SHORT COURSE
DIGITAL GRAPHIC DESIGN

MILÃO inglês e italiano
16 jun - 04 jul 2025
01 sep - 19 sep 2025
12 jan - 30 jan 2026

DIGITAL GRAPHIC DESIGN

Este curso oferece conhecimentos essenciais sobre técnicas gráficas digitais, demonstrando os processos necessários para desenvolver conteúdos gráficos em nível profissional, desde a ideia até a disposição final. Através do aprendizado e aplicação das funções básicas do software Adobe Creative Suite CC, os participantes criarão uma série de conteúdos gráficos digitais. O curso explora o mundo da comunicação digital por meio da análise das novas formas de uso de conteúdo gráfico e da evolução da publicação na era digital. No setor de comunicação, onde os conteúdos digitais dominam, o design gráfico se torna cada vez mais importante. As habilidades de design gráfico também são essenciais para as novas profissões e oportunidades de trabalho em comunicação online.

SEMANA 1:

A primeira semana do curso oferece aos participantes os fundamentos da gráfica digital para desenvolver e apresentar suas ideias. Utilizando o software Adobe Photoshop CC, os participantes aprenderão habilidades chave para representar seus projetos. O Adobe Photoshop CC será apresentado como uma ferramenta para processamento de imagens, desde a composição até a seleção, exportação e impressão. Além de aulas práticas sobre técnicas de edição de imagem, também haverá aulas teóricas sobre fotografia, onde será explorado o impacto das tecnologias e das novas mídias na produção de imagens digitais.

Oficina: os participantes escolherão um tema sobre o qual criarão um mood board básico usando ferramentas específicas.

SEMANA 2:

Na segunda semana, serão apresentados os fundamentos teóricos e práticos básicos para a aplicação de gráficos vetoriais utilizados em diferentes contextos de comunicação visual. Durante as aulas práticas, os participantes criarão uma série de pictogramas/ideogramas para serem aplicados em diferentes contextos visuais.

Como parte da abordagem de design, serão analisados vários estudos de caso, permitindo que os participantes compreendam a inter-relação entre técnicas de design, síntese, estilo gráfico e coerência visual. As ferramentas utilizadas são os softwares da Adobe Creative Suite CC, em particular o Illustrator, um software específico para gráficos vetoriais e ilustração.

Oficina: os participantes escolherão um tema e o representarão por meio de um projeto de gráficos vetoriais fundamentais softwares específicos para gráficos vetoriais e ilustração.

SEMANA 3

A terceira semana do curso apresenta os fundamentos teóricos e práticos básicos para entender os princípios do design de layout e uso de tipografia. Além disso, os participantes aprenderão a projetar um layout multipágina, o uso de sistemas de grid e hierarquias visuais por meio da realização de um projeto editorial simples. Paralelamente às atividades práticas, serão realizadas aulas teóricas introdutórias sobre design para web, com foco em aspectos de design UX e UI. Os participantes serão introduzidos e explorarão como desenvolver trabalhos com o Adobe InDesign, um software profissional utilizado na indústria gráfica.

Oficina: os participantes desenvolverão um simples projeto editorial de ebook para novas mídias digitais.

FOCOS DE APRENDIZAGEM:

- Design Gráfico
- Gráficos Vetoriais
- Gráficos Editoriais
- Photoshop
- Illustrator
- InDesign
- Introdução ao Design para WebFotografia

ABOUT ISTITUTO MARANGONI

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 short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate

EDUCATIONAL APPROACH

Istituto Marangoni's academic approach is shaped by the following educational aims:
- Develop a flexible and updated approach to programme delivery and student support which reflect the needs and expectations of all students;
- Provide a supportive and inclusive learning environment which will enable success for all learners;
- Encourage and nurture the development of students' intellectual and imaginative powers, Creativity, independence, critical self-awareness, imagination and soft skills that will enhance Global employment opportunities in all programmes;
- 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;
- Provide a learning experience that is informed by research, scholarship, reflective practice and engagement with the industry and the professions.

STUDY PLAN

Themes Covered
Digital Design
Publishing Graphics
Visual Research
Theory of Photography
Visual Communication

CONTENTS' OVERVIEW

Curriculum

The course explores the exciting world of digital communication and graphic design by focusing on new creative digital media content, and the evolution of image processing. Participants are introduced to essential graphic techniques and processes needed to develop digital content; from creative research and idea development, to understanding key notions in the final layout of an image, or digital medium. Throughout the course participants are introduced to basic functions of the Adobe Creative Suite CC software covering practical lessons on image editing techniques, theoretical photography, practical tools for the application of vector graphics used in different contexts of visual communication, and the fundamentals of layout design and type usage in editorial graphics. In parallel to practical graphic design activities, theoretical introductory lectures are held on web and app design, with a focus on the key notions of UX design and UI design. Further study is supported by seminars focusing on key trends redefining the contemporary visual culture and communication in the fashion and luxury sector, where digital contents dominate. This course concentrates on the digital representation and communication of ideas, as well the application of digital software tools for an individual product proposal. Participants are supported in the development of their own simple editorial project and visual presentation of supporting creative materials. At the end of the course participants also have the opportunity to create a basic mobile app, using XD Adobe, a software that assists in creating designs for websites, mobile apps, voice interfaces, and games. Seminars with professionals from the industry further enhance the participants' learning experience.

Week 1

The first week of the course provides participants with digital graphics basics in order to develop and present their ideas. Using the software Adobe Photoshop CC, participants will learn key skills to represent their projects. Adobe Photoshop CC will be presented as a tool for processing images, from composition to

selection, export and printing. In addition to practical lessons on image editing techniques, theoretical photography lessons will also be held, where the impact of technologies and new media in the production of digital images will be explored. Workshop: participants will choose a theme on which they will create a basic mood board using specific tools.

Week 2

In the second week of the course, basic theoretical and practical tools for the application of vector graphics used in different contexts of visual communication will be presented. During the practical lessons, the participants will create a series of pictograms/ ideograms to be applied in different visual contexts. As part of the design approach, several case studies will be analysed, allowing participants to understand the interrelation between design techniques, synthesis, graphic style and visual coherence. The tools used are Adobe Creative Suite CC software in particular Illustrator, specific software for vector graphics and illustration. Workshop: participants will choose a theme and will represent it through a project of fundamental vector graphics.

Week 3

The third week of the course presents the basic theoretical and practical tools to understand the fundamentals of layout design and type usage. Furthermore, participants will learn how to design a multipage layout, use the grid systems and visual hierarchies in the realization of a simple editorial project. In parallel to the practical activities, theoretical introductory lectures will be held on web design, with a focus on aspects of UX design and UI design. Participants will be introduced to and explore how to develop work with Adobe InDesign, a professional software used in the graphic industry. Workshop: participants will develop a simple ebook editorial project for new digital media.

LEARNING OUTCOMES

Programme-Specific Learning Outcomes
On successful completion of the course, students will be able to:
- demonstrate knowledge of basic functions of the Adobe Creative suite CC software (Photoshop, Illustrator, InDesign);
- construct a basic mood board using digital tools;
- employ the fundamentals of layout design and type usage;
- associate design techniques, graphic style and visual coherence;
- use a grid system and visual hierarchies in a multipage layout of a simple editorial project.

ASSESSMENT

Formative Assessments:
This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments: These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:

Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

Practical and class-based projects > allow students to apply their theoretical understanding of a specific subject area.

Written Reports > are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing

Presentations > are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate

STUDENT SUPPORT STRATEGY

A dedicated Student Support Officer is available for all students on the programme. For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties. A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress. For matters of pastoral care the Student Support Officers will help in:

- Finding their way around;
- Managing their time;
- Dealing with stress;
- Getting the best from their course;
- Understanding and applying the school's rules;
- Anything else the officers can advise on.