



Creative Digital Media

ART AREA

OVERVIEW

The Master's course in Creative Digital Media explores the opportunities offered by the application of **new technologies in art**.

The course aims to train professionals that can **shape their artistic identity** through an innovative and interdisciplinary oriented approach.

Concepts such as **interactivity**, **visual research**, and **digital immersion** represent the core focus, while students will explore their skills in video editing, sound design, 3D applications for art and art direction, to prepare themselves to enter as professionals the artworld as well as to be prepared to **collaborate with brands**.

The course aims to meet the growing demand for professional figures as:

- ✓ 3D ARTISTS
- ✓ SOUND DESIGNERS
- ✓ ART DIRECTORS
- ✓ GRAPHIC DESIGNERS
- ✓ MULTIMEDIA EXPERTS

COURSE TYPE

Master Course

AFAM / 60 CFA equivalent
to 60 ECTS credits

**Recognized by the Italian Ministry
of University and Research.**

WHY FIRENZE?

Studying in Florence means immersing yourself in a city where **fashion**, **craftsmanship**, and **contemporary creativity** meet every day. Thanks to Istituto Marangoni's strong **industry connections**, students engage in workshops, collaborations, and talks with leading professionals who bring the latest trends and insights directly into the classroom. Florence becomes a creative laboratory where you can experiment with innovative forms, materials, and digital tools like CLO 3D, always with an eye on sustainability. Celebrating the **excellence of Made in Italy**, the program blends **local artisanal heritage** with **forward looking design approaches**. Alongside creative and technical expertise, you will develop key competencies in marketing, personal branding, and strategic thinking, making Florence not only a place to study art and fashion, but a place to **grow both professionally and personally**.



KEY OUTCOMES

- **Student Portfolio & CV**
The skills to prepare a professional artist portfolio and cv, to be prepared to present themselves to, curators, gallerists, clients and job interviews.
- **Visual Research book**
The ability to start new research from scratch to develop original artwork.
- **Original Artworks and research**
A set of artworks experiment different media at an advanced level.
- **Industry Project**
Students learn how to carry research on the assigned brand or institutions and propose strategic solutions based on a real brief shared by the partner, working together with classmates to practice teamwork.

INDUSTRY COLLABORATIONS

Thanks to Istituto Marangoni's **strong ties with leading luxury companies** and its diverse international student community, Istituto Marangoni Milano offers a unique methodology that allows students to work on projects under the supervision of the most prestigious fashion and beauty brands, gaining valuable global perspectives.

Some collaborations include:

MEET CULTURAL CENTER, MILAN

PRODUCTION OF SITE-SPECIFIC DIGITAL ARTWORKS FOR THE IMMERSIVE DIGITAL ROOM.

OFFICINA PROFUMO FARMACEUTICA SANTA MARIA NOVELLA

ORIGINAL CONCEPTS AND VISUAL STRATEGIES FOR VISUAL COMMUNICATION CAMPAIGN AND IN-STORE EXPERIENCES.

CUBALAB

VISUAL CAMPAIGN FOR THE 24-25 COLLECTION.

MAGNA PARS HOTEL A PARFUM

ORIGINAL CONCEPTS AND VISUAL STRATEGIES FOR VISUAL COMMUNICATION CAMPAIGN AND IN-HOUSE EXPERIENCES.



SUBJECT	DESCRIPTION	ECTS
IMAGE DIGITAL PROCESSING	Information Technology Advanced, Skills Graphic Design, Adobe Suite.	4
HISTORY AND CRITICISM OF CONTEMPORARY DESIGN	Theory and History of contemporary arts, design and fashion.	6
VISUAL RESEARCH	Learning how to start and develop a new research from scratch an original research.	4
MULTIMEDIA PLANNING	Development and management of multimedia projects, focusing on content strategy, cross-platform coordination, and production workflows.	8
FASHION TRENDS HISTORY	Theory and History of contemporary fashion.	4
MANAGEMENT OF ENTERPRISE PERFORMANCE	Introduction to business performance analysis and management, with a focus on strategic planning, efficiency, and decision-making in creative industries.	4
TECHNIQUES OF DESIGN COMMUNICATION	Information Technology Advanced, Skills Graphic Design, Adobe Suite.	4
DIGITAL PRODUCTION	Exploring new media, software and applications in 3D and Video.	6
SOUND DESIGN	Exploring composition, audio spatialization and installations, audionarratives and podcast production.	4
INTERNSHIP	Internship.	10
DISSERTATION	Final written thesis.	6

FACULTY

The Faculty at Istituto Marangoni is recognised internationally for its academic excellence and strong Industry connections. Lecturers and teachers are established professionals who bring real world expertise into the classroom, offering students direct insight into contemporary practices, emerging trends, and the dynamics of the global fashion, design, and luxury industries.