NABA

NUOVA ACCADEMIA DI BELLE ARTI

SUMMMER COURSES

A.Y. 2025-26
SYLLABUS

Visual design

2nd session: July 14th – July 24th 2026

Visual design

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

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

During this intensive course, participants will gain knowledge of various visual communication concepts and tools.

Participants will be guided through a comprehensive program combining lectures and practical workshops to develop digital skills and methods of visual representation. Beginning with research that includes the historical context of visual communication, participants will develop various projects that culminate in a final portfolio with a focus on their personal visual style.

At the end of the course, each participant will be able to identify their own visual aesthetic and develop their individual creative project.

COURSE OBJECTIVES

The course is focused on the analysis of the visual languages in the communication fields and gives the opportunity to create an integrated communication project.

The reading lectures and the exercises will emphasize students' personal creative vision and put into practice the concepts learned throughout different didactic experiences.

ADMISSION REQUIREMENTS

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

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OUTPUT

At the end of the course, participants will:

- Demonstrate understanding of visual identity systems, recognizing that each visual communication tool has its own distinct personality and function.

- Apply appropriate visual language for different communication channels, adapting content to suit each medium's specific characteristics.

- Utilize the main *Adobe Creative Suite* software (Illustrator, InDesign, and Photoshop) for professional-level projects.

- Develop competencies through guided exercises and experimentation with different visual styles.

- Produce a portfolio of digital projects designed for various media (print, posters, magazines, album artwork, etc.).

LIST OF MATERIALS AND TOOLS

- Smartphone.

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.

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TEACHING METHODS

Learning by doing: a mix of theoretical lessons, field trips 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.

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Grading

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

GRADING SYSTEM

GRADING WEIGHTS

1. Attendance 30%
2. Participation and creative process 40%
3. Final work / final presentation 30%
TOTAL 100%

GRADING SCALE

Excellent = 90-100
Good = 80-89
Average = 70-79
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: FAILED
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

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1st week

COURSE SCHEDULE*

DAY		LESSON-SUBJECT
Day 1 - Tuesday	NABA Staff	Welcome and Registration
		• Introduction to visual languages and software that will be taught during the short course (*Adobe Photoshop, Illustrator, Indesign*).
Day 2 - Wednesday		• Visual interpretation of contents, the study of visual identities and of their structure.
		• Creative exercise: creating an iconic representation.
Day 3 - Thursday		• Photo editing techniques - digital collage.
Day 4 - Friday		• Software introduction: vector-based content creation.
		• Creative exercise: typographic poster.

*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.

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2ˢᵗ week

COURSE SCHEDULE*

DAY	LESSON-SUBJECT
Day 5 - Monday	• Working with typography and pictures: references and visual research. • Creative exercise: multi-layer poster design, working on variations of visuals. • *Field Trip.*
Day 6 - Tuesday	• How to design a magazine cover: references and techniques. • Engage in critical analysis through viewing and discussion of archival magazines and visual design references. • Creative exercise: redesign a magazine or a book cover.
Day 7 - Wednesday	• How to establish a consistent visual identity throughout different media. • Design an album cover, we will start with the creation of the artwork and move on to the visual communication of the product on various digital and traditional outputs.
Day 8 - Thursday	• Visual identity through practice: how to develop and expand a project. • Development of various mock-ups and visualisations of the communication strategy.
Day 9 - Friday	• Final Presentation: designing a portfolio of all the work created during the course.

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