

NABA

**NUOVA ACCADEMIA
DI BELLE ARTI**

**SUMMER
COURSES**

**Digital
Illustration II**

2nd SESSION:
July 13th – July 23rd 2021

DIGITAL ILLUSTRATION II

School: NABA, Nuova Accademia di Belle Arti

Address: Via Darwin 20, 20143 Milan, Italy

E-mail: summer@naba.it

Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

TITLE – AREA

Digital Illustration II (intermediate level)

COURSE TEACHERS

Marco Pochetti

COURSE DESCRIPTION

Introduction to motion graphics using Adobe After Effects.

During all practical and theoretical lessons, we will discover the entire production pipeline to finalize an animation.

COURSE OBJECTIVES

The main aim of this course is to allow students to acquire all the basic principles to create animated clips.

Different techniques and approaches will be shown to get the desired result.

ADMISSION REQUIREMENTS

Basic knowledge of Adobe Photoshop and Adobe Illustrator

OUTPUT

At the end of this course you'll make a series of mini clip related to all the subjects seen in class and as a "final project", a portfolio video where you'll present yourself.

LIST OF MATERIALS AND TOOLS

Adobe Creative Cloud with After Effects, Media Encoder, Photoshop and Illustrator

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period.

On the last day of classes, instructors will issue a **Certificate of successful attendance only to all students who completed at least 80% of the course.**

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated.

Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

Every lesson will focus on a specific topic.

By alternating practical examples and theoretical explanations will serve to give the widest possible overview.

TEACHER'S SHORT BIO

The important thing, is that it moves well!

This is surely the phrase that best describes my work. To every element it's "character".

Hi! I'm Marco and I'm a motion designer and 3D artist freelance. My specialization is in the adv and brand field.

During the last 15 years I've been working within the biggest communication agency in Milan and worked for international brands.

Grading

Total number of ECTS assigned for the successful completion of the course: 3 ECTS

Grading Weights		Grading Scale
1. Attendance	30 %	Excellent = 90-100
2. Participation and Creative Process	40 %	Good = 80-89
3. Final work / Final presentation	30 %	Average = 70-79
		Below Average = 60-69
TOTAL	100 %	Poor = 59 or below

	Excellent 90 -100%	Good 80 – 89%	Average 70 – 79%	Below Average 60 – 69%	Poor Below 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic &	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic &	Shows some awareness of the topic & below average	Has shallow insight into the topic & poor

	thorough, creative research		average research	awareness of research	grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

Course Schedule*

1ST WEEK

Day	Time	Professor	h	Lesson-subject
Day 1 Tuesday		NABA Staff		Welcome and Registration
Day 2 Wednesday	09:00 – 12:00	Pochetti Marco		First look to the software and production pipeline. The interface. Folders Structure. Managing assets. Keyframes.
	12:00 – 14:00	Pochetti Marco		In Class exercises
Day 3 Thursday	09:00 – 12:00	Pochetti Marco		Import Illustrator files Parenting layers Masks and nested timelines
	12:00 – 14:00	Pochetti Marco		In Class exercises
Day 4 Friday	09:00 – 12:00	Pochetti Marco		Import Photoshop files Scripting
	12:00 – 14:00	Pochetti Marco		In Class exercises

2ND WEEK

Day	Time	Professor	h	Lesson-subject
Day 5 Monday	09:00 – 12:00	Pochetti Marco		Text layer Shapes Layer Track matte
	12:00 – 14:00	Pochetti Marco		In Class exercises
Day 6 Tuesday	09:00 – 12:00	Pochetti Marco		Native 3D Layer
	12:00 – 14:00	Pochetti Marco		Preparation of the final project
Day 7 Wednesday	09:00 – 12:00	Pochetti Marco		Render / Export techniques.
	12:00 – 14:00	Pochetti Marco		Preparation of the final project
Day 8 Thursday	09:00 – 14:00	Pochetti Marco		Preparation of the final project
Day 9 Friday	09:00 – 14:00	Pochetti Marco		Finalization of the final project

* Schedules may be subjected to changes.

The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location.
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control