BA VISUAL DESIGN

DUBAI

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inglês

VISUAL DESIGN

Os designers gráficos de hoje não trabalham apenas com imagens técnicas; eles consideram o visual e a sensação do design, entendem a mensagem que precisam comunicar e conhecem o público-alvo. Os designers visuais adotam uma visão de 360° do processo criativo de design. Este curso de três anos investiga a comunicação do design visual, desenvolvendo ideias inovadoras em design gráfico e novas mídias para todos os campos das indústrias criativas.

Ao estudar uma mistura complexa de habilidades técnicas de design, que cobrem os softwares digitais mais importantes, desenho e elementos de design como tipografia e lettering, cores, impressão, composição de layout e hierarquia visual, embalagens e sinalização, os participantes também enfrentam teorias da percepção e da Gestalt, realidades contemporâneas e cenários socioculturais, criando designs significativos em um mundo tecnológico e emocionalmente carregado.

Eles aprendem a se comunicar por meio da linguagem visual e do storytelling, incluindo vídeo e novas mídias (web design, blog, plataformas sociais), focando na comunicação visual como uma alavanca estratégica. Isso inclui criar uma nova abordagem para a identidade de marca, imagens sequenciais na publicidade ou ideias inovadoras em publicações e revistas online.

Estudando estratégias de marketing, metodologia de comunicação, antropologia cultural e técnicas de mídia, os participantes aprendem a dar uma voz equilibrada e funcional a uma empresa, produto ou serviço, aplicando soluções criativas a conceitos de marketing para vender ou promover produtos ou ideias por meio do design. Eles entendem a importância de pesquisar e selecionar um estilo único e distinto para diferentes clientes e marcas, a fim de manter a identidade da marca e comunicar uma mensagem clara.

O estudo de vídeo, animação, interação e gráficos em movimento é fundamental no cenário visual contemporâneo. O vídeo é uma ferramenta poderosa que pode transformar os códigos estéticos de empresas ou marcas, criando uma identidade visual forte que determina o sucesso de um produto ou serviço, expandindo a influência da marca e focando sua posição no mercado ou na sociedade.

Os participantes experimentam o desenvolvimento de projetos "do mundo real" em um ambiente profissional, buscando contribuições originais e inovadoras. Durante o projeto, eles recebem feedback e orientação, enquanto as habilidades de comunicação fornecem uma abordagem profissional na negociação e apresentação de ideias para empresas e novos clientes.

POSSÍVEIS CARREIRAS

- Designer gráfico para editoriais (publicações)
- Designer gráfico para embalagens e branding
- Diretor de arte para agências de publicidade
- Designer visual para exposições e design corporativo
- Designer visual para ferramentas digitais/interativas
- Comunicação web

FOCO DE APRENDIZAGEM

- Gestão de projetos editoriais e de publicação
- Design de exposições (palcos, varejo, interiores corporativos, eventos de arte)
- Identidade visual e branding (logo, design corporativo, sinalização)
- Design de interface para E-shop, plataformas online e mídias sociais
- Fotografia e direção de arte
- Técnicas de comunicação e publicação para marcas
- Layout gráfico e direção de arte para websites e aplicações digitais
- Criação e desenvolvimento de imagem, pesquisa e edição
- Infográficos
- Portfólio de design profissional e habilidades de apresentação

ABOUT ISTITUTO MARANGONI

Over the past 85+ 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 courses prepare students with the necessary knowledge and know-how 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, Visual Design, Art History and Culture.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Students who successfully complete this program will be awarded with a Bachelor of Arts accredited by the Ministry of Education-Commission for Academic Accreditation (CAA).

CONTENTS' OVERVIEW

Curriculum
The course in Visual Design aims to teach students about the new design activities for the fields of communication and digital media, and tackles the scenarios related to culture, knowledge, technique and the production of complex visual messages in digital and analogical environments, by combining combines methods and strategies from both fine art and design. Using a wide range of teaching methods and learning programmes, such as classroom lessons, seminars and workshops, laboratory activities and tours, individual and group projects, the three-year course will prepare students for roles as art directors, or for creative industries that require a person who can orchestrate branding, visual storytelling, immersive experiences, user experience, content production for social media, etc. In other words, a professional who has a big picture view of visual design. During the course, the students will be constantly stimulated to acquire knowledge of how to build their own professional and

cultural role, understanding how important it is for them, as designers, to act responsibly in the contemporary world. At the end of the course, graduates will be capable of working in a freelance environment – in contexts involving branding, corporate communication, persuasive, visual and multimedia communication for advertising – both in private and public contexts. The course provides an extremely valuable range of experiences and knowledge which can be used as the basis from which to move on to further experiences and advanced second-cycle degree studies in Italy and abroad.

The curriculum of the First Year is structured on the basis of solid foundations, designed to prepare students for the rest of the programme, and will enable them to take part in an initial series of activities and lessons relative to graphic visual design and the techniques for building communicative elements. In addition to subjects based on theory, considered as the expression of the culture of perception and analysis of form and of the field of graphics, the programme includes lessons on photography and video production techniques, ITC and history of design and – more generally – subjects regarding the anthropological, semiotic and social aspects of contemporary communication and image production. In addition to classroom lessons, the activities of the First year will also include laboratory exercises on the main software programs used in visual design (for typesetting vector graphics design and the development of images); image design and search activities; activities related to the history and technique of photography and digital video production and participation in seminars and meetings. In the second year, the students will be expected to try their hand at new techniques and follow more specific lessons, for example by experiencing various design environments, extending design to exhibition (exhibit design) and consumer (retail) environments, and studying communication theory, brand communication, communication tools and techniques, sociology and anthropology of communication in depth.

Visual design will be considered a strategic element for the brand identity, a field in which the sociological and marketing aspects linked to mass communication in the age of digital media will also be examined, while new representative and illustrative techniques will be used for design experiences in communication for the industry. The students will continue their studies, learning about ITC theories and techniques and how these are used in a multimedia environment, in developing visual narratives, whereas particular weight will be assigned to the history of visual culture, considered a true reference heritage and the foundations for the inspiration of the contemporary designer.

Students will begin participating in projects with external companies and international contests in a bid to increase their experiences in direct contact with real working environments. In the third year, the students will complete an in-depth learning programme regarding design and gain inter-disciplinary knowledge, during which lessons about languages and multimedia techniques will accompany integrated design activities for communication (of the institutional, corporate, persuasive or service-related kinds). By continuing to participate in design exercises to create analogical and digital artefacts, students will be engaged in creative and technical-productive processes, and this will enable them to acquire further experience in specialist and advanced fields (design for interactivity, planning digital applications and interfaces for platforms, art direction for communication in the segments with a high creative content and for brands, such as, for example, fashion, furniture design and luxury).

In addition to experiences in external projects with companies and the students' participation in national and international contests, the training programme will end with them producing their final dissertation and portfolio and a synthesis of the knowledge they have acquired: in this way their personal expressive stores of knowledge become the 'conscious restitution' (in the form of an original contribution) of every single graduate to their chosen subject, and in general to the society and culture of their age.

Final Project (Dissertation)
The final project is the assessment of the competences gained by the Student, his/her maturity in the methodologic approach and the acquisition of the relevant technical and cultural tools; this will translate into a final work that will show evidence of all aspects and steps that are part of the candidates' educational path. It will consist in the development of a work that will demonstrate a concrete application of the theoretical and cultural/creative studies undertaken.

Internship
As part of the didactical experience provided to its students, the Undergraduate programmes include an internship period which is embedded in the Study Plan of each programme. This working experience allows students to take advantage of skills and topics learned during lessons, putting them into concrete practice within a real professional environment. The internship consists of a period of an experience in professional practice through the realisation of individual or group projects in collaboration with institutions or companies on their premises or on the School premises (internship on campus).

STUDY PLAN

Semester	Disciplinary Fields	Lesson Type	Lesson Hours	Study Hours	Total Hours	ECTS	Hours/ credits ratio	Type of Assessment	Numero di lezioni
I / II	Language - General Skills	T	75	175	250	10	25	E	30,0
I / II	Language - Fashion & Design Fields Terminology	T	75	175	250	10	25	E	30,0
I	Global Culture & Contextual Studies	T	38	88	125	5	25	E	15,0
I	Design Methods	TP	38	38	75	3	25	E	15,0
I	Fine Arts Studies	T	30	70	100	4	25	E	12,0
I	Visual Design Workshop	TP	38	38	75	3	25	E	15,0
I	Product Workshop	TP	50	50	100	4	25	E	20,0
II	Interior Design Project Workshop	TP	75	75	150	6	25	E	30,0
II	Italian Creative Culture	T	38	88	125	5	25	E	15,0
II	Fundamentals of Sustainabilty in Design	T	23	53	75	3	25	E	9,0
II II	Entrepreneurial Mindset Creative	T	30	70	100	4	25	E	12,0
Total	Production	TP	38	38	75	3	25	E	15,0
			545	955	1.500	60			

Year 1

Subject Code	Subject	Credits CFA (ECTS)
ISDC/06	Printing Technologies	4
ISSC/01	Design History and Culture	6
ISDC/01	Image Semiotics	4
ISDC/06	Video Production Techniques	8
ISME/02	Basic Design	8
ISDC/03	Graphic Design	6
ISDR/01	Form and Planning: Analysis and Representation	4
ISDC/03	Graphic Design	12
ISSE/02	Foreign Language	4
AA	Free study Activities	4

Year 2

Subject Code	Subject	Credits CFA (ECTS)
ISSC/03	Fashion Trends History	5
ISDC/01	Communication Theory	6
ISDE/03	Interface Design	5
ISDC/05	Communication in Exhibitions	10
ISDC/04	Digital Video	6
ISDC/02	Brand Communication	5
ISDC/04	Multimedia Design 1	10
ISDC/02	Communication Tools and Techniques	8
AA	Free Study Activities	5

Year 3

Subject Code	Subject	Credits CFA (ECTS)
ISSU/02	Sociology and Anthropology of Communication	6 10 8 10 5 4 9 8
ISDC/05	Communication Design	
ISDC/05	Art Direction	
ISDC/04	Multimedia Design 2	
ISSE/01	Marketing	
ISDR/03	Techniques of Design Communication	
INT	Internship	
DIS	Dissertation	

PROGRAMME LEARNING OUTCOMES: FRAMEWORK

- Knowledge [K]: outcome of the assimilation of information through learning, set of facts, principles, theories, and practices that are linked to an area of work or study.
- Skills [S]: ability to apply knowledge and use know-how to complete tasks and solve problems.
- Competence [C]: proven ability to use knowledge, skills and personal, social and/or methodological abilities, in work or study situations and in professional and personal development.

At the end of the course in Fashion Design & Accessories, the student will be able to:

- **K1.** Understand how to collect, assess, record, and apply appropriate information.
- **S1.** Become proficient in communicating ideas effectively, both verbally, in writing and through graphic means, utilising manual techniques and digital tools.
- **S2.** Select the most appropriate techniques for multimedia art direction (graphic design, typography, photography, video editing, motion graphics, 2D and 3D modelling) in order to communicate creative concepts professionally
- **S3.** Acquire design methods using the principles of visual perception to investigate formal solutions and develop projects in the field of interaction design
- **C1.** Develop integrated visual design projects where composition, graphic layout, fonts, colours, copy writing and visual codes are integrating harmoniously and efficiently in line with client needs and target groups.
- **C2.** Professionally design the visual identity of a brand and decline it in a variety of different supports, formats and touch-points (logo, corporate design, signage, catalogue, packaging, website, social pages, web banners, merchandising, etc.)
- **C3.** Manage editorial projects at various levels of complexity (portfolio design, layout for print, printing techniques, web design and social networks, creation of digital branded content)
- **C4.** Create a visual communication project within a physical space or context, according to the dictates of exhibit design (retail, visual merchandising, corporate interiors, exhibitions, interactive art installations)

TEACHING AND LEARNING METHODS

Programme methods:

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 students with another dimension to their leaning experience;

Guest speakers provide students with a full, broader, and real perspective to their specialist field of study.

ASSESSMENT METHODS TO SUPPORT LEARNING:

The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Various forms of assessment are 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 curve. This process not only engages students, it also helps them see the progress they are making toward the learning goal.

Summative Assessment:

These assessments are a means of evaluating 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 - concentrating 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 subject;
- Practical Coursework allows 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;
- Formal Examinations;
- Presentations may also be used to allow the student to develop their professional communication and presentation skills.

Attendance:

The exams are processes designed to verify the learning outcomes and the knowledge acquired by the students within the single courses. To gain admission to the exams, students must have attended at least 80% of the hours of lessons scheduled in the study plan for each course. The attendance is verified by the teachers of the individual courses, who will only admit the students who have complied with this requirement to the exams. Should the student fail to reach the required attendance level in one or more courses, they must attend said courses again before they will be allowed to sit the exam and be admitted to the next Academic Year.

Grades

The exams are graded by assigning them marks out of thirty. The minimum mark is 18; The Board can also decide to award an additional merit to students who obtain the maximum mark of 30/30 in the form of the mention "Cum Laude". Full details on attendance and assessment are explained in the Academic Regulations.

CAREER SERVICE

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work. Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

Additionally, the Academic Board, by way of a specially appointed committee, will evaluate the contents and commitment in terms of time invested in the traineeship for the purposes of assigning credits. The above-mentioned committee will be responsible for assessing the results, having indicated the methods for doing so to the student before the traineeship commences. When assessing the traineeship, the committee will be assisted by the teacher who has acted as the student's tutor during the traineeship or apprenticeship activities.

STUDENT SUPPORT STRATEGY

- A dedicated Student Support Officer is available for all students on the programme. For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties. A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress. For matters of pastoral care the Student Support Officers will help in:
- Finding their way around;
- Managing their time;
- Dealing with stress;
- Getting the best from their course;
- Understanding and applying the school's rules;
- Anything else the officers can advise on.

One-to-one appointments may be made by phone, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.