

NABA

**NUOVA ACCADEMIA
DI BELLE ARTI**

**SUMMER
COURSES**

**Digital
Illustration 1**

**1st SESSION:
June 27th – July 7th 2023**

DIGITAL ILLUSTRATION 1

School: NABA, Nuova Accademia di Belle Arti

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Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

TITLE – AREA

Digital Illustration 1 (introduction level)

COURSE DESCRIPTION

This course will give a contemporary view of digital illustration. Blending theory, practice and inspiration, it will provide a broad view of the world of digital illustration, its variety of fields of application and its communicative potential.

COURSE OBJECTIVES

The aim of the course is to offer a contemporary vision of digital illustration, both from a creative and technical point of view, but also from a practical one. The latest trends will be shown, tackling them from the point of view of stylistic choices and then moving on to the practical components, decoding and teaching the methods, tools and "tricks", correctly applying a spirit of observation and criticism. It will lead the students to master a communication language that not only wants to propose itself in its artistic vision, but it also sees its application in the world of graphic design, editorial design, advertising, and the increasingly dense world of social networks (especially within the most visual platforms). They will learn the basics of Photoshop and Illustrator practicing with various tools.

ADMISSION REQUIREMENTS

No requirements needed.

OUTPUT

Students will create logos, icons, patterns and a set of simple illustrations using the basic tools of Adobe Illustrator and Photoshop. The final output will reflect the personality and style of each student.

LIST OF MATERIALS AND TOOLS

USB Pen/Hard Disk, mouse/graphics tablet (if students have them), sketchbook, stationery.

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a **Certificate of successful attendance only to all students who completed at least 80% of the course.**

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated.

Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

Learning by doing; alternating lessons of theory, practice, inspiration and dialogue.

Grading

Total number of ECTS assigned for the successful completion of the course: 3 ECTS

Grading Weights		Grading Scale
1. Attendance	30 %	Excellent = 90-100
2. Participation and Creative Process	40 %	Good = 80-89
3. Final work / Final presentation	30 %	Average = 70-79
		Below Average = 60-69
TOTAL	100 %	Poor = 59 or below

	Excellent 90 -100%	Good 80 – 89%	Average 70 – 79%	Below Average 60 – 69%	Poor Below 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

Course Schedule*

1ST WEEK

Day	Time	Professor	Lesson-subject
Day 1 Tuesday		NABA Staff	Welcome and Registration
			Course Kick-off
Day 2 Wednesday			Visual stories to convey your message (Ideas and Concept) - Tips e tricks
			Trends, Discussions and Inspiration - Final project brief
Day 3 Thursday			"Know your tools", First steps in Illustrator
			Technique, Practice, Dialogue
Day 4 Friday			Inspiration: Flat and Geometric Styles
			Technique, Practice, Dialogue

2ND WEEK

Day	Time	Professor	Lesson-subject
Day 5 Monday			Inspiration: Characters and Landscapes
			Technique, Practice, Dialogue
Day 6 Tuesday			Inspiration: Typography
			Technique, Practice, Dialogue
Day 7 Wednesday			Photoshop: Pixel-based illustration and Photo manipulation
			Final Project Review
Day 8 Thursday			Inspiration: Collage; Illustrator & Photoshop together
			Final Project Review
Day 9 Friday			Outputs: Print and Digital; Social Networks
			Going Further - Final Project Review

*The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location.
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.