

# NABA

NUOVA ACCADEMIA  
DI BELLE ARTI

# SUMMMER COURSES

---

**A.Y. 2025-26**  
**SYLLABUS**

AI in the  
creative industries

1<sup>st</sup> session: June 30<sup>th</sup> – July 10<sup>th</sup> 2026

[www.naba.it](http://www.naba.it)



# AI in the creative industries

---

*School:* Nuova Accademia di Belle Arti Milano (NABA)

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

*Phone:* + 39.02.973.192 *E-mail:* [summer@naba.it](mailto:summer@naba.it)

*Course Structure:* 45 hours – 9 lesson days

*ECTS:* 3 ECTS credits\*

Introductory level

\*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

## **COURSE DESCRIPTION**

This course explores how artificial intelligence is transforming the creative process across disciplines such as communication, design, and art. Designed for both beginners and creative professionals, it introduces participants to the use of AI platforms to generate professional-grade visuals and videos while integrating these tools into the broader creative workflow.

Participants will learn to craft precise and effective prompts, gaining control over style, composition, tonality, and motion, while developing AI-driven workflows that mirror the creative process as interconnected pipelines of multiple AI models. The course also examines how AI enhances ideation, storytelling, and visual innovation.

## **COURSE OBJECTIVES**

- Understand how AI is revolutionizing the creative process across ideation, production, and innovation.
- Integrate AI into creative workflows, viewing it as a collaborative partner in the artistic process.
- Explore AI's role in expanding creativity within communication, design, and art.
- Master the structure and function of prompts for AI image and video generation, as well as for automated workflows.
- Develop advanced prompt strategies to control aesthetic style, tone, and output consistency.
- Apply AI-generated visuals and videos to creative fields such as marketing, design, art, fashion, and storytelling.
- Use AI to predict creative trends and generate actionable insights.

## **Contacts**

---

[summer@naba.it](mailto:summer@naba.it)

[www.naba.it](http://www.naba.it)



# AI in the creative industries

---

## ADMISSION REQUIREMENTS

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

## OUTPUT

By the end of the course, students will develop an individual creative project tailored to their interests and professional goals. The final project may take the form of:

- key creative assets for branding or marketing campaigns, including visuals and short-form videos;
- a design product showcasing innovative use of AI in product or graphic design;
- an artwork or video expressing a personal or conceptual creative vision;
- each project will demonstrate a clear understanding of AI-driven techniques and creative workflows, highlighting the student's mastery of AI for creative purposes.

## LIST OF MATERIALS AND TOOLS

- Personal laptop.

## 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.

## Contacts



# AI in the creative industries

---

## TEACHING METHODS

Learning by doing: a mix of theoretical lessons, and practical workshops.

This course will be held in the Academy's computer laboratory, where students will have access to the software and programs necessary to effectively engage with the course topics.

---

## Contacts

[summer@naba.it](mailto:summer@naba.it)

[www.naba.it](http://www.naba.it)

# AI in the creative industries

## Grading

Total number of ECTS assigned for the successful completion of the course: 3 ECTS

### GRADING SYSTEM

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			
TOTAL	100%	Below Average = 60-69			
		Poor = 59 or below			
	EXCELLENT 90 -100%	GOOD 80 – 89%	AVERAGE 70 – 79%	BELOW AVERAGE 60 – 69%	POOR BELOW 60%
Attendance (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: <b>FAILED</b>
Participation and Creative Process (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
Original Project (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

## Contacts



# AI in the creative industries

1<sup>st</sup> week

## COURSE SCHEDULE\*

DAY		LESSON-SUBJECT
Day 1 - Tuesday	NABA Staff	<p>Welcome and Registration</p> <ul style="list-style-type: none"><li>• Introduction to the course.</li><li>• How AI is revolutionizing the creative process: exploring its impact on ideation, production, and innovation.</li><li>• Integrating AI into creative workflows: understanding AI as symbiotic creative collaboration.</li><li>• Exploring AI's role in enhancing creativity across communication, design, and art.</li></ul>
Day 2 - Wednesday		<ul style="list-style-type: none"><li>• Fundamentals of Image Prompting.</li><li>• Understanding the structure and role of prompts in AI image generation.</li><li>• Essential best practices and advanced prompting techniques.</li><li>• Hands-on exercises.</li></ul>
Day 3 - Thursday		<ul style="list-style-type: none"><li>• Advanced Image Prompting.</li><li>• Techniques for controlling artistic style, composition, and visual outcome.</li><li>• Exploring prompt variations for greater control over results.</li><li>• Practical exercises on creating visually compelling outputs.</li></ul>

\*The Academy 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.

## Contacts

summer@naba.it

www.naba.it



# AI in the creative industries

1<sup>st</sup> week

## COURSE SCHEDULE\*

DAY	LESSON-SUBJECT
Day 4 - Friday	<ul style="list-style-type: none"><li>• Prompting for Video Generation.</li><li>• Designing prompts to align video aesthetics with brand identity.</li><li>• Cinematic storytelling through AI.</li><li>• Introduction to JSON prompting and annotation prompting.</li></ul>

\*The Academy 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.

## Contacts

summer@naba.it

www.naba.it

# AI in the creative industries

2<sup>st</sup> week

## COURSE SCHEDULE\*

DAY	LESSON-SUBJECT
Day 5 - Monday	<ul style="list-style-type: none"><li>• Building a GPT-Based Creative Assistant.</li><li>• How to design a GPT-based assistant that mirrors your creative preferences.</li><li>• Exercise: designing a personalized prompt series that reflects individual or professional style.</li></ul>
Day 6 - Tuesday	<ul style="list-style-type: none"><li>• AI for Creative Insights.</li><li>• Forecasting trends and generating insights using AI.</li><li>• Creating synthetic personas with GPT models for design and communication strategies.</li></ul>
Day 7 - Wednesday	<ul style="list-style-type: none"><li>• AI Workflows.</li><li>• How to connect multiple AI models to achieve specific creative outputs.</li><li>• Designing nodal AI workflows.</li></ul>
Day 8 - Thursday	<ul style="list-style-type: none"><li>• Project Development.</li><li>• Individual or group work: defining a creative task to be developed with AI.</li><li>• Guided application of course methods and workflow integration.</li></ul>
Day 9 - Friday	<ul style="list-style-type: none"><li>• Final presentation.</li></ul>

\*The Academy 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.

## Contacts

summer@naba.it

www.naba.it