

# NABA

NUOVA ACCADEMIA  
DI BELLE ARTI

**SUMMER  
COURSES**

**VISUAL  
DESIGN**

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

# VISUAL DESIGN

**School:** NABA, Nuova Accademia di Belle Arti

**Address:** Via Darwin 20, 20143 Milan, Italy

**E-mail:** [summer@naba.it](mailto: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

Visual Design (introductory level)

## COURSE TEACHERS

Alessandro Crippa

## COURSE DESCRIPTION

During this intensive course, students will gain knowledge of the different visual communication concepts and tools. Participants will be guided through a path marked by both lectures and practical workshops in order to learn digital skills and the methods of visual representation. At the end of the course each student will be able to find his own visual style and to develop his own personal project.

## COURSE OBJECTIVES

The course is focused on the analysis of the visual languages in the communication fields and gives the opportunity to create an integrated communication project. The reading lectures and the exercises will emphasize students' personal creative vision and put into practice the concepts learned throughout different didactic experiences.

## ADMISSION REQUIREMENTS

This course is intended for students who have no background in visual design and for students who are attending or will attend their first year of university studies in art and design.

## OUTPUT

At the end of the course students will create and present an integrated communication project that combines traditional and new media (outdoor & press adv campaign with a digital / social network campaign).

## LIST OF MATERIALS AND TOOLS to be brought by students

- Digital Camera
- USB key
- Mouse
- Sketchbook
- Pencil and coloured pens
- Basic knowledge of Adobe Photoshop, vector draw or other similar graphic editing software.

### **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**

Frontal lessons, field trips, in-class exercises.

### **TEACHER'S SHORT BIO**

**Alessandro Crippa** is a freelance illustrator and graphic designer living and working in Milano.

After earning his Bachelor degree in graphic design and art direction in Naba in 2013 he moved to London to specialize in illustration at Camberwell College of Arts. He lived there until the summer of 2015 when he moved back to Milan and resumed working as freelance graphic designer and illustrator.

Since then he has collaborated with several Italian and international brands and keeps building his personal research.

From 2019 he has been collaborating with NABA as illustration teacher

## 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
<b>TOTAL</b>	<b>100 %</b>	Poor = 59 or below

	<b>Excellent</b> 90 -100%	<b>Good</b> 80 – 89%	<b>Average</b> 70 – 79%	<b>Below Average</b> 60 – 69%	<b>Poor Below</b> 60%
<b>Attendance</b> (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
<b>Participation and Creative Process</b> (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
<b>Original Project</b> (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		<b>NABA STAFF</b>		<b>Welcome and Registration</b>
				Introduction on the visual content and the visual languages.
Day 2 Wednesday				Visual interpretation. Understanding icons and symbol in their context.
				Creative exercise on the reading visual identities. <i>Field trip: Fondazione Prada</i>
Day 3 Thursday				Short visual thinking. How to reduce a complex content into a visual synthesis.
				Moodboard: meaning and techniques.
				Creative exercise on moodboards
Day 4 Friday				Creative exercise on moodboards
				Words and images. Translate into visual concepts messages by connections to texts.

**2<sup>ND</sup> WEEK**

Day	Time	Professor	h	Lesson-subject
Day 5 Monday				Storytelling: how to tell a brand in a visual story. Field trip: Galleria Campari
Day 6 Tuesday				Multimedia interpretation. Understanding a meaning by watching an advertising spot.
				Digital contents. The visual languages for the web and the social media (Web sites, Facebook case history).
Day 7 Wednesday				Social media design. Fan page customization and creative posting
				Viral images and signs. How to design and spread creative messages on the web.
Day 8 Thursday				Integrated visual communication. How to define a visual format to combine traditional and digital media.
				Workshop (collective assignment): visual research and brain storming.
Day 9 Friday				Workshop: sketch, ideas and selection of visual concepts.
				Workshop: Development and fine tuning.

				<b>Final Presentation</b>

\* 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