase and may be face to face, over the telephone, via e-mail or Skype.

Small Group Tutorials > enable students to discuss and plan their work in greater detail than is possible with larger groups. It encourages quieter students to develop their interpersonal and communication skills and helps consolidate leadership skills in others.

Video Presentations > are used to give a more in-depth understanding of a specific issue.

Case Studies – are used for detailed discussion of real-life situations.

Demonstrations > are normally of a technical nature and are necessary in certain subject areas.

Studio / Workshop / Laboratory / Practical Sessions – may be used to enable the creative and practical skill development of the student in an environment which simulates that of industry.

Group and Team Work > requires students to operate as a member of a group or team and they usually have clearly identified roles. The emphasis is on collective responsibility, individual responsibility to the group and joint decision-making.

Study Trips > give students the opportunity to go outside the institute's environment to enhance their understanding of specific subject material. If assessment is dependent on information collected whilst undertaking the study trip, the trip would be considered mandatory. The cost of study trips can be either the responsibility of the student or on occasion included in the annual study fee. If the visit is within the city students pay for public transport. This will be outlined at the beginning of any unit where such a trip is foreseen.

Assessment:

the assessment strategy for the programme has been designed to incorporate a variety of assessment methods to enable all students to demonstrate their learning in a fair and comprehensive manner.

Assessment Methods:

formative assessment > is used as an interim review of student work undertaken at key points during particular units. It provides an indicative measure of progress, allows students to consider their work in relation to that of their peers, allowing students to agree with staff any adjustments that are necessary to make in order to satisfy course requirements. It is designed to help improve student performance. It does not contribute to the final unit mark. Formative assessment always makes reference to the learning outcomes and or assessment criteria of that unit.

Summative assessment > provides an evaluation of student progress and learning during an entire unit, generates a unit mark, constructive feedback and confirms the conditions for referral and retake.

Peer and Self-assessment > requires students to assess their own work and that of fellow students. It encourages:

- a sense of ownership of the process of assessment;
- assists the student to become an autonomous learner;
- helps to develop a range of transferable skills;
- makes assessment part of the learning process rather than an adjunct to it.

Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the unit.

Practical and Class Based Projects > allow the students to demonstrate their understanding of a specific subject area and application of practical areas of the programme.

Written Reports > are required in some study areas, where a clear and structured brief is provided and the students are asked to submit work to be marked independently and anonymously by staff.

Formal Examinations > will be used in some subjects to permit students to demonstrate their understanding of a subject within a constrained timeframe.

Presentations > are used in some subjects to allow the student to develop their professional communication, presentation skills and to argue critical reflection and interpret findings.

Avoiding Plagiarism

Plagiarism is defined as stealing another person's ideas and presenting them as though they were the student's own.

Please refer to the Student Handbook.

Programme Specific Assessment Criteria

Assessment Grade Descriptors for Master Courses:

Class	Mark Range	Criteria
Fail	0-39	The student will not have demonstrated proficiency in intellectual thought. The learning outcomes of the unit will not have been achieved. The content will be descriptive rather than analytical.
Marginal Fail	40-49	The student will have demonstrated a basic proficiency in intellectual understanding in most but not all elements. Some of the learning outcomes of the unit will have been achieved at threshold level. The content will be descriptive rather than analytical.
Pass	50-59	The student will have demonstrated evidence of critical thinking. All the learning outcomes of the unit will have been competently achieved. There will be some substantive and developed evidence of understanding.
Merit	60-69	The student will have demonstrated intellectual thought that includes critical thinking, analysis and the ability to draw conclusions and make recommendations. All the learning outcomes of the unit will have been achieved at a good level.
Distinction	70-100	The student will have achieved all the learning outcomes of the unit at an excellent or outstanding level showing clarity of understanding, analysis and evaluation.

5. Course structure

Semester	Subject Title
01	Advertising Techniques
01	Advanced Graphics
01	Copy Writing & Creative Storytelling
01	Presentation Design & Idea Pitching
01	Marketing & Strategic Thinking
01	Key Trends in Digital Culture
01	Art Direction 1
02	Video Editing
02	Emerging Technologies (VR, MR, AI, Project Mapping, IoT)
02	Project Management in an ADV Agency
02	Digital Communication
02	Social Media Management
02	Branded Content Production
02	Art Direction 2

6. Personal Development Planning

The Personal Development Plan is a structured and supported process to develop the capacity of individuals to reflect on their own learning and to plan for their personal and educational career development.

All students may participate to receive guidance and where appropriate, set individual development goals. Success in achieving these goals will be determined through their studies and through extra-curricular activities etc. At the end of the course all students are given the opportunity to meet with the school placement officer and discuss their future employment possibilities.

7. Career Service for master courses

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work.

Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are

also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

8. Course Specific Admission Requirements

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award.

Admission requirements are listed below.

Candidates must have a sufficient command of the English or the chosen language of the course to be able to meet the requirements of the programme in every respect.

When considering the suitability of an applicant for a place on the programme the Admissions team will usually take the following factors into account:

- three years degree or equivalent;
- the applicant's qualifications;
- the information given in supporting academic references;
- the applicant's personal statement;
- a portfolio of work (if appropriate to the subject).

The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate).

(Admission requirements are subject to change in order to comply with entry requirement regulations).

9. Programme Leader's Responsibilities

They will have responsibility for implementing the strategic direction of the courses within their programme and for co-ordinating the academic administration necessary for its successful day-to-day operation.

Programme Leader's Responsibilities:

- chairing the Programme Committee, and arranging for such meetings of the Committee as considered appropriate;
- acting as the Chief Executive Officer to the programme. As such he/she will be responsible, within the agreed policies of the Programme Committee, and Academic Boards, for the efficient operation of the programme as approved by the Institute;
- supporting and encouraging their teaching team including PDP;
- advise the Programme Committee on its proper responsibility for the continuing development of the programme;
- liaise on behalf of the Programme Committee with all staff as appropriate;
- be empowered to take on behalf of the Programme Committee any reasonable action with respect to the proper functioning of the programme;
- recommend areas for curriculum development;
- co-ordinate the assessment schedule and ensure that it is communicated to students and the Director of Education;
- liaise with Student Support Officers to ensure that appropriate study support is available;
- recommend the appropriate level of resources required and liaise with the teaching team;
- undertake training and professional development and contribute to the training of others;
- actively participate and organise Peer Support systems;
- monitor & respond to the student voice including regular meetings with the student Rep.;
- monitor course feedback and the student voice;
- organise all areas of assessment procedures, facilitate monitoring, joint marking, internal verification;
- maintaining the quality of academic standards by supporting the rules and regulations concerning exam procedures and conduct of the student and teaching team.