FUA Career Program: Publishing
Program Structure

Mission
The aim of the beginning level is to provide students with a basic comprehension of publishing.
Students will be moreover introduced to basic classic and digital photographic techniques, visual communication concepts and web designing, they will be taught to be aware of the concept of publication and to test their abilities.

Core Courses

Introduction to Digital Photography Experiential Learning
This introductory class introduces contemporary technologies for producing photographic images. Approaching the medium in its current complex and pluralistic state, students explore a variety of photographic concepts and techniques. The fundamentals of using a digital camera including manual exposure and lighting are stressed. Single lens reflex camera (DSLR) as well as point and shoot cameras are allowed. This course also introduces seeing, thinking, and creating with a critical mind and eye in a foreign environment (Italy) to provide understanding of the construction and manipulation of photographic form and meaning. Assignments, lectures, readings and excursions progressively build on each other to provide students with a comprehensive overview of both the history of the medium and its contemporary practice. Color correction, retouching, and composting techniques are covered and complemented by further development of digital capture and printing techniques. This course includes 150 hours of Experiential Learning with our Community Engagement Member Institutions (CEMI). CEMI are dynamic learning environments created to foster learning through a structured interaction with the community. In addition to regular lecture hours, students will be involved in learning by doing through real projects and integration with the local population and territory in order to remove cultural and learning barriers as well as to develop a strong likelihood for success in life. The Experiential Learning hours are fully supervised by instructors who track students step by step during their learning experience, monitor and advise according to student needs, and support student initiative. This unique learning model allows students to benefit from an all-encompassing educational experience based on theory and practice in real enterprises, learning of comprehensive operational processes, problem solving, leadership, and management.

Introduction to Computer Graphics
This computer graphics introductory course will cover the following topics: computer generated art, Adobe Photoshop, photo adjustments and effects, computer drawing, morphing and modeling in Photoshop and editing. Students will compile a personal portfolio, presenting it to the class at the end of the semester or session.

Fundamentals of Publishing and Editing
This course examines the fundamental aspects of the publishing industry with an emphasis on book publishing. Issues such as editorial brainstorming and manuscript selection, layout processes, production, interior and exterior design, marketing, and financial factors are explored on a hands on level with examples and collaborations drawn from ongoing publication projects. The emphasis on editing focuses on evaluating manuscripts, fact checking, copy cutting, editing, rewriting, proofreading and writing captions, titles and subtitles.

Creative Writing
This is an introduction to fiction writing. It covers the technical elements of fiction writing through in-class writing exercises that develop dialogue, voice, plot, image, character development, point of view, scene, structure and other prose skills. The in-class work will be augmented with homework assignments, which students will use in writing larger pieces of fiction. Students will learn to critique work from a writer's perspective.

Lifestyle Magazine Project I
The first of a two part series on magazine production, Lifestyle Magazine I gives students a professional magazine production experience in an academic course. Students, under the supervision of faculty members, will curate every phase of production – brainstorming, design, writing, photos, editing, layouts, production and distribution – of a full color lifestyle magazine produced by the institution. The magazine and its semester format will represent the student's approach to living in Florence and topics such as the arts, gastronomy, travel, style, city scenes, etc. from a cutting edge perspective that seeks to challenge and go beyond the surface of a city. This project requires additional hours outside of regularly scheduled class times.

Optional Course
Italian Language is offered as an optional program component offered when regular core courses are not in session. Italian language is offered during the January or September intersessions.

Level II – Spring

Mission
The aim of the Intermediate level is fully immerse the student in publishing with studies in Photography and Marketing. Students study digital and magazine editing and will receive detailed information on the Public Relations. Continuing students works on special projects and develop their skills in specific concentration area. The final semester project will be a book published by Ingorda for Florence Campus Publishing.

Core Courses

Intermediate Digital Photography Experiential Learning
This course is for those students who have experience in the digital photography world and who would like to broaden their knowledge to a more advanced level. A deep focus on up-to-date techniques and technologies will be a major topic in the course, in addition to the refinement of visual and conceptual aspects of digital photography. The instructor will guide students in gaining advanced skills in photo computer software. The objective of the course is to create a mature visual expression in the digital photographic world.

Professional Book Production
The topics of this course cover the areas of professional book production in both the digital and standard print sectors. Students will learn all processes involved in designing and producing books: font characters, colors and images, graphic manipulation, pagination, layouts, printing, and binding. Hands on experience offered through the possibility of collaborating on ongoing publishing projects of the institution.

Public Relations, Communications and Marketing in Publishing
The course covers the ever-changing practices of public relations, communications, and the marketing aspects of the publishing industry. Advertising, promotional materials, launches, press releases, distribution, and industry networking will be examined as necessary factors for the optimization of sales and distribution for all types of published works. Through a specialized study of communications and PR relations, students will learn the ins and outs of establishing, maintaining, and communicating with contacts whether press and marketing-related or with external contributors/collaborators of publications.

Lifestyle Magazine Project II
The second level of the Lifestyle Magazine course is aimed to developing and producing the second magazine project after the first session's edition. Students, having gained already 1 sessions worth of experience, will be challenged to explore deeper and more hidden topics in Florence as well as act as critics by writing about the end of the year initiatives of Palazzi institutions such as art and fashion shows as well as gastronomic events. This project requires additional hours outside of regularly scheduled class times.

Special Project in Book Publishing
This course is designed as a full immersion in the world of publishing. The final semester project is a book published by Ingorda for Florence Campus Publishing. Students will choose from three editorial areas – the arts, gastronomy, and fashion – and work in groups on one specific publication. All areas of book publishing will be covered, from concept creation to research, writing, photography, graphic layout and design, production, and marketing and distribution.