



STUDY ABROAD - VISUAL DESIGN

MILÃO

24 de fevereiro de 2025
22 de setembro de 2025
inglês e italiano

MOVES YOU

with silence



VISUAL DESIGN

Aprimorar habilidades de **design gráfico e multimídia** para uma comunicação visual eficaz e inovadora. Os cursos semestrais de design visual combinam de habilidades de design técnico que abrangem alguns dos mais importantes software digital, incluindo elementos de design e desenho de tipografia e letras, cor, impressão e composição de design para criar designs significativos em um mundo tecnologicamente e emocionalmente carregado. Destinado a participantes com pelo menos um ano de estudos anteriores em design visual e/ou gráfico, ou em um campo similar, esses minicursos abrangem os principais temas de representação e comunicação, juntamente com pesquisa visual e análise de marca e comunicação em massa.

Os participantes pesquisam maneiras de se comunicar por meio da linguagem visual e narrativa, a fim de criar uma nova imagem na identidade da marca, uma nova visão em publicidade ou ideias inovadoras em publicações e em revistas online para as indústrias de luxo, moda e criatividade. **Estrutura do Study Abroad (5 - 6 meses)** Os cursos do Study Abroad oferecem uma oportunidade de ver o mundo, experimentar novas culturas, aprender uma nova língua, visitar países vizinhos e fazer novos amigos para toda a vida.

Os **semestres** do Study abroad do **Istituto Marangoni** oferecem aos participantes a oportunidade de experimentar diferentes estilos de treinamento e aprender as principais competências de especialistas internacionais na área. O nível do study abroad é estruturado e ensinado no segundo ano de um programa de três anos. De acordo com o curso escolhido, os certificados de crédito* ou os horários de aula (contato) são atribuídos uma vez concluídos com sucesso. Os cursos são oferecidos duas vezes por ano, no outono e na primavera. O conteúdo do curso muda de acordo com a data de início para oferecer uma variedade mais ampla de assuntos, dando aos participantes a oportunidade de escolher o curso que melhor atenda às suas necessidades;

FOCO DE APRENDIZAGEM

SEMESTRE 1

- Introdução à Tecnologia da informação do design
- Sociologia e Antropologia da Comunicação
- História de Tendências da Estética
- Renderização de design e comunicação
- Design ambiental

SEMESTRE 2

- Processamento digital de imagem
- Comunicação em massa
- Comunicação de marca
- Pesquisa visual
- Planejamento Multimídia

ABOUT MARANGONI

Over the past 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 programmes prepare students with the necessary knowledge and know-how approach 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, Art History and Culture.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate and Transcript*

*The recognition of credits obtained within their Semester experience will be evaluated and then confirmed by their own University.

EDUCATIONAL APPROACH

- to develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to develop the students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

CONTENTS' OVERVIEW

Programme Aims:

Study abroad courses provide an opportunity to see the world, experience new cultures, learn a new language, visit neighbouring countries, and make new lifelong friends. Study abroad semester programmes at Istituto Marangoni offer students a chance to experience different styles of education and learn key skills from international experts in the field. The study abroad level is structured and taught at year two of a three-year undergraduate programme. According to the chosen course, credit transcripts or class (contact) hours are awarded on successful completion. Courses are offered twice a year. Course content changes with each start date to offer a wider range of subjects, giving students the opportunity to choose the course that best suits their needs. Semester courses in visual design combine a mix of technical design skills covering some of the most important digital software, including drawing and design elements of typography and lettering, colour, print, and layout composition to create meaningful designs in a technological and emotionally charged world. Aimed at students with at least one-year previous undergraduate study in visual/graphic design, or similar field, this programme covers key subjects rendering and communication, together with visual research and analysis of brand and mass communication. Students investigate ways to communicate through visual language and storytelling in order to create a new image in brand identity, a new vision in advertising, or innovative ideas in publishing and in online magazines for the luxury, fashion and creative industries. Enhance graphic and multimedia design skills for effective and innovative visual communication.

Programme Learning Outcomes

Students successfully completing the Semester Abroad programme in Visual Design will have developed:

- Sound understanding of current and emerging technologies, with the intention of showing applications and insight within the contemporary visual design industry;
- Appropriate understanding of problem-solving and concept-generating approaches required by the visual design industry;
- Reflective and self-managed appropriate approach to dealing with complex issues both systematically and creatively, making judgements in the absence of complete data, and communicating their conclusions clearly to specialist and non-specialist audiences;
- Self-direction and originality in tackling and solving problems, acting

- autonomously in planning and implementing tasks at a professional or equivalent level in respect of the visual design industry;
- Understanding importance of and being able to apply working relationships using teamwork and leadership skills, recognising and respecting different perspectives within the visual design industry.

STUDY PLAN

Visual Design Semester Abroad • October start
Semester 1

Subjects	Total Hours	Credits (ECTS*)
Communication Theory	45	6
Communication in Exhibitions	62,5	5
Digital Video	75	6
Brand communication	18	3
Communication Tools and Techniques	30	4

Visual Design Semester Abroad • February start
Semester 2

Subjects	Total Hours	Credits (ECTS*)
Fashion Trends History	37,5	5
Interface Design	48	4
Communication in Exhibitions	62,5	5
Brand communication	18	3
Multimedia Design I	62.5	5
Communication Tools and Techniques	30	4

*European Credit Transfer System

Curriculum

Visual Design Semester Abroad • October start

Communication Theory subject

The subject is organised around two micro areas: the exploration of theoretical models (contribution of different disciplines) that allow us to analyse the phenomenon of communication from multiple aspects. Furthermore, the exposition of theories relating to media analysis. The selection of topics will allow students to have an overview of the vast theme of communication theory so as to be able to orient themselves independently in choosing the areas that, either by personal choice or professional necessity, they will want to deepen vertically. While maintaining a theoretical approach, we will try, from time to time and when possible, to apply the models covered to concrete examples taken from

time to time and when possible, to apply the models covered to concrete examples taken from everyday communication, but also, and above all, from topics related to other topics of the Visual Design programme of study.

Communication in Exhibitions subject

The subject deals with analysing and designing 3D spaces, understood as functional places in which to display goods, art works and design for showrooms and retail spaces. In addition to a foundation for accurate, coherent expression of strategic messages, the technical and cultural baggage includes regulations, safety of users, selection of materials and graphics for 3D spaces together with the topics of signs, including analog, digital and interactive tools.

Digital Video subject

The subject will guide students through the construction of an important, comprehensive technical and cultural background linked to the production and elaboration of images with different origins and different intended uses. A part of the subject will be dedicated to combinations of techniques and research, favouring the technical and technological expertise and general culture of images (in the aesthetic and practicability, effective sense of its use in different contexts). A part of the subject will be dedicated to participation in national and international contests on the subject of digital communication. The rest will be dedicated to the actual elaboration of digital images using reading-edge software.

Brand Communication subject

Everyone has some relationship with branding, since brands have become symbols around which we intertwine our very own experience of life. This subject aims at providing a holistic approach to marketing communication to decode the processes that create the world of contemporary branding. Despite our digitalised era, human beings ritually remain at the centre and as antennas they decode messages and apply their negotiation powers. The subject provides tools to understand the social impact of brand communication intended as a cultural activity of creating and sharing meanings, creating worlds and new brand grammars. The subject observes the alchemy of a brand as a blend of tangible and intangible, consumer perception and product essence. Students discover real-world examples of effective brand communication campaigns to grasp the know-how approach for creating, communicating and sustaining value over time

by adopting multi-channelling practices and sharply designed consumer-centric communication.

Communication Tools and Techniques subject

This subject will introduce the importance of techniques of representation and visual interpretation within design proposals. The subject will train students to address the composition of the whole message, allowing them to learn the methods and techniques and an appropriate language needed for the full and effective transmission of meaning and content.

Visual Design Semester Abroad • February start

Fashion Trends History subject The subject is aimed at providing students with an overview of the key trends that over the time, crossing the borders between arts, fashion, design, have shaped our current visual culture by generating those highly recognizable styles that are still impactful nowadays. The subject will investigate how the dynamics of trend diffusion have evolved over the transition between modernity and postmodernity, eventually being shaken up again by the new media revolution.

Interface Design subject

This disciplinary area refers to the technical skills required in the digital field with the aim of addressing the complex and fluid panorama of contemporary design; the program includes the application of information technology tools in a multidisciplinary context. The sector specifications extend to the broad panorama of digital technologies for communication design and aim at a practical and technical in-depth analysis of all the aspects concerning the production and management of both creativity and the communication project contents.

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Multimedia Design I subject

The purpose of this subject is to look at Multimedia Planning as an intelligent, harmonious combination of digital and analogue techniques. Any significant multimedia project involves a core team of professionals that include producers, writers and directors, partnering with programmers, photographers, video editors and voiceover artists. It aims to increase students' capability to conceive and manage a creative multimedia project work by beginning with a clear concept statement and further developing it keeping a full consistency and effectively combining all the different contents.

Communication Tools and Techniques subject

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TEACHING AND LEARNING METHODS

Programme teaching methods

The programme is designed to facilitate the development of a student who will be highly employable and will allow them to investigate and develop their strengths. 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 the students with another dimension to their learning experience;
- guest speakers provide the students with a full, broader and real perspective to their specialist field of study.

Students will have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

Programme Specific Assessment Criteria: The methods of assessment used give breadth and depth, which allow for both the formative and summative assessment of every student at each stage of the programme.

The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Different forms of assessment can, and where appropriate should, be 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 as evidenced by their classroom work. This process of students keeping ongoing records of their work not only engages students, it also helps them, beyond a “grade,” to see where they started and the progress they are making toward the learning goal.

Summative Assessments: These assessments are a means of gauging 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 and concentrate 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 course.

Practical Coursework > allows the 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 and the students are asked to submit work to be marked independently and anonymously by staff. Formal Examinations > are required in some study areas.

Presentations > are used in some subjects to allow the student to develop their professional communication and presentation skills.

Student Projects > are used when the student is required to submit work to be marked independently and anonymously.

COURSE SPECIFIC ADMISSION REQUIREMENTS

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award. Admission requirements are listed below:

- Completed the first year (L4) of an Undergraduate Bachelor programme in Visual Design or similar;
- For non English/Italian native speakers: certificate of language skills, level b1 of Common European Framework of Reference with specific requirements (e.g. IELTS 5.0 without elements below 4.5);
- Portfolio;
- Base knowledge of graphic design, design process, photography and digital tools;
- Signed personal statement

The Admissions Manager coordinates and supports the subject specific

Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate). (Admission requirements may be subject to change from time to time in order to comply with entry requirement regulations).

STUDENT SUPPORT STRATEGY

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:

- Programme Leaders: the first point of call to acquaint students with regulations and issues arising on the programme;
- Student Support Officers for student referral where appropriate; programme and student handbooks;
- induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
- student group representatives (student voice).

Student Support Officers

A dedicated Student Support Officer is available for all students on the programme. For matters of pastoral care the Student Support Officers will help in:

- finding their way around;
- time management;
- dealing with stress, or absences;
- getting the best from the course;
- understanding and applying school rules;
- future study options or other issues.

One-to-one appointments may be made by phone, through the school receptionists, or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.