

2ND LEVEL ACADEMIC DIPLOMA IN "COMMUNICATION DESIGN"

COURSE DESCRIPTION (alphabetical order)

Characteristics

Qualification awarded: 2nd Level Academic Diploma in "*Communication Design*"

Duration: 2 years

Admission Criteria:

ISIA diploma awarded under the previous system in force (together with a high school diploma or another qualification awarded abroad and recognised as appropriate);

A similar first level Academic Diploma;

a first level academic qualification awarded abroad and recognised as appropriate;

a similar degree awarded under the previous system in force;

a similar three-year degree;

a degree awarded abroad and recognised as appropriate.

Entrance test: interview to assess aptitudes, capacities and the interest of aspiring design professionals.

Available places: 30 of which 2 reserved for priority allocation to non-EU students

Attendance: 80% attendance of total learning activities is compulsory, in addition to individual study.

Language of instruction: Italian

Credits: 120 CFA (credits)

Learning Objectives

Graduates of the Second Level Academic Diploma in Communication Design must acquire:

theoretical, project development and professional knowledge and competencies, resulting in a highly specialised figure in the field of communication and project development, oriented towards different types of media;

the ability to develop research and experimentation activities oriented towards the innovation of products, processes and services, while also considering economic and social implications;

a critical awareness of project consequences, in terms of social and ethical responsibility and an extensive awareness of topics regarding the phenomena of saturation and media pollution, linked to the profession and role of the designer in communication;

necessary technological tools in specific fields of competence;

the capacity to convey their own project along with underlying knowledge and inspiring reasons;

preparation useful for the creation of professional figures characterised by outstanding flexibility, in the industry of communication and education sector.

Final Assessment

Upon completing the Course, students are awarded the Second Level Academic Diploma in Communication Design, equivalent to a LM12 Degree in Design. The Diploma enables students to enrol in second level master's and doctorate courses.

In order to obtain the Diploma, students must be awarded 120 credits (CFA), based on procedures specified in Degree Course programmes, and must successfully pass the final assessment (Diploma Dissertation).

The Second Level Academic Diploma dissertation constitutes the final assessment of competencies acquired by the student and must culminate in a project which clearly demonstrates project development aspects and phases as well as research carried out by the candidate, leveraging previous years of study. The final assessment project must also demonstrate aspects of a cultural and socio-economic nature, with particular focus on production and relative market factors. According to preference, the final assessment may be carried out with companies and research centres, to enable "on the field" project verification; to this effect it may also involve internship activities included in the programme of studies. Under such circumstances, the student can be mentored by an external dissertation advisor who operates at universities or partner companies.

The topic of the final dissertation and final method of assessment must be decided with a mentor who teaches at ISIA and they may be supported by one or more advisers, subject to project complexity.

Employment perspectives

Graduates of the Second Level Academic Diploma in Communication Design will pursue qualified professional activities in the field of design and communication design project management. Acquired competencies will enable

them to coordinate highly complex projects involving specialists with different skills, maintaining necessary focus on various aspects of social significance.

Graduates will be able to pursue careers at communication companies, firms and agencies, as freelancers or associates, as creative directors, art directors, communication consultants and experts, multimedia designers, graphic designers, packaging designers and in the education sector.

Cultural anthropology

Main field of study: ISSU/01

1st year

Lesson hours: 75

Credits: 6

Oral Exam

The course focuses on the relationship between mankind, the evolution of its habitat and relative cultural forms, within the scope of design planning and possible applications in the fields of industry, architecture and services.

To this effect, the origins of the anthropological concept of culture are investigated, along with relationships between different cultures across different periods of history, with a furthering of knowledge of migratory processes, globalisation and societies of knowledge, so as to embrace the multi-cultural nature of societies.

Topics covered include urban landscapes, territories of absence, work and entertainment-related problems, from past to present.

The aim is to provide a stimulating perspective for young designers, enabling them to dialogue with a contemporary cultural and expressive culture, analysing anthropological aspects during the course pertaining to creativity, dynamism and the differentiation of cultures.

Communication Design I

Main field of study: ISDC/05

1st year

Lesson hours: 75

Credits: 6

Oral exam, presentation of course work

The course is based on advanced design and professional simulation, tackling project development aspects which are the competence of the graphic designer, from corporate image to so-called "unconventional communication", grounded in an applicative and cross-media perspective. The aim of the course is for students to acquire a level of project development autonomy which enables them to define concept strategies and coordinate a communication plan, interacting with complex systems which are rolled out across different media.

Communication Design II

Main field of study: ISDC/05

2nd year

Lesson hours: 125

Credits: 10

Oral exam, presentation of course work

The course offers knowledge and methodologies of work which, starting from the definition of a critical framework of the media universe, enable the development of an inter-disciplinary project development capacity, characterised by an awareness of goods-information. The syllabus considers various fields of application of communication design and examines the development of project culture as a system of relations, with the complexity of the contemporary scenario of languages and media, the development of theories and proposals for communication which guarantees access, usability and transparency.

Surface Design

Main field of study: ISDE/01

1st year

Lesson hours: 75

Credits: 6

Oral exam, presentation of course work

Course integrated with ISDR/03 activity Modelling (50 hours/ 2 credits)

The course aims to provide the necessary tools for analysing and understanding the quality of a decoration applied to an object, by means of the theoretical knowledge of processes and direct experimentation with decorative design. The aim is to develop the ability to recognise a distinctive creative process, evaluate its characteristics, construction difficulties and costs so as to define project constants and variables. Students will learn a methodology for the creation of multicoloured patterns used by the artistic industry or small-series production.

The end-of-course assessment will be based on a recognised ability to define a product in decorative terms, with the attribution of the values of quality, complexity, innovation and affordability; on the examination of personal aesthetic research, project development activities with reference to pictorial and composition instruments used.

Modelling

Main field of study: ISDR/03

1st year

Lesson hours: 50

Credits: 2

Assessment: presentation of course work and prototypes

The course constitutes the physical assessment for the design and building of models and any prototypes for the course in *Surface design* (exam plus this course), with reference to systems and techniques designed to communicate the industrial product in a material manner. Considering the involvement of several operative fields and functional significance, project communication is studied in terms of technical-executive formalisation, modelling and experimental verification, with reference to prototyping.

Packaging Design (packaging)

Main field of study: ISDE/01

2nd year

Lesson hours: 75

Credits: 6

Oral exam, presentation of course work

The course provides students with the theoretical-practical knowledge for developing a critical consciousness via-à-vis the market which, by means of design of packaging, favours not only aesthetic formal and communicative aspects, but also approaches which hold natural resources and the environment in higher regard. Following an introduction to the packaging project, including a brief overview of the history of packaging, the course focuses on project development topics such as two and three dimensionality, branding and packaging, the social path of packaging, the trade of packaging designer, with the development of one or more project topics.

Design of Services

Main field of study: ISDE/03

2nd year

Lesson hours: 50

Credits: 4

Oral exam, presentation of course work

The aim of this course is to understand the methodologies for the analysis and elaboration of data and information for planning, the organisation and management of digital industrial activities, considering different phases which characterise the process for the definition of products, systems and services. The course provides an introduction to a systemic vision of design, in which the innovation of services means a complex system of relations which, starting from an investigation of the social context, identifies areas of opportunities and defines service systems, including the development of interfaces, apps, data display and *interaction design*.

Project Management

Main field of study: ISSE/01

2nd year
Lesson hours 50
Credits: 4
Oral Exam

The aim of the course is for students to acquire skills in marketing techniques applied to design, with particular reference to base micro and macro economic concepts, production and market forms and structures. In more specific terms, relations between the context and industrial product will be analysed in greater detail.

Dynamics which directly influence strategic-environmental, technical-productive, goods and commercial configurations of industrial products will also be investigated, with reference to new exploitation and process channels: the internet, television network, exhibition facilities, visual media, and hardcopy. There will be particular focus on the study of marketing strategies via social networks and the management thereof.

Editorial Graphics

Main field of study: ISDC/03

1st year
Lesson hours 125
Credits: 10
Oral exam, presentation of course work

By means of various methods and technical/applicative devices, the course delves into the fundamental elements which characterise the language of editorial graphics, both in terms of its material and virtual essence. Therefore all cultural, connotative, aesthetic, procedural and practical finalisation aspects pertaining to the language of graphic communication are considered, as part of a global whole of systems and technologies. The course enables students to acquire suitable creative and composition skills in the general use of graphical expedients with different linguistic and instrumental approaches, in their different descriptive, illustrative, expressive, artistic and advertising functionalities. An increasingly articulated and complex system requiring graphic and image design to embrace an increasingly articulated character in the form of editorial products.

Digital productions - Videoanimation module

Main field of study: ISDC/04
2nd year
Lesson hours: 75
Credits: 6
Oral exam, presentation of course work

The course expands on knowledge linked to evolved digital instruments applied in the field of videoanimation, both in terms of experimental and expressive aspects as well as in terms of potential professional opportunities.

In particular, the course requires the development, from a methodological and applicative perspective, of two and three dimensional digital images. Laboratory practice will be an essential moment of the educational experience, giving students the chance to interact with different forms of representation and a variety of tools.

Digital productions - Digital book module

Main field of study: ISDC/04
2nd year
Lesson hours: 50
Credits: 4
Oral exam, presentation of course work

The course examines and expands on the various skills required for the design and production of electronic books (e-books). The first part will see the introduction of computerised technologies and languages necessary for technical production: xml (book structure), xhtml (layout), css (styles and formatting of text), building on the knowledge of tools for the processing and production of books (InDesign, Sigil, Apple iBooks Creator, epubCheck, FlightCrew, Calibre), their conversion and convalidation in mobi/azw (kindle) format, like KindleGen.

Specific peculiarities of e-book design will be analysed as limits, opportunities and strategies to exalt visibility in online shops through cover creation. The issue of book readability and usability will be examined, along with functionalities which can be implemented to this effect.

The second part will focus on the next generation e-book, with various formats epub 3, fixed layout epub, iBooks and KF8.

The automatic creation of e-books will also be covered, through scripting and cataloguing. An overview of the market will also be provided, along with sale, distribution and cataloguing methods.

Digital productions - Multimedia Applications module

Main field of study: ISDC/04

2nd year

Lesson hours: 75

Credits: 6

Oral exam, presentation of course work

The course provides an introduction to interactive audiovisual contents, oriented in particular around the production languages of new media. Focus is also on technical-functional (hardware and software knowledge) and aesthetic-expressive project aspects, in the pursuit of design capable of projecting outbound information material in the most effective way towards several digital distribution channels, with the promotion of contents tailored to the specific nature of each medium.

Character Design - Lettering

Main field of study: ISDC/03

1st year

Lesson hours 75

Credits: 6

Oral exam, presentation of course work

The course will use articulated and creative disciplinary input to teach the fundamental elements which characterise the drawing and design of typographical characters, both with the use of manual techniques and programmes like FontLab. The course will cover cultural, connotative, aesthetic, procedural and practical finalisation aspects pertaining to the language of manual design, type design, basic FontLab and information design.

The course enables students to acquire suitable creative and composition skills in the general use of graphical expedients, with different linguistic and instrumental approaches, in their different illustrative, expressive and artistic functionalities.

Psychology for Design and Communication

Main field of study: ISSU/03

2nd year

Lesson hours: 50

Credits: 4

Oral Exam

The aim of the course is to analyse material and symbolic, subjective, inter-subjective and social behaviours in relation to relationship mechanisms, both biological and socio-cultural in nature. Topics covered highlight a dual approach: the initial, more general one consists of an overview of relationship processes (cognitive, emotional, action) with the physical and socio-cultural context, which generates specificities and unique constructions of individual and collective personality. The second, more targeted approach focuses on experimental aspects of cognition, with particular reference to the psychology of form and perception.

History and culture of communication

Main field of study: ISSC/02

1st year

Lesson hours: 75

Credits: 6

Oral exam, presentation of course work

The course studies the story of communication design in the fields of graphics, books, photographs, advertising and multi-media communication. In a historical framework of communication phenomena, aspects regarding the development of visual and multimedia techniques and languages, also analysed with the use of instruments of iconography and iconology. The development of interaction methods with different forms of visual communication are also analysed from a historic point of view, taking into account relative cognitive and psychological aspects. Works considered as case studies of communication design are analysed as products of the complex system of social, economic and cultural factors which characterise the production of industrial and post-industrial society. A historic approach which enables the acquisition of an analytical and operative process for design purposes.

Writing Techniques for Media

Main field of study: ISDC/02

2nd year

Lesson hours: 50

Credits: 4

Oral Exam

The course provides knowledge and tools for the design of media communication activities (copywriting), the concepts and skills useful for analysing advertising texts, with particular reference to different languages and their reciprocal articulation in communication processes. Creative writing techniques for the media are developed, along with communication practices between producers and users of symbolic contents, within a global communication context.

Digital Video

Main field of study: ISDC/04

1st year

Lesson hours: 75

Credits: 6

Oral exam, presentation of course work

The course studies digital video production with reference to the development of interactive audiovisual contents, focused in particular on technologies and the production languages of new media. Particular attention is paid to technical-functional and aesthetic-expressive aspects of project development. During the course, students will develop in-depth knowledge of hardware, software procedures and expressive methods suitable for the pursuit of video development. They will acquire the capacity to develop information material in the most effective way, reaching out to several distribution channels (internet, mobile phone network, television network, exhibition facilities, optical media, and hardcopy).

Internship

1st year

Hours: 225

Credits: 9

Assessment by ISIA tutor.

Active presence at companies, professional firms or service agencies to gain work experience in a context in which interns can apply competencies acquired during their course of studies.

Autonomous Student Activities

1st and 2nd years

Credits: 6

Activities selected by students and completed during the two -year period. Consist of supplementary activities organised by ISIA (participation in events, workshops, conferences) or external activities proposed by individual

student, subject to authorisation from the Academic Council.

Final Dissertation Assessment

2nd year

Credits: 9

The Second Level Academic Diploma dissertation constitutes the final assessment of competencies acquired by the student and must culminate in a project which clearly demonstrates project development aspects and phases as well as research carried out by the candidate, which leverages previous years of study. The final assessment project must also demonstrate aspects of a cultural and socio-economic nature, with particular focus on production and relative market factors. According to preference, the final assessment may be carried out with companies and research centres, to enable "on the field" project verification; to this effect it may also involve internship activities included in the programme of studies. Under such circumstances, the student can be mentored by an external dissertation advisor who operates at universities or partner companies.

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