BA VISUAL DESIGN
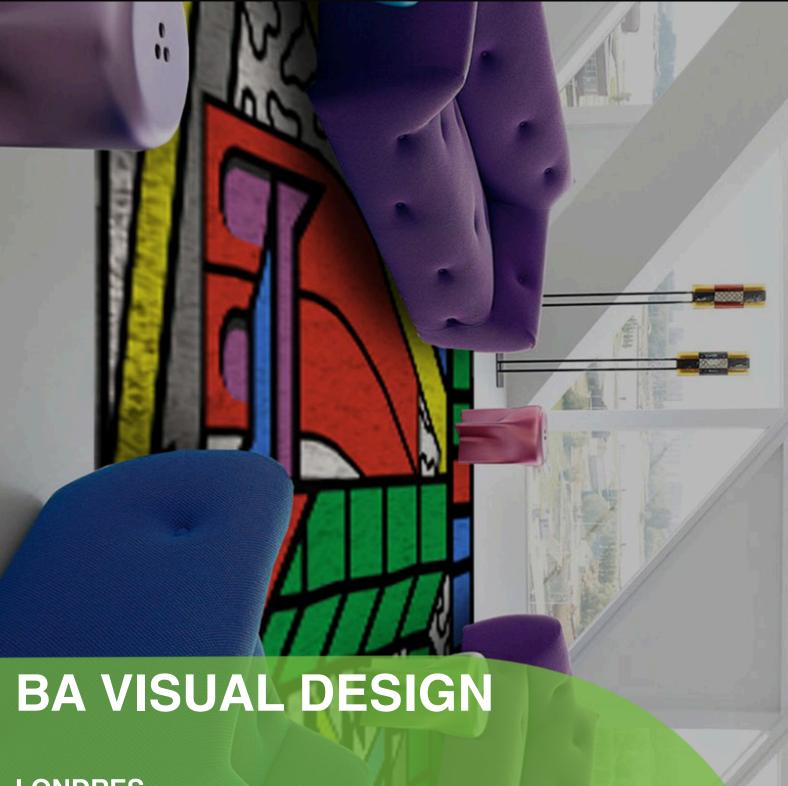
LONDRES

29 de setembro de 2025

inglês

VISUAL DESIGN

O programa de bacharelado em Visual Design (Hons) é um curso criativo e diversificado de 3 anos que oferece uma ampla gama de aplicativos de design físico e digital. No último ano, os alunos realizam um grande projeto autodirigido com o apoio da teoria, estudos contextuais, estudos culturais. O programa enfatiza a colaboração e o trabalho em equipe e fornece uma experiência de aprendizagem envolvente por meio de projetos individuais e de grupo, tutores de assuntos, mentores do setor, viagens de campo e laboratórios especializados e recursos de biblioteca. A prática do design ético também é enfatizada para ajudar os alunos a se tornarem cidadãos globais responsáveis.

Ele abrange uma grande variedade de tópicos, incluindo **design gráfico, design editorial, web design, fotografia digital, tecnologia de filme e vídeo, animação e realidade aumentada e virtual.** No último ano, os alunos realizam uma proposta de design autodirigida, oferecendo-lhes a oportunidade de desenvolver suas próprias ideias sob a orientação do seu líder de programa ou líder de unidade. A estrutura do programa é bem projetada, incorporando unidades práticas com unidades teóricas em estudos culturais, culminando em um grande projeto no 3º ano.

O ensino dessas unidades é ministrado por meio de uma série de projetos individuais e de grupo que são baseados em estúdio e guiados por tutores de assunto. O programa é apoiado por palestrantes convidados, mentores do setor, viagens de campo e sessões supervisionadas em laboratórios especializados e recursos de biblioteca. A colaboração e a formação de equipes são enfatizadas ao longo do programa, ajudando os alunos a desenvolver habilidades de **pesquisa, comunicação e resolução de problemas.** O programa tem um forte foco na prática do design ético, que é essencial no desenvolvimento de cidadãos globais responsáveis. O programa é liderado por uma equipe de acadêmicos internacionais e profissionais do setor que proporcionam aos alunos uma experiência de aprendizagem enriquecedora. Um curso de graduação inovador e emocionante que combina o melhor do **design gráfico, ilustração, animação, imagem em movimento e habilidades de fotografia.** Ele equipa os alunos com uma ampla gama de habilidades que permitirá que construam uma carreira incrível. A comunicação visual é essencial na sociedade de hoje, moldando o significado e o e o impacto de várias plataformas de mídia como aplicativos, sites, pôsteres, livros, anúncios de revistas, jogos, logotipos, filmes e redes sociais.

Os alunos se beneficiarão dos estúdios dedicados do curso para trabalho pessoal e em grupo, suítes de mídia digital com software de design do setor e estúdios de fotografia para processamento e impressão. O curso incentiva os alunos a pensar conceitualmente e aplicar habilidades técnicas em todas as formas de prática de design. Ao longo do curso, os alunos investigarão e explorarão o potencial de uma grande variedade de temas e abordagens específicos para práticas contemporâneas e habilidades específicas do setor. O curso também oferece oportunidades de projetos ao vivo, que permitem aos alunos interagir com profissionais do setor e construir redes relevantes. Isso garante que os graduados estejam prontos para o local de trabalho, equipados com os **ncipais princípios e habilidades de um profissional de comunicação visual.**

FOCO DE APRENDIZAGEM

- Adquira uma educação abrangente em design visual, abrangendo vários aspectos como processos de design, métodos de produção, apelo estético, funcionalidade, software de computador, conduta profissional e construção de protótipos em um ambiente industrial.
- Experimente tecnologias avançadas, como IA para imagens estáticas e animação.
- Desenvolva e melhore habilidades imaginativas e analíticas, ganhe conhecimentos abrangentes e compreenda os princípios fundamentais do design visual necessários para criar formas eficazes de comunicação.
- Avalie soluções de design de forma crítica, considerando restrições concorrentes e questionando soluções de design estabelecidas.
- Demonstre habilidades avançadas de comunicação visual e proficiência na combinação de diversos elementos de design para formar uma comunicação visual coesa.

POSSÍVEIS CARREIRAS

- Designer Visual
- Diretor de Arte
- Indústria Cinematográfica
- Montar ou transformar o próprio negócio
- Transformar a própria prática de design
- Consultoria responsável de design/negócios
- Desenvolvimento de produtos responsáveis
- Trabalho com ONGs ou empresas sociais
- Progressão acadêmica – MA, MPhil, PhD

ABOUT ISTITUTO MARANGONI

IIstituto Marangoni has more than 80 years' experience in training highly skilled future fashion professionals. During this time, we have built outstanding international networks within the fashion and design industries and have expanded to comprise 11 schools in 9 prime city locations, across 4 continents. We provide an outstanding, internationally recognised educational experience that responds to the evolving demands and requirements of tomorrow's industry professionals.

Our ethos as a school embraces the creative synergies that evolve constantly between the refined professionalism of the Italian luxury sector, the rebellious and provocative innovation of the Parisian accessories scene, and the nuanced global perspectives offered by our international student and tutor body. This is a distinctive characteristic that offers a unique environment in which our students can develop their individual creative identities and gain understanding of where their practice might be positioned in a rapidly evolving design and cultural landscape.

PROGRAMME INFORMATION

STUDY PLAN

Units

The programme is composed of a number of units that each have a credit value. On successfully passing each of these units, students will gain credits that count towards the total needed for their degree. One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So, if a unit is worth 10 credits, then students would expect to spend 100 hours studying. These will not all be 'taught' hours. Students will receive guidance and instruction through lectures, seminars, etc., but they will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this programme is indicated in Section 6.

On an undergraduate degree course provided by Istituto Marangoni, London students are expected to study 120 credits per level (or year) with no more than 60 credits per term.

Lesson duration: 2.5 hours

Level 4: October and February Intake

TERM 1	TERM 2	TERM 3
Graphic Design (30 credits)	Editorial Design (30 credits)	Web Design (30 credits)
History of Art, Design & Visual Culture (30 credits)		

Level 5

TERM 1	TERM 2	TERM 3
Digital Photography (30 credits)	Film and Video Technology (30 credits)	Major Project (30 credits)
Design & Cultural Studies (30 credits)		

Level 6

TERM 1	TERM 2	TERM 3
Major Project – Design Enquiry (40 credits)	Major Project – Design Prototyping (40 credits)	Major Project – Design Delivery (40 credits)

CONTENTS' OVERVIEW

Curriculum

Visual Designers today have a 360-degree perspective of the creative design process, considering not only the technical image but also the appearance and feel of the design, UX, the message they need to convey, and their audience needs. Participants learn a complex mix of technical design skills, including the most important digital software, drawing, colour, print, layout composition, visual hierarchy, and art direction. They also study Gestalt and perception theories, as well as current realities and sociocultural scenarios, in order to produce meaningful designs in a technologically and emotionally charged world. They gain knowledge of visual storytelling and language, as well as how to use video and new media (web design, blogs, social media platforms), with a focus on visual communication as a tactical tool for developing novel brand identities, sequential imaging in advertising, or creative concepts for publishing and online magazines. Participants learn how to give a balanced and useful voice to a business, product, or service by studying marketing strategies, communication methodologies, cultural anthropology, and media techniques.

They also learn how to apply original solutions to marketing concepts in order to sell or promote products or ideas through design. In order to preserve brand identity and convey a message, they are aware of the significance of conducting research on various clientele and businesses and choosing a distinctive design for each one. In today's modern visual environment, the study of video, film, animation, interactive media, and motion graphics is essential. Video and interactive media is an effective tool that can change how businesses or brands present themselves, forging a distinctive visual identity, increasing the brand's influence, and emphasising the brand's role in the market or in society. Participants engage in 'real world' project creation in a work environment while working with businesses searching for unique and innovative contributions on industry projects. Communication skills offer a professional approach in the negotiation and presentation of ideas to businesses and new clients. They also provide feedback and assistance throughout the project.

Participants have the chance to display their work and network with influential industry figures and journalists at a final graduation showcase event, capping off their final year with the knowledge needed to launch a lucrative career in visual design.

LEARNING OUTCOMES:

Programme Learning Outcomes:

- Develop a professional awareness and understanding of global, economic, historical, theoretical, ethical, social, cultural, political, and environmental contexts and frameworks, pertaining to current and emerging visual design practice
- Independently plan and systematically acquire relevant knowledge using recognised and appropriate research techniques and wide range of resources.
- Identify and undertake research to produce a set of findings that can contribute to the proposals for a particular design problem or opportunity through the appropriate selection and application of established techniques of analysis and enquiry
- Communicate professionally in presenting research, concepts, and design brief in a range of situations, in visual, oral, and written forms, employing relevant IT and software skills at an advanced level

- Think critically and apply problem-solving methods to interior design scenarios at an advanced level of study and application.
- Source, navigate, analyze, communicate, and apply research material from a variety of sources to develop responses to creative and written briefs at an advanced level.
- Acquire knowledge, skills and understanding of current and emerging technologies, processes, tools, materials, and software relevant to visual design on an advanced level of knowledge and skills
- Demonstrate a proactive attitude to developing knowledge and experience in contemporary visual design practice with professionalism and maturity
- Work constructively and collaboratively with group peers to achieve shared objectives and design outcomes at a mature and high level of competency, approach, and delivery of design outcomes
- Analyse, reflect and evaluate critically, varying contexts and environments within contemporary visual design practice and principles employed within professional practice at a mature level of study
- Negotiate and manage study workload in a professional, constructive, and efficient manner addressing new and emerging design thinking strategies applicable to visual design in a professional and mature level of understanding

CAREER SERVICE

The Istituto Marangoni London Career Service works to support students and alumni in enhancing their career, employability and entrepreneurial skills. While working closely with the academic staff and industry partners, Istituto Marangoni, London Career Service provides targeted approaches to career development, starting at the beginning of the students' study experience. Recognising the vast importance of this area, the Career Services department has developed a range of informative workshops and annual events to provide advice and guidance for students and alumni. These sessions are organised by the careers team and delivered by internal staff in addition to industry guests. Key topics include professionalism, industry ready CV's and cover letters, interviewing techniques, personal branding, networking and portfolio presentations. The Careers Service staff regularly undertake industry networking initiatives, visits and have created an extensive database providing strong mechanisms for ensuring up-to-date opportunities for placements as well as graduate jobs.

The Careers Service has also introduced an online platform Career Network (SYMPLICITY), ensuring that approved placements and jobs are promoted to existing students and Alumni. The ability to reach a wide number of students through one digital platform enables the Career Services team to be a leading area in promoting employability for Istituto Marangoni, London students through regularly offering competitive

COURSE SPECIFIC ADMISSION REQUIREMENTS

Copy of a high-school diploma or school certificates
- UCAS points equal to 80 tariff points
- Completion of an entry requirements (interview and portfolio review)
- Non-native English speakers are required to provide an acceptable proof of their English Language ability. The English Language test score should be at least B2 on the CEFR level (e.g. IELTS Academic with 6.0 overall, no less than 5.5 for each element)
- Students who complete the Certificate of Achievement: Foundation in Design at Istituto Marangoni, London will have guaranteed progression to BA (Hons) Interior Design, provided they have the required L4 English entry requirement.

STUDENT SUPPORT STRATEGY

Istituto Marangoni provides a range of student support mechanisms which include (but not limited to):
- Admissions: the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- Academic and Student Services: the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.
- Library Resources: The library service aims to deliver a high quality engaging and supportive service for students in support of an outstanding, inspiring, diverse, innovative and creative educational experience. The service intends to inspire students to discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught at Istituto Marangoni, London.

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- Careers Service: The Careers department supports students and alumni, offering guidance on all aspects of their career journey, providing practical advice and helping students connect with industry.
- SEN Support: This is available to all students with learning disabilities by booking 1-2-1 sessions with the SEN tutor. The support programme offers a Personal Learning Plan, monitors students' progress and formalises reasonable adjustments.
- Coaching and Mentoring Service: This service offers 1-2-1 appointments with a professional coach / mentor. The service provides advice, guidance and encouragement, equips students with problem solving skills / tools, improves self-confidence, encourages reflections and enhances individual performance.
- Counselling Service: The aim of the service is for students to receive immediate professional support as well as to set up a safe and healthy path for the student journey on a longer-term basis. The service can assist with resilience building, setting up home in London, time and stress management, homesickness, creativity stress, anxiety etc.