



**istitutomarangoni**



**MASTER'S COURSES  
DIGITAL ART DIRECTION**

### Brief Descriptive Summary

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni Master's courses prepare students with an elevated and in-depth knowledge and know-how for a successful professional career at various levels in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior and Product Design, Jewellery Design, Art Management, and Art Curation. There is a strong focus on project-based industry linked methods of study taught by experienced industry specialists and professional practitioners.

### General Information

#### 1. Certification attained

Istituto Marangoni Certificate

### Programme Information

#### 2. Educational & Programme Aims

##### Educational Aims:

The educational aims are:

- to develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to encourage the development of students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with the industry and the professions.

##### Programme Aims:

The aim of the Master in Digital Art Direction is to train a new professional figure: the so called "nexter". A Nexter is both a digital art director and a communication strategist, capable of conceiving and managing relevant integrated communication projects. Experts of design for digital communication, by mind set, familiarity with new media, emerging technologies and latest trends, nexters represent a virtuous connection between the world of communication, adv and branding and that of agencies specialized in the use of digital media. The Master in Digital Art Direction is developed with the collaboration of McCann Worldgroup Italy.

#### 3. Final Learning Outcomes

##### Educational Outcomes:

On successful completion of their course of study students will be able to:

- apply skills of critical analysis to real situations within a defined range of contexts;
- select and define a research topic and implement a research plan using appropriate methodologies – within their specialist field of study;
- demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self management;
- express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
- critically analyse their results and draw logical conclusions;
- develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives;
- manage their professional development reflecting on progress and taking appropriate action;
- find, evaluate, synthesise and use information from a variety of sources;
- articulate an awareness of the social and community contexts within their disciplinary field;
- exercise initiative and personal responsibility in the work environment;
- continue as a researcher in an academic or commercial setting and have the potential to extend the bounds of knowledge in their chosen field;
- carry out further independent learning or continuing professional development.

**Programme-Specific Learning Outcomes:**

On successful completion of their course of study students will be able to:

- Plan integrated communication strategies at a professional level;
- Create relevant advertisement campaigns consistently with the surge of new trends;
- Design a creative idea by declining it across different media and by adopting multiple communication techniques;
- Master digital media and social networks to create a compelling storytelling;
- Collaborate in a creative team according to the workflow of an agency

**4. Teaching/Learning and Assessment Strategy****Curriculum:**

The Master Course in Digital Art Direction is aimed at training highly specialized communication professionals, provided with remarkable creative skills, a digital mindset and with the ability to tap into the ever-changing trends that are reshaping our current social imaginaries, our visual culture and the relationship between brands and people. A digital art director is a “nexter”, in other words an expert in the field of integrated communication characterized by fast-forward thinking, familiarity with the latest technologies and ability to conceive and manage multifaceted creative projects by crossing the borders between traditional and digital media.

Advertising spots, communication campaigns, proper management of social media accounts, organization of above and below the line activities, production of quality branded contents, gamified multimedia installations capable of generating engagement and virtuous word of mouth: participants will learn to manage the many elements that set up a memorable advertising campaign or inform a branding strategy.

In the first semester of the master participants will be provided with key aspects of crucial technical disciplines (presentation design & idea pitching, visual design for multimedia, advanced branding, copywriting & creative storytelling, among the others) as well as theoretical ones, such as an overview of advertisement techniques and the analysis of new trends catching on in the digital world. Among the subjects covered in the second half of the curriculum, a dedicated focus on innovation culture, design thinking, social media management, interaction design and video content production.

Over the two semesters, participants will be trained as creative art directors by working, supported by renowned creative directors replicating in class the very same dynamics and the work flow of an agency, on real briefs delivered by top brands from the fashion and design industries. Students will become familiar with the mind-blowing opportunities brought by emerging technologies (VR, AR, AI, Project Mapping, IoT, blockchain, robotics) to create new forms of engagement.

Over the year, the newly acquired methodologies, inspirational contents and skills will allow the realization of increasingly elaborate projects.

Among the distinctive traits of the master program, the emphasis on the direct contact with a pool of industry professionals and the prevalence of an hands-on project work approach over a merely theoretical one. Expression of individual creativity, lateral thinking and experimentation will be further encouraged through a series of seminars, external visits, talks and workshops with leading figures in the art, design and communication fields, with the intent to stimulate participants to a multidisciplinary vision and to ignite their creative and fast-forward thinking.

**Final Project:**

The final project (Thesis) is the assessment of the competences gained by the Student, his/her maturity in the methodologic approach and the acquisition of the relevant technical and cultural tools; this will translate into a final work that will show evidence of all aspects and steps that are part of the candidates' educational path. The final project will consist in the development of a work that will demonstrate a concrete application of the theoretical and cultural studies undertaken, as well as a critical approach towards primary and secondary research on a free-choice topic. Candidates will be asked to develop a complete strategy for a multimedia communication plan, supported by a critical research on the most recent scenarios, reference target and emerging trends. Their project shall be focused on a strong innovation component and by a solid creative use of new technologies and media.

**Learning and Teaching Methods:**

Course teaching methods are mainly based around formal lectures, workshops, seminars and self-directed study and within this structure a range of approaches to learning and teaching is employed as appropriate to the situation. Industry experienced specialists and visiting specialist Lecturers (industry professionals) make valuable contributions and facilitate important links to professional practice.

**Self-Directed Study >** plays a major role in this programme, where students are expected to spend time researching and analysing subject matter independently to support and substantiate taught material.

**Formal Lectures >** form an integral part of the programme and with formal delivery of key information to the whole cohort. At this level it is expected that students will use the lectures as a stimulus for further study/reading.

**Seminars >** are used to build on themes taken from the lecture programme. Students are encouraged to make an active contribution by sharing in the argument and debate.

**Case Studies >** are used for detailed discussion of real-life situations.

**Demonstrations >** are normally of a technical nature and are necessary in certain subject areas.

Studio / Workshop / Laboratory / Practical Sessions – may be used to enable the creative and practical skill development of the student in an environment which simulates that of industry.

**Group and Team Work >** requires students to operate as a member of a group or team and they usually have clearly identified roles. The emphasis is on collective responsibility, individual responsibility to the group and joint decision-making.

**Study Trips >** give students the opportunity to go outside the institute's environment to enhance their understanding of specific subject material. If assessment is dependent on information collected whilst undertaking the study trip, the trip would be considered mandatory. The cost of study trips can be either the responsibility of the student or on occasion included in the annual study fee. If the visit is within the city students pay for public transport.

**Assessment:**

the assessment strategy for the programme has been designed to incorporate a variety of assessment methods to enable all students to demonstrate their learning in a fair and comprehensive manner.

**Assessment Methods:**

**Formative assessment >** is used as an interim review of student work undertaken at key points during the semester. It provides an indicative measure of progress, allows students to consider their work in relation to that of their peers, allowing students to agree with staff any adjustments that are necessary to make in order to satisfy course requirements. It is designed to help improve student performance. It does not contribute to the final mark. Formative assessment always makes reference to the learning outcomes and or assessment criteria.

**Summative assessment >** provides an evaluation of student progress and learning during an entire semester, generates a final mark, constructive feedback and confirms the conditions for referral and retake.

**Peer and Self-assessment >** requires students to assess their own work and that of fellow students. It encourages:

- a sense of ownership of the process of assessment;
- assists the student to become an autonomous learner;
- helps to develop a range of transferable skills;
- makes assessment part of the learning process rather than an adjunct to it.

**Portfolio Assessment >** is used to assess a variety of projects that have been developed.

**Practical and Class Based Projects >** allow the students to demonstrate their understanding of a specific subject area and application of practical areas of the programme.

**Written Reports >** are required in some study areas, where a clear and structured brief is provided and the students are asked to submit work to be marked independently and anonymously by staff.

**Formal Examinations >** will be used in some subjects to permit students to demonstrate their understanding of a subject within a constrained timeframe.

**Presentations >** are used in some subjects to allow the student to develop their professional communication, presentation skills and to argue critical reflection and interpret findings.

**Avoiding Plagiarism**

Plagiarism is defined as stealing another person's ideas and presenting them as though they were the student's own. Please refer to the Student Handbook.

## 5. Course structure

Semester	Subject Title
S1	Corporate Identity
S1	Sociology of Communication
S1	Communication Strategies
S1	Techniques of Visual Communication
S1	Writing for the Media
S1	Art Direction 1
S1	Design Rendering and Communication
S1	Graphic Production Techniques
S2	Marketing
S2	Production Technologies
S2	Art Direction 2
S2	Digital Video
S2	Graphic Design
S2	Multimedia
S2	Digital Production
S2	Dissertation

## 6. Personal Development Planning

The Personal Development Plan is a structured and supported process to develop the capacity of individuals to reflect on their own learning and to plan for their personal and educational career development.

All students may participate to receive guidance and where appropriate, set individual development goals. Success in achieving these goals will be determined through their studies and through extra-curricular activities etc. At the end of the course all students are given the opportunity to meet with the school placement officer and discuss their future employment possibilities.

## 7. Career Service for Master Courses

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work. Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

## 8. Course Specific Admission Requirements

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award.

Admission requirements are listed below.

Candidates must have a sufficient command of the English or the chosen language of the course to be able to meet the requirements of the programme in every respect.

When considering the suitability of an applicant for a place on the programme the Admissions team will usually take the following factors into account:

- three years degree or equivalent;
- the applicant's qualifications;
- the information given in supporting academic references;
- the applicant's personal statement;
- a portfolio of work (if appropriate to the subject).

The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate).

(Admission requirements are subject to change in order to comply with entry requirement regulations).

### 9. Programme Leader / Academic Staff Responsibilities

They will have responsibility for implementing the strategic direction of the courses within their programme and for co-ordinating the academic administration necessary for its successful day-to-day operation.

Main Responsibilities:

- chairing the Programme Committee, and arranging for such meetings of the Committee as considered appropriate;
- the efficient operation of the programme as approved by the Institute;
- supporting and encouraging teaching team;
- advise the Programme Committee on its proper responsibility for the continuing development of the programme;
- be empowered to take on behalf of the Programme Committee any reasonable action with respect to the proper functioning of the programme;
- recommend areas for curriculum development;
- co-ordinate the assessment schedule and ensure that it is communicated to students and the Director of Education;
- liaise with Student Support Officers to ensure that appropriate study support is available;
- recommend the appropriate level of resources required and liaise with the teaching team;
- undertake training and professional development and contribute to the training of others;
- actively participate and organise Peer Support systems;
- monitor & respond to the student voice including regular meetings with the student Rep.;
- monitor course feedback and the student voice;
- organise all areas of assessment procedures, facilitate monitoring, joint marking, internal verification;
- maintaining the quality of academic standards by supporting the rules and regulations concerning exam procedures and conduct of the student and teaching team.

### 10. Student Support Strategy

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:

- Programme Leaders / Directors of Education: the first point of call to acquaint students with regulations and issues arising on the programme;
- Student Support Officers for student referral where appropriate;
- programme and student handbooks;
- induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
- student group representatives (student voice).

#### Student Support Officers

A dedicated Student Support Officer is available for all students on the programme.

For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties.

A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress.

For matters of pastoral care the Student Support Officers will help in:

- finding their way around;
- managing their time;
- getting the best from their course;
- understanding and applying the school's rules;
- anything else the officers can advise on.

One-to-one appointments may be made by phone, through the receptionists or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

## 11. Student Evaluation

Student feedback is essential to the programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies.

Istituto Marangoni gathers student opinion in a variety of ways, which may include the following:

- informal contact with Programme Leader and subject Tutors, and through appointments with academic staff;
- Subject-specific evaluation and examinations;
- end of academic year online questionnaires where students will be invited to reflect on their overall experience in their school.
- Programme Committee.

Istituto Marangoni would prefer that on most occasions students be identified when giving constructive feedback on the course and teaching methods. There might be occasions when it is not appropriate and Istituto Marangoni recognizes this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected. In order to 'close the feedback loop' and to communicate any improvements resulting from student participation at least once every academic year, programme teams relate back to students the actions taken in response to student views.

Students will be asked to respond to a series of questions, for example, if they were clear about what they were meant to be learning on the course, if the teaching had helped them learn effectively and if they have developed new or existing skills. The data will be analysed and the Academic staff will be required to comment on:

- key strengths and issues arising from student performance;
- key strengths and issues arising from student feedback;
- actions and improvements for the next academic year.