



MASTER DIGITAL ART DIRECTION

MILÃO

22 de janeiro de 2025
22 de setembro de 2025
inglês e italiano

DIGITAL ART DIRECTION

O objetivo do Mestrado em Direção de Arte Digital é formar uma nova figura profissional: o chamado “nexter”. A Nexter é diretor de arte digital e estrategista de comunicação, capaz de conceber e gerenciar projetos de comunicação integrada relevantes. Especialistas em design de comunicação digital, pela mentalidade, familiaridade com as novas mídias, tecnologias emergentes e tendências, a nexters representa uma conexão virtuosa entre o mundo da comunicação, adv e branding e o das agências especializadas no uso de mídia digital. O Master in Digital Art Direction é desenvolvido com a colaboração do M&C Saatchi.

O Nexter é uma figura profissional que combina as habilidades criativas de um diretor de arte digital, familiaridade com as principais técnicas de comunicação e capacidade de pensar estrategicamente, fazendo com que o domínio do componente visual seja seu ponto forte. Spots publicitários, campanhas de comunicação, gestão adequada de perfis em redes sociais, organização de eventos, produção de conteúdos de marca, ativações online e instalações multimídia capazes de gerar engajamento e divulgação boca a boca: os alunos matriculados no mestrado aprenderão, a partir de briefings precisos, a gerenciar campanhas publicitárias para marcas de renome e projetos de comunicação integrada, mantendo a consistência inerente da dimensão multicanal e se expressando em diversos pontos de contato diferentes. Os alunos serão incentivados a expressar sua criatividade e o pensamento lateral, além de terem que trabalhar com experimentação multidisciplinar e cotejo com os melhores profissionais do setor; por meio da análise de tendências emergentes no imaginário contemporâneo, os participantes aprenderão a gerenciar os diversos elementos que configuram uma campanha publicitária. Com esse percurso acadêmico altamente especializado, os participantes aprenderão sobre a dinâmica do mercado e a evolução do contexto sociocultural de referência, para que possam trabalhar na imagem de marcas, produtos ou eventos de maneira sempre atual, interessante e conveniente.

O ensino no Mestrado em Direção de Arte Digital acontece de diversas formas: palestras em sala de aula, oficinas nos espaços da McCann, seminários e masterclasses com ícones do cenário da publicidade, da comunicação digital e das artes visuais, visitas presenciais ou virtuais a estúdios de criação, agências de comunicação e exposições e é ainda enriquecido com uma dissertação final e uma experiência de estágio.

FOCO DE APRENDIZAGEM

- Direção de Arte Digital
- Contação visual de histórias
- Gerenciamento de mídia social
- Comunicação integrada e multicanal

POSSÍVEIS CARREIRAS

O mestrado em Direção de Arte Digital é voltado para graduados que já têm experiência na área de comunicação e que se distinguem por uma mentalidade nitidamente criativa e têm muita disposição para usar as mídias digitais. Após concluir a especialização, eles podem trabalhar nas seguintes áreas:

- Publicidade
- Agências digitais
- Branding e mundo corporativo
- Setor do entretenimento e de eventos
- Comunicação digital
- Mercado editorial

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 management skills which are subject specific and relevant to the international fashion, design or art fields. Istituto Marangoni Master's courses provide students with a focused and in-depth knowledge and know-how for a successful professional career at various levels of the above-mentioned industries. There is a strong focus on project-based, industry-linked teaching methods of delivered by experienced industry specialists and professionals.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Participants who successfully complete this two-year course will be awarded with a Second Level Academic Diploma. Recognised by MUR (Italian Ministry of University and Research) as an academic diploma equivalent to a university postgraduate level degree, participants will obtain 120 CFA (Crediti Formativi Accademici) equivalent to 120 ECTS

EDUCATIONAL APPROACH

Istituto Marangoni's academic approach is shaped by the following educational aims:

- Develop a flexible and updated approach to programme delivery and student support which reflect the needs and expectations of all students;
- Provide a supportive and inclusive learning environment which will enable success for all learners;
- Encourage and nurture the development of students' intellectual and imaginative powers, Creativity, independence, critical self-awareness, imagination and soft skills that will enhance Global employment opportunities in all programmes;
- 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;
- Provide a learning experience that is informed by research, scholarship, reflective practice and engagement with the industry and the professions.

STUDY PLAN

Semester	Subject	ECTS Credits
S1	Communication strategies	3
S1	Design Rendering and Communication	2
S1	Sociology of Communication	3
S1	Techniques of Visual Communication	2
S1	Graphic Production Techniques	2
S1	Writing for the Media	2
S1	Art Direction 1	4
S1	Digital Production	4
S2	Marketing	3
S2	Art Direction 2	6
S2	Corporate Identity	3
S2	Production Technologies	3
S2	Digital Video	3
S2	Multimedia	2
S2	Graphic Design	2
S2	Internship	10
A	Dissertation	6
TOTAL		60

Curriculum

The Master Course in Digital Art Direction, resulting from a unique partnership between the Istituto Marangoni Milano School of Design and the renowned advertising agency McCann Worldgroup, is aimed at training highly specialized professionals, and provide them with remarkable creative skills and with an innate ability to tap into the ever-changing trends that are reshaping current social imaginaries, our visual culture and the relationship between brands and people. A digital art director is a “nexter”, in other words an expert in the field of integrated, omnichannel communication characterized by fast-forward thinking, familiarity with the latest technologies and ability to conceive and manage multifaceted, memorable and relevant creative projects by crossing the borders between traditional and digital media. Advertising spots, communication campaigns, proper management of social media accounts, organization of above and below the line activities, production of quality branded contents, gamified multimedia installations capable of generating engagement and virtuous word of mouth: participants will learn to manage the many elements that set up a memorable advertising campaign. Thanks to this highly specialized study path, participants will learn about market dynamics and the evolution of the socio-cultural context of reference, so as to make the image of a brand, product or event in an always current, cool and desirable way. Participants will develop confidence with the most advanced communication techniques and the latest

trends, with the aim of anticipating the direction in which our visual culture is evolving, increasingly influenced by new technologies, virtual reality, the world of video games, as well as the viral proliferation of contents on social networks. In the first semester of the master participants will be provided with key aspects of crucial technical disciplines (presentation design & idea pitching, advanced graphics, digital video storytelling, copywriting & creative storytelling, among the others) as well as theoretical ones, such as an overview of advertisement techniques, the analysis of new trends catching on in the digital world, and strategic marketing. In the second semester, participants will be trained as creative art directors by working, supported by tutors, on real briefs delivered by renowned brands. They will become familiar with the mind-blowing opportunities brought by emerging technologies (VR, MR, AI, Generative Design, Project Mapping, IoT) to create new forms of engagement. Among the subjects covered in the second half of the curriculum, a dedicated focus on social media management and the production of quality branded contents. Over the year, the newly acquired methodologies, inspirational contents and skills will allow the realization of increasingly elaborate projects. Among the distinctive traits of the master program, the emphasis on the direct contact with a pool of industry professionals to support the learning of typical working dynamics within an agency and the prevalence of an hands-on project work approach over a merely theoretical one. Expression of individual creativity, lateral thinking and experimentation will be further encouraged through a series of seminars, external visits, talks and workshops with leading figures in the art, design and communication fields, with the intent to stimulate participants to a multidisciplinary vision and to ignite their creative and fast-forward thinking.

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 studies undertaken, as well as a critical approach towards primary and secondary research on a free-choice topic.

Internship

As part of the didactical experience provided to its students, the Undergraduate programmes include an internship period which is embedded in the Plan of Study 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).

LEARNING OUTCOMES

Educational Outcomes

Students who attend Programmes at Postgraduate level, on successful completion of their course of study, will be able to:

- Select and define a research topic and implement a research plan using appropriate methodologies – within their specialist field of study;
- Demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self-management;
- Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
- Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives;
- Manage their professional development reflecting on progress and taking appropriate action;
- Find, evaluate, synthesise and use information from a variety of sources;
- Articulate an awareness of the social and community contexts within their disciplinary field;
- Exercise initiative and personal responsibility in the work environment;
- Continue as a researcher in an academic or commercial setting and have the potential to extend the bounds of knowledge in their chosen field;

Programme-Specific Learning Outcomes

Students who successfully complete this specific Programme shall be able to:

- Plan and devise multimedia communication strategies at a professional level;
- Create relevant advertisement campaigns consistently with the surge of new trends and the evolution of social and cultural paradigms;
- Design a creative idea by declining it across different media and by adopting multiple techniques (advanced graphics, motion videos, gamification, mixed reality, etc.);
- Conceive an effective and original Digital Video storytelling and assess the communication needs within a creative team;
- Master digital media and social networks to create engaging and viral contents;
- Collaborate in a creative team according to the workflow of an agency.

TEACHING AND LEARNING METHODS

Course teaching methods are based around a wide variety of formats, such as frontal lectures, workshops, seminars, case studies and self-directed study: experienced professionals and visiting specialist Lecturers (industry professionals) make valuable contributions and enrich the learning experience of all students.

Self-Directed Study

This plays a major role in the programme, as students are expected to spend time researching and analysing subject matters independently to support and substantiate taught material.

Frontal Lectures

An integral part of the programme - with formal delivery of subject-specific contents to the whole cohort of students. At this level it is expected that students will use the lectures as a stimulus for further study/reading.

Seminars

Used to build on themes that are connected to the contents part of the Study Plan. Students are encouraged to make an active contribution by sharing in the argument and debate, while expressing their views.

Case Studies

A detailed discussion and in-depth analysis of real-life situations and existing Brands - to substantiate and assess concrete examples of contents and theories studies in class.

Workshop / Laboratory / Practical Sessions

Used to enable and nurture the creative and practical skill development of the student in an environment which simulates what happens in the industry.
to bridge the gap between course completion and entering the world of work.

Team Work

Requires students to operate as a member of a group or team and they usually have clearly identified roles. The emphasis is on collective responsibility, individual responsibility to the group and joint decision-making.

Study Trips (when applicable)

An exciting opportunity to enhance the students' learning path and consolidate their understanding of specific-subject contents. If assessment is dependent on information collected whilst undertaking the study trip, the trip would be considered mandatory. The cost of study trips can be either the responsibility of the student or on occasion included in the annual study fee. If the visit is within the city students pay for public transport.

CAREER SERVICE

The purpose of the Istituto Marangoni Career service is

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.

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.