



# Digital Fine Art

ART AREA

## COURSE TYPE

## One-year Course

Istituto Marangoni  
Certificate

## OVERVIEW

Digital Fine Art trains creative practitioners of the future, encouraging the investigation of a broad range of experimental art practices. Constantly merging art production and art experience the programme begins with the understanding of visual communication fundamentals, where participants start to develop a personal language. Students will learn how to discipline their creativity to fit from a technical point of view, what each medium requires and offers. Through multimedia languages, students will understand the various aspects of digital art production and work according to the correct processes in moving images, sound and 3D Design. In parallel participants will explore the art system through the analysis of its players, contemporary visual trends and international art market. A special focus will be dedicated to exhibition planning and contemporary museology, allowing students to design the artwork's experience questioning the role of the viewer and rethinking immersivity and interaction according with the digital revolution. And all this in environment and a city where you breathe art and fashion daily.

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

MULTIMEDIA ARTIST

ART CRITIC

ART CONSULTANT

CULTURAL MANAGER

PHOTOGRAPHER

CURATOR

## 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

This one-year course explores the relationship between Art and New Technologies, equipping participants with a balanced set of creative, technical, and critical skills across both the production and experience of contemporary art.

Participants will:

- develop an independent and individually driven high quality creative practice that engages in or challenges the contemporary field of Digital Fine Art.
- demonstrate ability to apply a variety of approaches to the visual communication design process while developing a consistent group of digital artworks;
- demonstrate ability to apply a variety of approaches to the curatorial practice while developing a consistent exhibition or presentation project;
- demonstrate an in-depth understanding of different visual languages and techniques;
- differentiate the curatorial approach according to the viewer experience and interaction;
- demonstrate the ability to interact with different player inside the Art System and Contemporary Market.

By the end of the programme, students will be prepared to navigate and contribute to the evolving landscape of digital and contemporary art as forward-thinking creative practitioners.

### 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.

### 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
<b>HISTORY OF CONTEMPORARY ART</b>	History of art from the 1900s until today.
<b>VISUAL COMMUNICATION DESIGN METHODOLOGY</b>	General foundations of visual research for artworks and fashion campaigns.
<b>MULTIMEDIA LANGUAGES</b>	Exploring new media, software and applications in 3D and Video.
<b>PHOTOGRAPHY</b>	Exploring analogue photography, art photography and fashion photography.
<b>VISUAL ART TRENDS</b>	Exploration of current developments in contemporary art, focusing on emerging practices and visual languages.
<b>TECHNIQUES AND TECHNOLOGIES FOR VISUAL ARTS</b>	Experiment with the fundamentals of Painting (oil, tempera, drawing) while learning Digital illustrations.
<b>NEW MEDIA AESTHETICS</b>	History of cinema.
<b>MULTIMEDIA INSTALLATION</b>	How to prepare installation project for multimedia artworks.
<b>DIGITAL MODELLING TECHNIQUES – 3D</b>	The fundamentals of 3D design and sculpting.
<b>CONTEMPORARY MUSEOLOGY AND MANAGEMENT OF EXHIBITIONS</b>	History of exhibition making and the theory of practice of curatorial work.
<b>SOUND DESIGN</b>	The fundamentals of sound, editing and composition.