



BA VISUAL DESIGN

MILÃO

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inglês e italiano

VISUAL DESIGN

Os designers gráficos hoje em dia não apenas trabalham com imagens técnicas, mas também consideram o visual e a sensação do design, compreendem a mensagem que precisam comunicar e conhecem seu público. Os designers visuais adotam uma abordagem 360° no processo criativo de design. Este **curso de três anos** investiga a comunicação visual por meio do desenvolvimento de ideias inovadoras em design gráfico e novas mídias para todos os campos das indústrias criativas.

Os participantes estudam uma mistura complexa de habilidades técnicas de design, cobrindo os softwares digitais mais importantes, desenho e elementos de design como tipografia e lettering, cores, impressão, composição de layout e hierarquia visual, embalagens e sinalização. Eles também enfrentam as teorias de percepção e Gestalt, as realidades contemporâneas e os cenários socioculturais, criando designs significativos em um mundo tecnológico e emocionalmente carregado. Eles aprendem a comunicar por meio da linguagem visual e do storytelling, incluindo vídeo e novas mídias (web design, blog, plataformas sociais), focando a comunicação visual como uma alavanca estratégica. Isso inclui novas abordagens para identidade de marca, imagens sequenciais em publicidade ou ideias inovadoras em publicações e revistas online.

Ao estudar estratégias de marketing, metodologia de comunicação, antropologia cultural e técnicas de mídia, os participantes aprendem a dar uma voz equilibrada e funcional a uma empresa, produto ou serviço, aplicando soluções criativas a conceitos de marketing para **vender** ou **promover** produtos e **ideias** por meio do **design**. Eles compreendem a importância de pesquisar e selecionar um estilo único e distinto para diferentes clientes e marcas, mantendo a identidade da marca e comunicando uma mensagem clara. O estudo de vídeo, animação, interação e gráficos em movimento é fundamental no cenário visual contemporâneo. O vídeo é uma ferramenta poderosa que pode transformar os códigos estéticos de empresas ou marcas, criando uma identidade visual forte, determinando o sucesso de um produto ou serviço, expandindo a influência da marca e focando sua posição no mercado ou na sociedade.

Os participantes experimentam o desenvolvimento de projetos no "mundo real" em um ambiente profissional, colaborando em projetos da indústria com empresas que buscam contribuições originais e inovadoras. Durante o projeto, recebem feedback e orientação, enquanto as habilidades de comunicação fornecem uma abordagem profissional na negociação e apresentação de ideias para empresas e novos clientes.

Um evento final de formatura oferece aos participantes a oportunidade de exibir seu trabalho e fazer networking com importantes players da indústria e jornalistas, concluindo seu último ano com as habilidades necessárias para começar uma carreira de sucesso no design visual.

FOCO DE APRENDIZAGEM

- Gestão de projetos editoriais e de publicação
- Design de exposições (palcos, varejo, interiores corporativos, eventos de arte)
- Identidade visual e branding (logo, design corporativo, sinalização)
- Design de interface para E-shop, plataformas online e mídias sociais
- Fotografia e direção de arte
- Técnicas de comunicação e publicação para marcas
- Layout gráfico e direção de arte para websites e aplicações digitais
- Criação e desenvolvimento de imagem, pesquisa e edição
- Infográficos
- Portfólio de design profissional e habilidades de apresentação

POSSÍVEIS CARREIRAS

- Designer gráfico para editoriais (publicações)
- Designer gráfico para embalagens e branding
- Diretor de arte para agências de publicidade
- Designer visual para exposições e design corporativo
- Designer visual para comunicação digital, interativa e web

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 undergraduate courses prepare students with the necessary knowledge and know-how in order to enter a professional career in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Multimedia Arts, Interior Design, Product Design, Visual Design, Art History and Culture. Students will initially acquire basic skills, advancing over the 3 years into independent learners, ready for a career in their chosen profession.

PROGRAMME INFORMATION

CERTIFICATE/ DIPLOMA AWARDED

Participants who successfully complete this three year course will be awarded the First Level Academic Diploma. Recognised by the Italian Ministry of Education as an academic diploma equivalent to a university undergraduate level degree, participants will obtain 180 CFA (crediti formativi accademici) equivalent to 180 ECTS credits.

CONTENTS' OVERVIEW

Curriculum

The three-year course in Visual Design aims to teach students about the new design activities for the fields of communication and contemporary information, and tackles the scenarios related to culture, knowledge, technique and the production of complex visual messages in digital and analogical environments. Using a wide range of teaching methods and learning programmes, such as classroom lessons, seminars and workshops, laboratory activities and tours, individual and group projects, the threeyear course explores the theme of constructing significant man-made objects, focusing both on the worlds of brands, industry, services and more generally on corporate, persuasive, social and institutional communication.

During the course, the students will be constantly stimulated to acquire knowledge of how to build their own professional and cultural role, understanding how important it is for them, as designers, to act responsibly in the contemporary world. At the end of the three-year course, graduates will be capable of working in a freelance environment – in contexts involving the service design, branding, corporate, persuasive, visual and multimedia communication – both in private and public contexts.

The threeyear course provides an extremely valuable range of experiences and knowledge which can be used as the basis from which to move on to further experiences and advanced second-cycle degree studies in Italy and abroad. The curriculum of the First Year is structured on the basis of solid foundations, designed to prepare students for the rest of the programme, and will enable them to take part in an initial series of activities and lessons relative to graphic visual design and the techniques for building communicative elements. In addition to subjects based on theory, considered as the expression of the culture of perception and analysis of form and of the field of graphics, the programme includes lessons on the techniques for the serial production of goods, photography, ITC and history of design and – more generally – subjects regarding the anthropological, semiotic and social aspects of contemporary communication. Students will complete their fundamental range of knowledge by learning the aspects of the physics of the materials and the natural and artificial phenomena used (for example, in the field of lighting design).

In addition to classroom lessons, the activities of the First year will also include laboratory exercises on the main software programs used in visual design (for typesetting vector graphics design and the development of images); image design and search activities; activities related to the history and technique of photography and participation in seminars and meetings. In the second year, the students will be expected to try their hand at new techniques and follow more specific lessons, for example by experiencing various design environments, extending design to exhibition (exhibit design) and consumer (retail) environments, and studying culture and digital technique for design in depth. Visual design will be considered a strategic element for the brand identity, a field in which the sociological and marketing aspects linked to mass communication will also be examined, while new representative and illustrative techniques will be used for design experiences in communication for the fashion industry.

The students will continue their studies, learning about ITC theories and techniques and how these are used in a multimedia environment, in developing

images and texts, whereas particular weight will be assigned to the history of visual culture, considered a true reference heritage and the foundations for the inspiration of the contemporary designer. Students will begin participating in projects with external companies in a bid to increase their experiences in direct contact with a real working environments. In the third year, the students will complete an in-depth learning programme regarding design and gain interdisciplinary knowledge, during which lessons about languages and multimedia techniques will accompany integrated design activities for communication (of the institutional, corporate, persuasive or service-related kinds) and learning activities about the management-related aspects of the profession.

By studying iconography and continuing to participate in design exercises to create analogical and digital artefacts, students will be engaged in creative and technical-productive processes, and this will enable them to acquire further experience in specialist and advanced fields (design for interactivity, planning digital applications and interfaces for platforms, art direction for communication in the segments with a high creative content and for brands, such as, for example, furniture design and fashion). In addition to experiences in external projects with companies and the students' participation in national and international contests, the training programme will end with them producing their final dissertation and portfolio and a synthesis of the knowledge they have acquired: in this way their personal expressive stores of knowledge become the 'conscious restitution' (in the form of an original contribution) of every single graduate to their chosen subject, and in general to the society and culture of their age.

LEARNING OUTCOMES

Educational Outcomes ("Dublin Descriptors")

Outcomes and skills achieved by students after completing the curriculum of studies

- **Knowledge and understanding**

In-depth knowledge and ability to understand and apply principles, theories and basic software tools to develop effective visual design projects.

- **Applying knowledge and understanding**

Ability to apply principles that correctly govern the mechanisms of effective communication and useful for the aims of the project, whether of a graphic nature or relating to the art direction context.

- **Making judgements**

Autonomous judgement and originality in conceiving a creative idea, expressing it in multiple formats and different media. •

- **Communication skills**

Ability to present one's creative idea professionally and convincingly, by mastering the professional vocabulary of reference.

- **Learning skills**

Ability to apply autonomously a personal method to manage professionally a visual design project, which may include the research and inspiration phase, concept definition and development of the idea.

Final Award Learning Outcomes

By the end of the three-year course in Visual Design, the student will:

- be capable of understanding the variety and complexity of the contemporary creative process, by becoming familiar with the many aspects of the graphic design, with a view to becoming capable of managing and directing the process, by coordinating creativity, technique and production;
- know how to apply the use of technology to a creative project;
- be able to manage editorial projects;
- be capable of understanding the aspects of communication linked to the brand; • know how to build a visual identity strategy in line with the values identified;
- know how to create the graphic layout of a website;
- have knowledge of animation and video techniques;
- have developed the ability to dialogue with the various figures in the graphic industry, using appropriate terminology;
- have developed the ability to critically analyse innovations and their applications in the sector of graphics.

STUDY PLAN

Year 1

Code	Subject Title	Credits CFA (ECTS)
ISME02	Basic Design	8
ISDC06	Video Production Techniques	8
ISDC03	Graphic Design	12
ISDC03	Publishing Graphics	6
ISSE02	Foreign Language	4
ISDR01	Representation Methods and Tools	4
ISSC01	Design History and Culture	6
ISDC06	Printing Technologies	4
AA	Free Study Activities	4
ISDC01	Image Semiotics	4
		TOTAL 60

Year 2

Code	Subject Title	Credits CFA (ECTS)
ISSC/03	Fashion Trends History	5
ISDC/01	Communication Theory	6
ISDE/03	Interface Design	5
ISDC/05	Communication in Exhibitions	10
ISDC/04	Digital Video	6
ISDC/02	Brand Communication	5
ISDC/04	Multimedia Design 1	10
ISDC/02	Communication Tools and Techniques	8
AA	Free Study Activities	5
		TOTAL 60

Year 3

Code	Subject Title	Credits CFA (ECTS)
ISSU02	Sociology and Antropology of Communication	6
ISDC05	Communication Design	10
ISDC05	Art Direction	8
ISDC04	Multimedia Design	10
ISSE01	Marketing	5
ISDR03	Rendering	4
INT	Internship	9
DIS	Dissertation	8
		TOTAL 60

TEACHING AND LEARNING METHODS

Programme methods:

The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical and critical judgement. It will allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms.

A combination of different learning and teaching methodologies are employed in order to promote reflective learning and develop generic transferable skills.

Methods include:

- projects to encourage independent learning through investigation, enquiry and problem solving;
- group project to enhance interpersonal and collaborative skills;
- tutorials and group tutorials to facilitate shared experiences and best practice;
- seminars, formal lectures and workshops;
- study, trips, external projects and competitions present students with another dimension to their learning experience;
- guest speakers provide students with a full, broader and real perspective to their specialist field of study.

Assessment methods to support learning:

The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Various forms of assessment are used to test different types of skills and learning.

Formative Assessment:

Formative assessment informs both teachers and students about student understanding at a point when timely adjustments can be made. In formative assessment students could be involved in the assessment process. These formative assessment situations will also give students an opportunity to learn to critique the work of others.

Some of the instructional strategies that will be used formatively include the following:

- criteria and goal setting: asking students to participate in establishing what should be included in criteria for success;
- self and peer assessment: With peer evaluation, students see each other as resources for understanding and checking for quality work against previously established criteria;
- student record keeping helps students better understand their own learning curve. This process not only engages students, it also helps them see the progress they are making toward the learning goal.

- **Summative Assessment:**

These assessments are a means of evaluating student learning, at a particular point in time, relative to established marking criteria. Summative assessments can occur during, as well as at the end of each subject - concentrating on specific evidence of student work, examples as follows

Portfolio Assessment is used to assess a variety of projects that have been developed throughout the subject;

Practical Coursework allows students to demonstrate their understanding and application of practical areas of study;

Written Reports are required in some study areas, where a clear and structured brief is provided;

Formal Examinations;

Presentations may also be used to allow the student to develop their professional communication and presentation skills.

Attendance:

The exams are processes designed to verify the learning outcomes and the knowledge acquired by the students within the single courses. To gain admission to the exams, students must have attended at least 80% of the hours of lessons scheduled in the study plan for each course.

The attendance is verified by the teachers of the individual courses, who will only admit the students who have complied with this requirement to the exams. Should the student fail to reach the required attendance level in one or more courses, they must attend said courses again before they will be allowed to sit the exam and be admitted to the next Academic Year.

Grades:

The exams are graded by assigning them marks out of thirty. The minimum mark is 18; The Board can also decide to award an additional merit to students who obtain the maximum mark of 30/30 in the form of the mention "Cum Laude". Full details on attendance and assessment are explained in the Academic Regulations.

CAREER SERVICE

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work. Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations. Additionally, the Academic Board, by way of a specially appointed committee, will evaluate the contents and commitment in terms of time invested in the traineeship for the purposes of assigning credits. The above-mentioned committee will be responsible for assessing the results, having indicated the methods for doing so to the student before the traineeship commences. When assessing the traineeship, the committee will be assisted by the teacher who has acted as the student's tutor during the traineeship or apprenticeship activities. The traineeship activity is regulated by a specific convention that indicates: duration of the traineeship, place where the activities are performed, any payment or reimbursement of expenses, insurance covers, the name of the tutor, indicated by the student and appointed by the Director based on the indications ppointed by the Academic Board

provided by the Academic Board, and the name of the company tutor. The learning activities performed by the students at other institutes in Italy, Europe or other countries, which are fruit of activated agreements, will be recognised The results achieved are evaluated either by the Exam Board, considering the correspondence of the learning activities performed, or by a specific committee ppointed by the Academic Board.

COURSE SPECIFIC ADMISSION REQUIREMENTS

- Copy of high school diploma or equivalent;
- Signed personal statement (motivational letter);
- Completion of entry testl .
- For non English/Italian native speakers certificate of language skills, level b1 of Common European Framework of Reference with specific requirements (e.g. IEL TS 4.5 without elements below 4 0).

STUDENT SUPPORT STRATEGY

A dedicated Student Support Officer is available for all student 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 be p in:

- finding their way around
- managing their time;
- dealing with stress;
- getting the best from thelir course;
- understanding and applying the school's rules;
- anything else the officers can advise on

One-to-one appointments may be made by phone, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.