

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMMER COURSES

A.Y. 2025-26
SYLLABUS

Illustration for
advertising

1st session: June 30th – July 10th 2026

www.naba.it



Illustration for advertising

School: Nuova Accademia di Belle Arti Milano (NABA)

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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

The course offers an introductory approach to illustration as a creative and strategic tool for advertising communication. Participants will discover how illustrated images can tell stories, convey emotions, and uniquely contribute to defining a brand's identity. Through exploration of packaging, lettering, character design, and advertising campaigns, the course enables participants to explore the potential of traditional drawing and illustration as strategic creative instruments. Participants will work with diverse styles and techniques, progressing from traditional tools and analog sketching to digital illustration methods.

COURSE OBJECTIVES

The course is focused on the analysis of the visual languages in the communication fields and advertising.

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.

OUTPUT

At the end of the course, participants will:

- Understand the role of illustration in advertising and branding.
- Gain hands-on experience progressing from traditional drawing to digital tools
- Use the main *Adobe Creative Suite* software (*Illustrator* and *Photoshop*) for

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professional-level projects.

- Develop competencies through guided exercises and experimentation with different visual styles.
- Create concrete projects to enhance logos, campaigns, and packaging design.

LIST OF MATERIALS AND TOOLS

Each participants must bring the following materials:

- Coloring materials: HB/B drawing pencils, eraser, colored pencils, markers, fine-tip pen markers (0.1 / 0.8 mm).
- Drawing pads for final artworks.

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.

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	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: 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

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1st week

COURSE SCHEDULE*

DAY		LESSON-SUBJECT
Day 1 - Tuesday	NABA Staff	<p>Welcome and Registration</p> <ul style="list-style-type: none"> • Course presentation and objectives. • Brief history of advertising illustration, analysis of Italian and international case studies. • What is a visual identity? • Fundamentals of branding. • Launch of the final project brief: development of an illustrated concept for a product, brand, or service
Day 2 - Wednesday		<ul style="list-style-type: none"> • Drawing fundamentals: composition, shape, and proportions. • Observation exercises and visual synthesis.
Day 3 - Thursday		<ul style="list-style-type: none"> • Color psychology in branding. • Creation of color palettes coherent with brand values and mission. • Constituent elements of an illustrated brand: lettering, patterns, characters, and illustrations
Day 4 - Friday		<ul style="list-style-type: none"> • Introduction to <i>Adobe Photoshop</i> and <i>Illustrator</i> software. • Differences between raster and vector illustration • Guided practical exercises.

*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	<ul style="list-style-type: none">• <i>*Field Trip.</i>
Day 6 - Tuesday	<ul style="list-style-type: none">• Drawing techniques applied to advertising.• Practical exercises and development of the final project
Day 7 - Wednesday	<ul style="list-style-type: none">• Illustration as visual identity: applied exercises.• Visual storytelling and illustrated advertising campaigns.• Illustrated packaging.
Day 8 - Thursday	<ul style="list-style-type: none">• Practical exercises and work on the final project with instructor support
Day 9 - Friday	<ul style="list-style-type: none">• Refinement and finalization of the project for portfolio.• Final presentation of works.

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