

BIENNIUM COURSE NAME	KIND OF COURSE	DURATION	ECTS	ABSTRACT
Art Direction - ABTEC37	theoretical / practical	1 semester	6	prof. Garofalo (Photography / Web Design) _ This course gives the essential knowledge in order to optimize the creation of a photographic, editorial, expositive and multimedia project through material analysis and practical tests. Lessons about: art direction and photo editing, a photographic portfolio, reportage editing, artistic direction in publishing, cinema photography, special projects, new medias, artistic direction for exhibitions, events and festivals art direction, ethics and deontology.
	theoretical / practical	1 semester	6	prof. Peluffo (Illustration) _ Illustration is communication, it's a universal language, going beyond the verbal one, because it transforms text in images, understandable by everyone. It can be conceptual, didactic, but never cryptic or it will fail in its purpose. It's important trying to apply this idea, both working on a kids publishing/school project - for which a didactic approach is recommended - and grown people publishing - where the approach is often a conceptual one. The students will design and create various projects around the course themes, spacing from kids books to conceptual illustrations for adults.
Brand Design - ABTEC37	theoretical / practical	1 semester	6	1_ Brand logo and logotype: history, constitutive elements, reproducibility, trademark regulations. 2_ Brand connotative codes: product, concept service, logo, payoff, colors, fonts. 3_ The brand: from logo to brand, brand equity, brand awareness, retail brand. 4_ Brand architecture: monolithic model, mono-brand model, derivative model. 5_ Brand identity: business cards, letterhead, envelopes, deplanes, digital brochures, retail.
Computer Art - ABTEC38	theoretical / practical	1 semester	6	prof. Bignotti _ This course gives historical and practical basics in order to understand and learn the digital art phenomenon, showing a thoughtful aspect about the next future and the role of a digital artist. This course will train the student to face both the conceptual and practical processes of the audiovisual media and its editing. Theoretical: Fluxus - New realism, from optical art to AI - Electronic art - Video art - Electronic music - Melting pot - Cyberpunk - Sub cultures and Pop Culture - A-Gender - VIRTUAL REALITY - AI and new technologies - Glitch art - From pixels to digital photorealism - The evolution of visual and perceptive languages of digital imaging. Practical: Video editing - Audio editing - Sound and images - Sound environment - Algorave - PurData - New frontiers of sound performance.
Costume per lo Spettacolo (Costume for Show Business) - ABPR32	theoretical / practical	2 semesters	12	prof. Fiorini _ This course will propose an investigation, spacing through events and peculiar characters, aimed to discover the evolution of stage costume from the beginning of 20th century to today. From Caramba to the Sensani's school - this one filled with extraordinary characters and experimental paths that will create costume design history - and up to actual theatrical and cinematic productions. An analysis on the tight relationship among direction, scene and costumes for the opera, the prose, the cinema and the television.

	theoretical / practical	2 semesters	12	prof. Aymonino _ This course analyzes all those situations that a costume designer will face. Starting the path from the preliminary studies up to the design, the production and the stage premiere, the student will be driven to a research of his personal expressive way, as well as receive the techniques and basic knowledge to face and realize his own production. The course will be mainly focused around the production of opera costumes, dipping also in prose, ballet and big events.
Cromatologia (Chromatology) - ABAV6	theoretical	1 semester	6	prof. Torcellini _ This course gives tools useful for the right comprehension of the color as a complex phenomenon, which has as its first purpose the interaction between human sight and light electromagnetic radiations (inside a given environment). This phenomenon is also determined by cultural, social, historical and artistic environment of every period, by visual technologies used, by the production process of the color materials and their usage, by the scientific theories about it, by tastes and trends typical of each period, by the single person own experiences and by different groups of people.
Decorazione I-II (Decoration 1-2) - ABAV11	theoretical / practical	2 semesters	12	prof. Fabbris _ What is decoration today? An historical/critical analysis up to actual artistic researches about the interactions among art pieces, street furniture, urban regeneration, environmental development of site specific painting. 1- The idea, the design and the development of the students personal path, in order to drive them toward an artistic and exhibitional circuit. 2- The development of an interior decoration project to be realized via painting or wallpaper. 3- The idea, the design and the creation of a site specific project inside the city. There will be workshops with artists and professionals working in this field.
Design dell'Accessorio (Accessory Design) - ABPR34	theoretical / practical	1 semester	6	prof. Stamigna _ This course gives notions and knowledge about main accessories for traditional stage costumes. Beside analyzing all different kind of accessories - from hats to military luggage through the eras - the students will analyze materials and crafting techniques. Lastly there will be a practical session aimed to the creations of those accessories.
Design per l'Editoria (Design for Publishing) - ABPR19	theoretical / practical	1 semester	6	prof. Ferraris _ The world of comics had a big global rediscovery. From children narrative bookshelves, some headings started making their appearances onto the adult narrative ones. Audience noticed it and started reading and enjoying those comic books. The relationship between cinema and art has become more and more relevant. Comics made their entrance inside reality. Everyday a growing number of magazines contains comic panels with an obvious journalistic style. Aim of this course is to focus on writing the narrative structure of the novel and on proper style choices.
Direzione della Fotografia (Photography Direction) - ABPR31	theoretical / practical	1 semester	6	prof. Capece _ This course focuses on conveying basic notions for properly living the stage and how to direct the photography of a movie or of an audio-video project mastering both moving images grammar and workers management, widely dipping in the new professions' world and in the new contemporary workflows.

Documentazione Fotografica (Photographic Documentation) - ABPR31	theoretical / practical	2 semesters	6+6	prof. Botto (REPORTAGE - 1 semester)_ The course will drive the students into the realization of a research project, supplying the students with theoretical, critical and practical tools useful for creating a personal way of working, pushing the boundaries of typical photographic documentation and reportage photography. Objectives: gaining personal mature vision and approach, widening the point of view about all the different possibilities of the contemporary documentation process; gaining competence in the usage and editing of images; gaining the planning ability to elaborate a workflow; imagine, design and create a personal photo project within a given deadline.
				prof. Redaelli (FASHION - 1 semester)_ This course gives the knowledge needed to shape a professional figure who will be able to create a fashion photoshoot, both for publishing and for advertising, starting from the choice of collaborators (art director, stylist, make up artist, hair stylist, model). The objective of the course is to understand and communicate, through acquired skills and both technical and personal expressivity, the brand image, the style identity, the concept behind a collection.
Elaborazione Digitale dell'Immagine (Digital Elaboration of Images) - ABTEC38	theoretical / practical	1 semester	6	prof. Catzeddu_ 1_ Digital exposure. 2_ Raw images processing. 3_ Color correction: use of LAB method to reach the sheer colors. 4_ Non-destructive editing. 5_ Tools and methods to select and create clipping masks. 6_ Merging techniques. 7_ Merging to apply contrast. 8_ Taking advantage of merging techniques for peculiar shooting techniques. 9_ Black and white: all color conversion techniques, thoughts about image contrast and differences among all the different methods. 10_ Portrait editing techniques: editing tools, filters and advanced methods. 11_ Storage and management of images via Adobe Photoshop Lightroom: image importing organization, program panels and tools and metadata usage. 12. Color management basics. 13_ Photoshop actions registration through the creation of macro commands, in order to speed up the workflow.
Fenomenologia della Arti Contemporanee (Phenomenology of Contemporary Arts) - ABST51	theoretical	1 semester	6	prof. Viel_ What is an art piece? This course teaches how to experientially (and experimentally) investigate what revolves around a series of apparently impossible-to-answer questions: what are we talking about when we speak of an art piece? Where do we start from if we want to describe the conceptual path made by our brain in order to create an art piece? When and why are we satisfied for finding the right solutions to some formal, linguistic, emotional and conceptual problems generated by our mind? When and how the intellectual activity of the theoretical research affects the creation of an art piece?

Fotografia Digitale (Digital Photography) - ABPR31	theoretical / practical	2 semesters	6+6	(PORTRAIT) _ This course has a strong laboratorial approach and, despite having the portrait as its main photographic topic, it's conceived to let the student experiment with new techniques and unusual approaches to photography: artificial lighting analysis, related to the natural one; the examination of all the elements and details needed in photography (sat, background, composition), costumes, colors, tools, poses, characters, makeup and hairstyling. The result will be developed as a self-portrait, at first as close as possible to the original, then as a free interpretation (keeping it close to the starting idea). Great importance will be given to the teamwork and the roles exchange (photograph, assistant, makeup artist, set builder). The course will also be an ethic practice: to develop a critical sight.
	theoretical / practical	2 semesters	6+6	(SCENE) _
Fotografia per i Beni Culturali (Photography for cultural heritage) - ABPR31	theoretical / practical	1 semester	6	prof. Croppi _ This course gives theoretical and technical tools for approaching the world of cultural heritage photography, going through the idea of photography as a cultural heritage. 1st module: photography applied to cultural heritage representation, thanks to tools and methodologies for the creation of images aimed to depict the cultural heritage across different disciplines, exhibitiv spaces representation, post-production techniques, cataloging and archiving. 2nd module (monographic): this module is dedicated to space representation of the 19th and 20th century art, focusing on the dialogue between photography and other arts.
Layout e Tecniche di Visualizzazione (Layouts and Visualization Techniques) - ABPR19	theoretical / practical	2 semesters	6+6	To illustrate means to transform words in pictures: illustration is a universal language because it transforms texts in images. Theoretical: illustration history basics - The role of an illustrator inside the various aspects of his job - Text analysis and relation with imaging - Relation between text and image - Illustration today (realistic illustration for school and informative publishing, interpretative illustration for stories, advertising, fashion, children publishing, magazines) - Job market approach. Practical: materials, techniques and paper/digital supports - Digital and hand illustration - Study of graphic setting of images - Iconographic research and settings building - Characters study - From words to drawing - Design and creation of panels starting from a script - Searching and finding your own style.
	theoretical / practical	2 semesters	6+6	

Metodologia e Tecniche del Contemporaneo (Methods and Techniques of Contemporary) . ABST52	theoretical	1 semester	6	prof. Marasco_ Art and storytelling: this course examines the relation between visual arts and the art of narration, both generically and specifically. Didactically speaking, this relation can be used to test new inter-subject models: the way writers look at art and at artists gives a new point of view and a new interpretation about art, a point of view usually not typical for historians or art critics, but useful to get inside the art piece itself. Art storytelling is among those expressive and communicative ways that are getting stronger and stronger nowadays.
Pittura I-II (Painting 1-2) - ABAV5	theoretical / practical	2 semesters	12	prof. Palermo_ This course offers two different development paths, focused to the student's personal creativity. 1_ starting from Aby Warburg's expressive PATHOSFORMELN-formule, assemble all imaginific material in order to put together all the impressions and the memories. 2_ the therapeutic power of images, the ability of images to hurt or heal: to see, to live, to create images. This course will be greatly supported by usage of living models, professional artists in the use of body and the voice.
Regia (Direction) - ABPR35	theoretical / practical	1 semester	6	The birth of theatrical direction was, for artists, cause for a cultural renewal which saw the reciprocal interpenetration of different artistic disciplines. Those interpenetrations between theatre, cinema and arts are the main themes of this course, thanks to the study of last century prominent figures, in order to think about the relationship between space, dramaturgy, acting and comparison among various interpretations. In past days Stanislavskij, Brecht and Grotowskj created the actor theories of 1900 and this course studies its evolutions, using the theatrical masks (from the comedy arts era to today) as a reference, because these are intended as the basics for every live show.
Scenografia per il Cinema (Scenography for Cinema) - ABPR22	theoretical / practical	1 semester	6	prof. Bizzarri_ Cinematic scenography requires the knowledge of a visual grammar language. This course will take the student close to the world of cinema, to the evolution of its own language and to the research of an interpretation suitable to tell the life of film scripting. 1_ Preparation to the movie: interpretation and on-scene realization of a movie are determined by the collaboration and the intersection of different languages - mainly the direction, then photography, scenography, costumes, editing, music, acting. 2_ Scenographic project for a movie.
Scenografia per il Teatro (Scenography fot Theater) - ABPR22	theoretical / practical	1 semester	6	prof. Conte/prof. Ferrando_ This course, held by a director and a set designer, tries to lead the students through the design of sets for a traveling performance that will feature different scenes - actor's monologues, scenes with many actors and/or even dancers - in an external environment, therefore facing all the typical problems of working in an unconventional context.
Scenografia per il Teatro ATTREZZERIA (Scenography for Theater TOOLING) - ABPR22	theoretical / practical	1 semester	6	prof. Corsi_ This course analyzes the various sides of theatrical tooling: from the collaboration with set designers and directors to the research and creation of what is needed for the mise-en-place of the show. The student will analyze suitable materials related to their usage. The workflow will be studied through all of its steps: from initial set sketches to plan reading. Materials description and techniques: papier mache, wood, metal. Creation of objects suitable for a set.

	theoretical / practical	1 semester	6	prof. Gioberti_ This course faces the usage of foam rubber as a versatile material for the realization of stage objects, costumes or parts of theatrical stages: study of material technical features and his proper processing (cutting, glueing, finishing). Description of the tooler as a job, linked to the figure of the “stuff finder”, through a research of some objects that the students will have to find, photograph and present in a detailed final report.
	theoretical / practical	1 semester	6	prof. Tarantino_ This course provides a knowledge about materials and techniques aimed to the creation of stage tools. After a brief analysis of a given theatrical piece the student should produce projects and propositions in order to create one or more tooling object. This course final test expects the creation of some of those items during class time and some others to be created independently by the student.
Scenografia per la Televisione (Scenography for Television) - ABPR22	theoretical / practical	1 semester	6	prof. Licheri_
Scenografia Teatrale (Theatrical Scenography) - ABPR22	theoretical / practical	2 semesters	12	
Storia dell’Arte Contemporanea (Contemporary Art History) - ABST47	theoretical	1 semester	6	prof. Marasco_ The city as it is from an artist point of view, the city used by the artists, the city as a scenic space and as a narrative and active space, the political view of artists, urban psycho-geography. The city is a theatre of complexity, continually shaken and changed by events and transformations of its own society. This course considers, thanks to pictures, texts, movies and other artistic creations, the artists contribution to the idea of a modern city (from painting to art installations, from public art projects to street art, up to the relationship between art and environmental protection).
Storia dell’Arte Contemporanea (Contemporary Art History) - ABST47	theoretical	1 semester	6	prof. Gagliano_ Body, art and scenography in the 20th century: Marinetti, the futurism and the beginning of performative arts. The futuristic cinema, Valentine de St.Point and Apollonian evenings, dance and performance, futuristic music, futuristic evenings, dadaist evening and performances, ballet renewal, Monte Verità and the body, Diaghilev Russian ballet, Parade, the expressionist cinema and Dr.Caligari, Bauhaus, between body and spirit, Schlemmer, research and experimentation, again on cinema “Entr’Acte”, surrealism and the body, Hélène Vanel and the Acte Manqué, Buñuel and the surrealist cinema, the Black Mountain College and the artistic research, action/happening/ performance, the performative, Pollock and painting action, the body and the arts, Klein, Cage, Kaprow, the Living Theatre, Fluxus experiences, Wiesbaden 1962, theatre among ‘60s and ‘80s, Marina Abramovič, Gina Pane, Hermann Nitsch.

Storia e Teoria della Scenografia (History and Theory of Scenography) - ABST53	theoretical	1 semester	6	This course aims to supply the basic iconographic and bibliographic researching tools of this subject in order to identify, through the knowledge of the theoretical thought, the main scenic types and the settings used in the past. At the end of this path the student should be able to identify which was (and which is nowadays) the relationship between setting, dramaturgy and historical period, thanks to all the treatises analyzed during the course.
Tecniche Applicate alla Produzione Teatrale (Techniques Applied to Theatrical Production) - ABPR33	theoretical / practical	1 semester	6	
Tecniche dei Materiali STUCCO (Material Techniques STUCCO) - ABAV12	theoretical / practical	1 semester	6	prof. Lastrico_ This course will teach material techniques aimed to the creation of embossed decoration, architectural decoration and artistic stucco: theoretical basics, recovery and restoration techniques for historical manufactured goods, usage and application of traditional mortar, usage of silicon rubber casts and traditional plaster casts, freehand modeling using traditional techniques, preliminary studies and creation of embossed decoration, techniques to create fake stoneworks, study of traditional and contemporary materials. Practical lab where students will try real hand modeling.
Tecniche dei Materiali VETRATA (Material Techniques GLASS) - ABAV12	theoretical / practical	1 semester	6	Interaction between glass-working techniques, style and art history: stained glass in the ancientness, middle age, renaissance, modern and contemporary times. Relationships with architecture, design, innovations in the glass field. Each student will propose a personal project that will be realized as a sample.
Tecniche di Animazione Digitale (Digital Animation Techniques) - ABTEC38	theoretical / practical	1 semester	6	prof. Sciutto_ Target of this course is to cover all the creation process (from the idea to the realization) needed to publish an animation short film: from pre-production to practical realization. Starting from the subject idea the student will build a synopsis and a film script, preparatory studies on characters, environments, color scripts, concept arts, storyboards and videoboards. The student will learn the main animation traditional techniques and will attend practical lessons about the usage of Animate(exFlash), After Effects, Toon Boom, TVPaint e similar.
Tecniche di Elaborazione del Costume (Costume Elaboration Techniques) - ABPR32	theoretical / practical	1 semester	6	prof. Fiorini_ The experience of a scene costume laboratory is a path which, starting from the classic paper pattern, leads to the building of textile manufactured goods that will be created as exam subject. In the 1st part of the course the student will acquire basic tailoring skills necessary for the creation of a scene costume, from the choice of the fabric to the sketch. In the 2nd part the student will work on a specific theatrical piece and the realization of stage costumes for the chosen characters.

Tecniche di Modellazione Digitale - Computer 3D (Digital Modeling Techniques - Computer 3D) - ABTEC41	theoretical / practical	1 semester	6	3D graphic has various fields of action: architecture, cinema, video games, engineering, printing. Target of this course is to gain basics knowledge through every phase of the production, up to finding the best artistic path for each student: from concept to compositing, browsing software interfaces, NURBS modeling, polygonal modeling, organic modeling, inorganic hard surface modeling, semi procedural modeling, motion graphics, lighting, shading, texturing.
Tecniche e Tecnologie della Stampa Digitale (Digital Printing Techniques and Technologies) - ABTEC38	theoretical / practical	1 semester	6	prof. Fossati (Photography/Web Design)_ 1_ Project phase: color management, choice of media, printing typologies. 2_ Executive phase and preprinting process: the definitive files, preprinting procedures. 3_ Printing and manufacturing: printing machines, manufacture and bookbinding, online digital services, large format digital printing, artistic and photographic printing.
	theoretical / practical	1 semester	6	prof. Canovi (Illustration)_ The course aims to bring the students closer to the digital illustration world: being able to design your own project is mandatory to move professionally inside the illustration and the comic worlds. Studying the focal points of designing a story, the students will learn how to manage their artbook, containing a potential project for an hypothetical publisher. The student will learn how to create files and formats for both classical and digital printing and suitable for the web world and mobile devices. During this course they'll deepen practical and theoretical sides of the composition of illustration.
Tecniche Extramediali (Extramedial Techniques) - ABAV6	theoretical / practical	1 semester	6	prof. Barbera_ This course explores all the relations between the artistic practice and media development, where concept, process and shape altogether become language and content of the art piece. It will explore the methodologies used to expand artistic research possibilities inside contemporary art.
Tecniche Plastiche Contemporanee (Contemporary Plastic Techniques) - ABAV13	theoretical / practical	1 semester	6	prof. Tasso_ The course of Contemporary Plastic Techniques is a place where the students can learn how to think and how to do things, where the students can do what they think and think what they do. This course will teach working-process skills and is focused on the development of thought around the artistic creation of a tridimensional object. The student will learn the difference between “needing a specific material with specific features” and “thinking in/for/about a specific material”.
Tecnologia e Materiali applicati alla Scenografia (Technology and Materials applied to Scenography) - ABPR23	theoretical / practical	1 semester	6	prof. Trecento_ This course is developed in theoretical and practical lessons, aimed to create a good knowledge of the different materials useful for stage decoration and its techniques: ability to read and to analyze scenic sketches, techniques and materials basics, texture features analysis, sampling exercises, stages in different laboratories in order to create a specific scene as an executive sample, personal meetings with set designers, machinists and stage builders.

Teoria della Percezione e Psicologia della Forma (Theory of Perception and Psychology of the Shape) - ABST58	Theoretical	1 semester	6	Prof. Torcellini_ This course faces all its topics with a critical approach and employing an experimental research, placing side-by-side in-class lessons and a guided self-learning. The course main topics are: relationship between stimulus and sensations inside the real world and inside art world, relationship between shape and color, representation methods (such as abstraction, reductionism, realism, mimesis), 2D and 3D perception, fake three-dimensionality, real and fake movement, the face, sound and acoustic spatialization, synaesthesia methods, multi-sensorial stimulation, observatory side, interpretative ambiguities, interaction with technological devices.
Video Editing - ABTEC43	theoretical / practical	1 semester	6	prof. Franchi_ Theoretical lessons: editing theory, digital editing, videomapping and Vjing. Practical lessons: the students will be involved in a practical project and they will be followed through all of its phases (from scripting to video shooting and editing). Lessons aimed to the creation of a short film through pre-production, shootings and editing.
Web Design - ABPR19	theoretical / practical	2 semesters	6+6	The target of this course is to provide the necessary knowledge to face a website project from the design to the complete creation, putting it online and giving it a SEO optimization. Theory: web design introduction, website design, site structure and contents organization, layouts and graphics, programming languages, Wordpress and CMSs, SEO basics, how to write SEO-friendly contents. Practical: complete creation of a working website.
				The target of this course is to provide the necessary knowledge to face and estimate social media communication and the creation of a project inside the web-based world. This lab ends with the ideation and the creation of a strategy plan and a social network editorial plan. Theory: introduction to webmarketing, web and emotions (neuroweb marketing), social media world and communication changes, Facebook and Instagram introduction, social networks and graphics, instagram stories, Instagram live videos, Facebook/Instagram/Linkedin ads. Practice: final creation of a strategy and an editorial plan.
	theoretical / practical	2 semesters	6+6	prof. Rolle_ 2A_ Not only web design. Nowadays the digital designer needs to plan user interfaces that are the very first approach with a brand. This course introduces the digital designer persona, showing all the skills needed to design a digital project, following all the steps of its creation, from a theoretical phase, followed after by a practical one. Starting from the “human centered design” approach to a concept creation up to interface design - art direction and storytelling - with a great focus on the creative and contents sides, all of this realized inside a real-project simulation.
theoretical / practical	2 semesters	6+6	prof. Arecco_ 2B_ 1_ Digital environment: digital transformation, working in a digital environment, design role, brands in a digital world. 2_ Methodologies and processes: understanding the users, customer journey framework, design thinking, design sprint, agile development. 3_ Design practice: Figma, Atomic Design, design systems, web/ apps/other media drawing, UX writing and micro copying.	

