



CURRICULUM

INTERNATIONAL ACADEMY
OF ART & DESIGN

design
mundo
afora

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

academic master in

SUSTAINABLE INNOVATION COMMUNICATION

AREA

Communication
and Graphic Design

AREA LEADER

Milan | Rome
Patrizia Moschella

LANGUAGE

Italian - English

CAMPUS

Milan - Rome

DEGREE AWARDED

First Level Academic
Master Degree

CREDITS

60 CFA

LENGTH

One year

The Academic Master explores theories, methods and design approaches to contemporary communication through an intensive programme and helps students to develop cross-disciplinary analysis, cultural coding and language skills pertinent to the sustainable innovation of institutions, public and private companies. It provides students with the competences to design and plan communication systems in which marketing, strategy and creativity are integrated with coherence and harmony in order to enhance the eco-systemic impact of cultural and technological innovation with focus on sustainability.

CAREER OPPORTUNITIES

Communication
strategy manager

Corporate
communication
specialist

Brand communication
consultant

ESG specialist

Communication and
sustainability specialist

Digital community
and external relations
specialist

CSR content curator

LEARNING OBJECTIVES

To understand and decode the cultural and scientific values of sustainable innovation, developing communication strategies that are suited to enhance ecological and social impact projects

To manage comprehensive and complex internal and external communication projects, coordinating the creative process in collaboration with the agency professionals and on different digital devices

To create and coordinate content that is targeted to the technical roles of communication who interact with companies, such as web designers, publishers, agencies and social media managers

CURRICULUM

COURSES	CFA
Project methodology	8
Metrics of sustainable impact	3
Speculative and imaginative thinking	5
Ecodesign	6
Design system	10
Sociology of cultural processes	8
Theory and methodology of social research	4
Research for innovation	4
Project methodology of visual communication	12
Ethics and territorial government - Cultural heritages, environment, society	4
Design for sustainable conversion	8
TOTAL CREDITS COURSES	44
Internship	10
Final project	6
TOTAL CREDITS MANDATORY TRAINING ACTIVITIES	16
TOTAL CREDITS MASTER	60

COURSES

PROJECT METHODOLOGY	The course teaches students to design sustainable innovation applying Speculative and Imaginative Thinking techniques starting from reading of data, economic and scientific indices: tools used to read eco-social impact metrics to design future scenarios.
ECODESIGN	This theoretical and practical course introduces students to sustainable design with a critical and cross-disciplinary approach, exploring contemporary case histories relating to all elements of design (methodologies, models, materials and tools) and their efficacious impact on various sectors, communities, territories and cultures. It provides students with solid cultural references, fundamental for the contexts in which they will operate: companies, public administrations, non-profit organisations.
DESIGN SYSTEM	The course addresses the design of systemic innovation models that adhere to sustainability guidelines, including through participation in competitions of international relevance requiring a participatory interdisciplinary approach based on co-creation, such as those for public health, for the innovation of eco-sustainable tourism, for the reception of migratory flows and for the inclusive culture of gender and ethnicity.
SOCIOLOGY OF CULTURAL PROCESSES	This course teaches students to analyse contemporary phenomena with particular focus on the appearance and phenomenology of sustainable thought and cultures (ecological and social), explored in the interdependence of local and global economies. It also helps students develop skills in sociological research applicable to real projects that will be addressed in the various workshops.
PROJECT METHODOLOGY OF VISUAL COMMUNICATION	The course focuses on the design of communication strategies through a theoretical part addressing languages, ethical semantics and regulatory frameworks (local, national and international) on which communication is developed, and a design/experiential part, in collaboration with companies and external partners, on real briefs such as innovation/conversion of the mobility sector, retail, events, tourism, etc. Particular attention will also be paid to the issue of CSR (Corporate Social Responsibility).
FINAL PROJECT	The conclusion of the didactic path consists in the presentation and discussion of the Final project in front of a Committee composed by faculty members of the Master. The Final project is a complete communication project, preferably based on a real brief and in collaboration with companies, focusing on enhancing sustainable innovation and creating new languages, supported by coherent media strategy and planning. Given the complexity of the project, it may be carried out in a team, but developed in autonomous and independent manner, according to the instructions provided by the faculty members.