

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

**SUMMER
COURSES**

**Digital
Illustration I**

1st SESSION:
June 29th – July 9th 2021

DIGITAL ILLUSTRATION I

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 1

COURSE TEACHERS

Sarah Portaluri

COURSE DESCRIPTION

This course will give a contemporary view of digital illustration. Blending theory, practice and inspiration, it will provide a broad view of the world of digital illustration, its variety of fields of application and its communicative potential.

COURSE OBJECTIVES

The aim of the course is to offer a contemporary vision of digital illustration, both from a creative and technical point of view, but also from a practical one. The latest trends will be shown, tackling them from the point of view of stylistic choices and then moving on to the practical components, decoding and teaching the methods, tools and "tricks", correctly applying a spirit of observation and criticism. It will lead the students to master a communication language that not only wants to propose itself in its artistic vision, but it also sees its application in the world of graphic design, editorial design, advertising, and the increasingly dense world of social networks (especially within the most visual platforms). They will learn the basics of Photoshop and Illustrator practicing with various tools.

ADMISSION REQUIREMENTS

No requirements needed.

OUTPUT

Students will create logos, icons, patterns and a set of simple illustrations using the basic tools of Adobe Illustrator and Photoshop. The final output will reflect the personality and style of each student.

LIST OF MATERIALS AND TOOLS to be brought by students

USB Pen/Hard Disk, mouse/graphics tablet, sketchbook, stationery.

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

Learning by doing; alternating lessons of theory, practice, inspiration and dialogue.

TEACHER'S SHORT BIO

Sarah Portaluri graduated from NABA Nuova Accademia di Belle Arti with a diploma in Graphic Design and Art Direction. She is now an Italian graphic designer and content creator working at editorial communication studio Jumper and involved as designer in the Monnalisa Bytes project. She is passionate about design, music and an activist for the environment.

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 & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor 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
		Sarah Portaluri		Course Kick-off
Day 2 Wednesday				Visual stories to convey your message (Ideas and Concept) - Tips e tricks
				Trends, Discussions and Inspiration - Final project brief
Day 3 Thursday				"Know your tools", First steps in Illustrator
				Technique, Practice, Dialogue
Day 4 Friday				Inspiration: Flat and Geometric Styles
				Technique, Practice, Dialogue

2ND WEEK

Day	Time	Professor	h	Lesson-subject
Day 5 Monday				Inspiration: Characters and Landscapes
				Technique, Practice, Dialogue
Day 6 Tuesday				Inspiration: Typography
				Technique, Practice, Dialogue
Day 7 Wednesday				Photoshop: Pixel-based illustration and Photo manipulation
				Final Project Review
Day 8 Thursday				Inspiration: Collage; Illustrator & Photoshop together
				Final Project Review
Day 9 Friday				Outputs: Print and Digital; Social Networks
				Going Further - Final Project Review
				Final Project Review

*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.