



# Digital Art Direction

VISUAL COMMUNICATION DESIGN

## OVERVIEW

The aim of this master's Course in Digital Art Direction is to **train digital art directors** capable of managing successful integrated communication projects.

Students will become **"Nexters": experts of innovative ways to communicate**, familiar with the latest technologies and able to conceive and manage relevant creative campaigns, consistent with the latest trends representing a virtuous **connection between the world of advertising agencies and that of agencies specialized in the use of digital media.**

**After the master's course in Digital Art Direction, students can pursue careers as:**

✓ **ART DIRECTOR (IN ADV AGENCY OR IN-HOUSE)**

✓ **COPYWRITER (IN ADV AGENCY OR IN-HOUSE)**

✓ **STRATEGIC PLANNER**

✓ **VIDEOMAKER**

✓ **CREATOR FOR SOCIAL MEDIA**

## COURSE TYPE

# Master's Degree

AFAM / 60 CFA equivalent  
to 60 ECTS credits

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

## MENTORSHIP

Partnership with M&C Saatchi, winner of the NC Digital Awards 2020, securing the 'Agency of the Decade' publisher award. Thanks to this collaboration, many of our students are already able to transition directly from school to working within the agency and its international network. The faculty consists of esteemed and active professionals from M&C SAATCHI and the communication field.

## WHY MILAN?

As a global capital of design, luxury and innovation, the City of Milan offers privileged access to **leading brands, design studios, exhibitions, trade fairs and industry events.** The city becomes an extended classroom where students can observe and interact with excellence in craftsmanship, hospitality and contemporary living.



KEY OUTCOMES

- Plan professional-level multimedia communication strategies that integrate diverse languages and channels.
- Develop advertising campaigns aligned with emerging trends and evolving social and cultural paradigms.
- Transform creative ideas into complete concepts, adapting them across multiple media and employing advanced techniques such as motion video, consistent graphics, gamification, and mixed reality.
- Create original and effective digital video storytelling while accurately interpreting the communication needs of a creative team.
- Master digital tools and social media platforms to produce engaging, high impact, and potentially viral content.
- Collaborate within a creative team following agency-style workflows and contributing in a structured and professional manner.
- Apply critical analysis to real projects and situations, supporting informed and well-reasoned decisions.
- Conduct research projects by defining appropriate methodologies and interpreting results rigorously.

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 high-value collaborations include:**

**KARTELL**

INTEGRATED SUSTAINABILITY-FOCUSED CAMPAIGN.

**SMEG**

360°CAMPAIGN FOR DW 2025, INCLUDING IN-STORE MATERIALS, VIDEO CONTENTS, BRAND ACTIVATIONS AND OOH ASSETS.

**IKEA**

VIDEO CAMPAIGN CENTERED ON FIRST-HOME PERSONAL STORYTELLING.

**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.



SUBJECT	DESCRIPTION	ECTS
<b>ART DIRECTION 1</b>	Design and coordination of integrated communication projects, guiding creativity across media with consistent visual and narrative identity.	<b>4</b>
<b>ART DIRECTION 2</b>	Design and coordination of integrated communication projects, guiding creativity across media with consistent visual and narrative identity.	<b>6</b>
<b>COMMUNICATION STRATEGIES</b>	Develops strategic approaches to designing and managing communication across media, audiences, and platforms.	<b>3</b>
<b>CORPORATE IDENTITY</b>	Rebranding and repositioning processes, examining how visual identity, tone of voice, and brand values evolve to meet target-market expectations.	<b>3</b>
<b>DESIGN RENDERING AND COMMUNICATION</b>	A technical lab on 3D visualization, interaction, videomapping, and AI-based tools to produce clear and compelling creative projects.	<b>2</b>
<b>DIGITAL PRODUCTION</b>	Focuses on digital workflows and tools for producing visual and multimedia communication outputs.	<b>4</b>
<b>DIGITAL VIDEO</b>	Creation of video-editing strategies tailored to various media, enhancing narrative structure and engagement across digital channels.	<b>3</b>
<b>WRITING FOR THE MEDIA</b>	Copywriting and storytelling techniques for advertising, branded content, and digital communication, focused on strategic messaging.	<b>6</b>
<b>GRAPHIC DESIGN</b>	The subject develops visual communication solutions through typography, layout, and imagery to convey messages clearly and effectively.	<b>2</b>
<b>GRAPHIC PRODUCTION TECHNIQUES</b>	The course introduces technical processes and methods for the effective production of graphic and printed materials.	<b>2</b>
<b>TECHNIQUES OF VISUAL COMMUNICATION</b>	Explores visual languages used to communicate ideas clearly and impactfully.	<b>10</b>
<b>MARKETING</b>	Exploration of market dynamics through research, segmentation, and creation of brand personas to understand audiences and shape effective actions.	<b>3</b>
<b>MULTIMEDIA</b>	Study of expressive languages in digital and social media, understanding how each platform shapes content formats, style and potential.	<b>2</b>
<b>PRODUCTION TECHNOLOGIES</b>	Introduction to new technologies, including AI, metaverse tools, and emerging trends, combining theory with practical training.	<b>3</b>
<b>SOCIOLOGY OF COMMUNICATION</b>	Examines communication as a social phenomenon, analyzing how media and messages shape behaviors and cultures.	<b>3</b>
<b>INTERNSHIP</b>	Internship.	<b>2</b>
<b>DISSERTATION</b>	Final written thesis.	<b>2</b>