FUA Career Program: Visual Communication
Program Structure

Level I – Fall

Mission
The aim of the beginning level is to provide students with a basic comprehension of visual communication, with reference to our culture and lifestyle. Students will be moreover introduced to the basic classic and digital photographic techniques, visual communication concepts and web design, they will also be taught to be aware of the concept of visual and to test their abilities and interests, in order to understand whether they are inclined towards the professional visual arts.

Core Courses

Introduction to Digital Photography Experiential Learning
This course will introduce students to the digital photography world with particular focus on updated techniques and how they can be incorporated into classic fine art photography. The course will explore the use of state-of-the-art computer software and techniques. The instructor will guide the student in learning to master photo computer software and how to control the scanning of a picture, transparency and negative to make a good quality digital print. Elements of photocomposition and graphic design, photo history, and relationships with other art mediums will also be addressed during the course.

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 session.

Magazine Editing and Publishing
This course explores the world of magazines and how they are produced. The fundamentals of magazine design content, editing, and printing will be covered. We will examine the types of writing styles used in magazine publications, editorial techniques, the professional roles in a magazine's masthead and production team, and the work cycle of magazines. Students will have the opportunity to participate in magazine publications with staff and faculty for hands on experience approach to the course topic.

Visual Communication Design Fundamentals Studio I
This course introduces the student to the principles and basic elements of graphic design. Through a series of assignments and exercises, students will learn and practice hand, eye and problem-solving skills. Topics include: shape, basic color theory, framing, shape and color layout, formats, creative typography, logo creation, symbols and trademarks. The course focuses mainly on manual (non-computer) techniques.

Introduction to Photoshop
Adobe Photoshop is the leading software for photographers, graphic designers, and bookmakers. Photoshop is powerful software that requires a dedicated focus in learning how best to use the program to its full potential. This course, with the guidance of experienced teachers, will introduce the student to the creative and professional issues of Photoshop. The course is designed for students who have had experience in photography, graphic design, architecture, illustration or bookmaking. The Photoshop Laboratory is equipped with the most up-to-date computers and peripherals.

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 to deepen student's knowledge in visual communication with special reference to the communication in Magazine and in Publishing. Students study digital photography and receive detailed

information on the web and podcast techniques. Students will work on special projects and develop their skills in specific visual communication and publishing topics.

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.

Visual Communication Design Fundamentals Studio II
This course introduces the student to the principles and basic elements of graphic design. Through a series of assignments and exercises, students will learn and practice hand, eye and problem-solving skills. Topics include: shape, basic color theory, framing, shape and color layout, formats, creative typography, logo creation, symbols and trademarks. The course focuses mainly on manual (non-computer) techniques.

Fashion Magazine Project I
This course gives the opportunity to explore world of the magazine business with emphasis on fashion publications. Students are introduced to the creative and business sides of magazine publishing and develop a magazine business proposal and mock-up based on their own project.

Introduction Web Design
This lab-based course trains students to develop effective graphic design interfaces for the Web. Students will be introduced to new software and technical information for maps, hot spots, links and site management. Additional topics include: search engines, on-line services and Web development.

Introduction to Rich Media: Podcast Production
Today's visual delivery systems are getting smaller and smaller and don't require the standard size production teams. In the demanding market of broadcast immediacy and low budget news productions, traveling journalists today prepare their own visual material "on the fly" single highhandedly while on location to send to their client. Each student will be given a range of assignments while here in Florence that will recreate the on-the-go traveling news journalist. Students will learn how to create and deliver news, short documentaries and editorial pieces utilizing 'rich media' technology to output as pod casts. Pod casts have become a popular delivery tool for news, universities, corporations and much more. This course will cover the basics in final cut express, Photoshop and logic pro to incorporate video, still images and sound as well as preparing media for the web in podcast form.

Level III – Fall

Mission
The aim of this level is to deepen student's visual skills, their knowledge and evolution through the study of the most important contemporary graphics multimedia communication instruments. The study of digital techniques will be continued, and more challenging and creative techniques are practiced. Students are introduced to the video making techniques and learn how to manage the light and different type of prints format.

Core Courses

Introduction to Creative Video making Experiential Learning
This course provides students with the knowledge of the technical terms of creative video production and the skills to understand basic video shooting and editing techniques. Students will team up and follow a single project starting from the script all the way through editing and final output.

Visual Communication Design Fundamentals Studio III
The aim of this course is to bring together all aspects of multimedia visual communication – from the theoretical to the practical and applying those theories in projects which involve   still and moving images – photography and video, graphic design and typography. Emphasis will be placed on a design practice, which is shaped by an understanding of the cultural and social aspects of communication, together with an appreciation of the power of images and words. Guest speakers and site visits have an important role in this hands-on course.

Multimedia Studio I

Multimedia studio is a studio course that focuses on the experience of producing complete multimedia works in a project-based environment. Lectures and meetings augment this studio course. Individual creativity is stressed as well as collaboration in the creation of works through individual and group projects. Assignments vary in scale, and focus on appropriate planning, design and execution, as well as acquisition and creation of content in various media. Previously introduced concepts and technology are re-explored with an emphasis on integration and effectiveness in the communication of the concept of the piece.

Introduction to Art Direction

This course focuses on the creation of projects in advertising campaigns from the initial research and creative strategy to the final execution of a comprehensive commercial project. Students will be taken through the principles of art direction and layout as well as the marketing aspects of an advertising campaign, working with a copywriter, learning techniques for idea visualization, and structuring the campaign to the requirements of the client.

Teaching Assistant

Level IV – Spring

Mission

The aim of the fourth level is to develop student's ability and acquaintance. An overview of worldwide visual communication will be provided, in order to allow students to compare different cultures and to develop their own style. The goal of this semester is to achieve and complete the Portfolio as the basis for demonstrating the ability of entering in a work environment.

Core Courses

Visual Communication Design Fundamentals Studio IV

The aim of this course is to bring together all aspects of multimedia visual communication – from the theoretical to the practical and applying those theories in projects which involve still and moving images – photography and video, graphic design and typography. Emphasis will be placed on a design practice, which is shaped by an understanding of the cultural and social aspects of communication, together with an appreciation of the power of images and words. Guest speakers and site visits have an important role in this hands-on course.

Multimedia Studio II Experiential Learning

Multimedia studio is a studio course that focuses on the experience of producing complete multimedia works in a project-based environment. Lectures and meetings augment this studio course. Individual creativity is stressed as well as collaboration in the creation of works through individual and group projects. Assignments vary in scale, and focus on appropriate planning, design and execution, as well as acquisition and creation of content in various media. Previously introduced concepts and technology are re-explored with an emphasis on integration and effectiveness in the communication of the concept of the piece.

Digital Video Editing

In this course students learn the art and craft of editing videos from two award-winning filmmakers. The course explores techniques that can be applied in a range of non-linear editing programs, including Final Cut, Avid, and Premiere. But the main focus is not just on developing software skills—it's on exploring the magic behind video modification.

Portfolio Development IV Special Project in Visual Communication and Publishing

This course gives students the opportunity to develop a personal portfolio of creative work. Working with professional design critics, students learn the fundamentals of assembling a portfolio for employment in the industry. Using Adobe Photoshop and Adobe Illustrator, they practice advanced rendering, theme pages, and print work. Areas of specialization are showcased.

Special Project in Visual Communication and Publishing