master of arts in

VISUAL DESIGN AND INTEGRATED MARKETING COMMUNICATION

AREA
Communication
and Graphic Design

AREA LEADER
Patrizia Moschella

COURSE LEADER
Fabio Pelagalli

LANGUAGE
Italian - English

CAMPUS
Milan - Rome* NEW!

DEGREE AWARDED
Second Level
Academic Degree

CREDITS
120 CFA

LENGTH
Two years

The MA in Visual Design and Integrated Marketing Communication (Second Level Academic Degree in Communication Design) provides a synthesis between the typical marketing approach, as usually covered in more corporate business oriented courses, to help students develop a solid background in the field, and the artistic-expressive approach as also used by new technologies, gaining a wide range of technical and design production skills. By working on real brief, they have the chance to put their acquired skills into practice and to undertake all phases of complex communication projects.

*Teaching delivery campus subject to authorisation by MUR for A.Y. 2022/23.

CAREER OPPORTUNITIES

Communication designer

Marketing professional

Art director

Copywriter

Strategic planner

Communication manager

User experience and interface designer

Brand designer

Social media manager

Digital strategist

Creative director

LEARNING OBJECTIVES

To decode the elements and languages of communication as well as their contemporary cultural and imaginary contexts

To assess different languages of communication and identify the impact of the communication processes on today's socio-economic and cultural context

To manage complex communication projects, finding the right balance between the economic and the artistic-creative dimension

CURRICULUM

FIRST YEAR

SEMESTER	COURSES	CFA
1	**Project methodology of visual communication 1**	**12**
	Research methodology	3
	ADV industry and models	3
	Marketing and economics	6
1	**Project methodology**	**12**
	Graphic design and digital layout	8
	Brand identity	4
1	**Phenomenology of contemporary arts 1**	**6**
TOTAL CREDITS 1ST SEMESTER		**30**
2	**Project methodology of visual communication 2**	**12**
2	**Art direction 1**	**12**
	Advertising	7
	Interface design	5
2	**Phenomenology of contemporary arts 2**	**6**
TOTAL CREDITS 2ND SEMESTER		**30**
TOTAL CREDITS FIRST YEAR		**60**

SECOND YEAR

SEMESTER	COURSES	CFA
3	**Project methodology of visual communication 3**	**12**
	Digital marketing and social media strategy	6
	Video production for ADV	6
3	**Art direction 2**	**6**
	2 activities to be chosen by the student:	
	Design management	**6**
3	**Additional training activities: erasmus**	**6**
	Additional training activities: academic training/internship	**6**
	Additional training activities: cross disciplinary workshops, individual projects, conferences	**6**
TOTAL CREDITS 3RD SEMESTER		**30**
4	**Project methodology of visual communication 4**	**12**
	Business modelling	6
	Digital publishing	3
	Rebranding	3
4	**Editorial systems for art**	**6**
4	**Thesis**	**12**
TOTAL CREDITS 4TH SEMESTER		**30**
TOTAL CREDITS SECOND YEAR		**60**
TOTAL CREDITS MASTER OF ARTS		**120**

COURSES

FIRST YEAR

PROJECT METHODOLOGY OF VISUAL COMMUNICATION 1

The best metaphor to represent the complexity of communication design, is an iceberg. Icebergs have an emerged part, and a submerged part, way bigger than the first one. In this metaphor, the emerged part is what users, consumers and clients can see, touch, experience. Though, in order to have an emerged part, icebergs need a submerged part. In communication design, the submerged part is made of numbers, research, concepts, drafts, ideas, graphs that not only make communication aesthetically pleasant, but also give it measurable efficiency. Communication must talk to and with its target. In this course, the students explore the submerged part of the iceberg, basically made of four elements: research, economics, marketing and advertisement.

PROJECT METHODOLOGY

The students who enrol in the MA in Visual Design and Integrated Marketing Communication come from different three-year programmes. Therefore, we consider as vital to include a course like this to uniform and, at the same time, significantly enhance the project methodology of the students in a visual field that they will later carry over into many other courses. This teaching has, thus, as its objective the highlight and enhancement of the student's design skills in the visual field, and, at the same time, it provides a consistent method to manage creativity, so that it can be later applied to all courses.

PHENOMENOLOGY OF CONTEMPORARY ARTS 1

Understanding the scenario of contemporary design, both in its graphic aspects and in other fields such as fashion and design, is something vital for everyone working in the field of communication design. In this historic moment, a communication designer who can't identify, interpret and apply their surrounding visual culture is simply unconceivable. That's why this course aims, on one hand, at giving a historic understanding of what has happened in design and graphic design in the last 50 years, also highlighting the main authors and movements. On the other hand, it shows the emerging trends in the contemporary world, to raise the students' awareness not only of what happened in the recent past, but also of the future movements and styles.

PROJECT METHODOLOGY OF VISUAL COMMUNICATION 2

This course aims at supporting the understanding and execution, both at a strategic and at a creative level, of a communication briefing. The participants will have to handle a real company case, facing a communication plan that requires the critical analysis of business, target, competitive context and economic scope, also in an international perspective. Afterwards, they will be requested to develop creative proposals that are consistent with the funding values and the positioning of the company. The proposals will have to be suited to multiple communication channels, online and offline.

ART DIRECTION 1

This course aims at challenging the students, for the first time, with a comprehensive and complex art direction project, in a communicative scope that focuses, in particular, on advertising. For this purpose, in the first part of the course the students are introduced to the fundamental moments in the history of worldwide and Italian art direction, as well as to the vocabulary and processes that are typical of this discipline. After, the students will apply everything they have learnt to a project to be developed for a real client. A fundamental part of this course is the workshop aimed at teaching the current interactive project methods, to develop art direction projects in a highly complex digital environment.

PHENOMENOLOGY OF CONTEMPORARY ARTS 2

A contemporary communication designer cannot disregard a deep understanding of what is going on in visual arts in general. Because arts and design have always been in a tight relationship, contemporary designers can look at the artistic production as a reservoir for inspiration and influence. For this purpose, it is vital for the students to have, as part of their mandatory vocational education, a sound knowledge of visual arts, in two ways: on one hand, understanding of what happened in visual arts from the post-war era to our days; on the other hand, understanding of what is going on, globally and locally, in the world of visual arts by mapping all the most relevant authors, and focusing on the current art gallery system.

SECOND YEAR

PROJECT METHODOLOGY OF VISUAL COMMUNICATION 3

This course aims at providing the students with the necessary elements to create digital communication strategies. From the analysis of all digital marketing aspects, to the implementation of creative strategies on social media, the students are engaged on real briefs presented by real clients. Also, special attention is devoted to the video production market, with the opportunity to participate to a prestigious international creativity contest.

ART DIRECTION 2

This course is strongly project-oriented: it reaps the educational value of the previous courses, and aims at carrying out complex and articulated projects such as the creation of a magazine, or of a one-off publication. The multiple competencies acquired by the students are all put into practice (identification of reference targets, sense for visual languages, understanding of basic elements of page layout, typography, art direction, storytelling). Also, the attention focuses on contemporary social and historic contents.

DESIGN MANAGEMENT

The course aims to train future communication designers, introducing concepts and tools for managing activities in the professional field in which they will operate. Through individual time management tools, useful for increasing personal efficiency, and management techniques, aimed at coordinating multiple resources involved in a project and systematically verifying the punctuality and economic efficiency of the activities carried out, the course helps students to develop a complex and articulated communication design methodology.

PROJECT METHODOLOGY OF VISUAL COMMUNICATION 4

This course represents the accomplishment of the study path. In the field of economics, ideas and tools for the creation of an enterprise are introduced, with specific reference to the creation of start ups/innovative businesses. The students apply this knowledge to the creation of digital editorial projects with highly innovative and creative contents, based on right strategies and market positioning. This course also helps reinforcing the students' knowledge and skills in branding. Particular attention is devoted to the process of individual marketing that is functional to the creation of people-centred strategies.

EDITORIAL SYSTEMS FOR ART

This course has been conceived with the purpose of providing all the methodological and design tools that are necessary for a purposeful and innovative editing of the Thesis documents. This teaching will present the students with the editorial formats that, at the time of the Thesis publishing, represent concrete, contemporary and innovative references for publication.

THESIS

The highest point of the didactic path of the Two-year Master of Arts in Visual Design and Integrated Marketing Communication is the final degree project, where the students have to submit and defend their Thesis in front of a committee, made up by their lecturers and Course Leader. The Master of Arts' Thesis takes the form of an in-depth research aimed at carrying out a project. The final document is constituted by the presentation of the research and of the project documents, and aims at proving the critical, design and fulfilment competences acquired by the student over the MA. The development of the Thesis is something that every student carries out individually, independently and in complete autonomy. During the process, each student is supported by at least one Mentor ("Advisor"), who needs to approve the project proposition, guide the student in developing the research and, finally, approve the dissertation of the final Thesis work. The final dissertation is individual. Upon the Course Leader authorisation, the research can start as a collective work carried out by a group of students, up to four participants. The final presentation of the project will necessarily be represented by a personal document, and the role of each student needs to be defined since the approval of the project proposal.