istitutomarangoni

SHORT COURSES
DIGITAL GRAPHIC DESIGN   Version 01

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 short courses prepare students in the principles of subjects such as Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

1. Certification attained
Istituto Marangoni Certificate

Course information

2. Educational & Programme Aims
Educational Aims:
• to develop flexible approaches to programme delivery and student support, which reflect the needs and expectations of our learners;
• to provide a supportive and inclusive learning environment which will enable success for all learners;
• to develop the students' intellectual abilities, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
• 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 fashion and design industry and the professions.

3. Course Learning Outcomes
On successful completion of the course, students will be able to:
• demonstrate knowledge of basic functions of the Adobe Creative suite CC software (Photoshop, Illustrator, InDesign);
• construct a basic mood board using digital tools;
• employ the fundamentals of layout design and type usage;
• associate design techniques, graphic style and visual coherence;
• use a grid system and visual hierarchies in a multipage layout of a simple editorial project.

4. Teaching/Learning and Assessment Strategy
Curriculum:
The course explores the exciting world of digital communication and graphic design by focusing on new creative digital media content, and the evolution of image processing. Participants are introduced to essential graphic techniques and processes needed to develop digital content; from creative research and idea development, to understanding key notions in the final layout of an image, or digital medium.
Throughout the course participants are introduced to basic functions of the Adobe Creative Suite CC software covering practical lessons on image editing techniques, theoretical photography, practical tools for the application of vector graphics used in different contexts of visual communication, and the fundamentals of layout design and type usage in editorial graphics. In parallel to practical graphic design activities, theoretical introductory lectures are held on web and app design, with a focus on the key notions of UX design and UI design. Further study is supported by seminars focusing on key trends redefining the contemporary visual culture and communication in the fashion and luxury sector, where digital contents dominate.
This course concentrates on the digital representation and communication of ideas, as well the application of digital software tools for an individual product proposal. Participants are supported in the development of their own simple editorial project and visual presentation of supporting creative materials. At the end of the course participants also have the opportunity to create a basic mobile app, using XD Adobe, a software that assists in creating designs for websites, mobile apps, voice interfaces, and games. Seminars with professionals from the industry further enhance the participants' learning experience.

Week 1
The first week of the course provides participants with digital graphics basics in order to develop and present their ideas. Using the software Adobe Photoshop CC, participants will learn key skills to represent their projects. Adobe Photoshop CC will be presented as a tool for processing images, from composition to selection, export and printing. In addition to practical lessons on image editing techniques, theoretical photography lessons will also be held, where the impact of technologies and new media in the production of digital images will be explored. Workshop: participants will choose a theme on which they will create a basic mood board using specific tools.

Week 2

In the second week of the course, basic theoretical and practical tools for the application of vector graphics used in different contexts of visual communication will be presented. During the practical lessons, the participants will create a series of pictograms/ideograms to be applied in different visual contexts. As part of the design approach, several case studies will be analysed, allowing participants to understand the interrelation between design techniques, synthesis, graphic style and visual coherence. The tools used are Adobe Creative Suite CC software in particular Illustrator, specific software for vector graphics and illustration. Workshop: participants will choose a theme and will represent it through a project of fundamental vector graphics.

Week 3

The third week of the course presents the basic theoretical and practical tools to understand the fundamentals of layout design and type usage. Furthermore, participants will learn how to design a multipage layout, use the grid systems and visual hierarchies in the realization of a simple editorial project. In parallel to the practical activities, theoretical introductory lectures will be held on web design, with a focus on aspects of UX design and UI design. Participants will be introduced to and explore how to develop work with Adobe InDesign, a professional software used in the graphic industry. Workshop: participants will develop a simple ebook editorial project for new digital media.

Assessment:

Formative Assessments:

This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments:

These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:

Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

Practical and class-based projects > allow students to apply their theoretical understanding of a specific subject area.

Written Reports > are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing.

Presentations > are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

5. Course structure

Themes Covered
Digital Design
Publishing Graphics
Visual Research
Theory of Photography
Visual Communication

6. Personal Development Planning

PDP/Individual Development Tutorial

The Director of Education and the Academic Service support the personal development of students. One-to-one appointments may be made by phone, through the receptionists or by email. Students can expect to be seen almost immediately to discuss any issues they may have.

7. Tutor Responsibilities

The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.

The Tutors' responsibilities include:

1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting students;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to students;
5. recommendation of the appropriate level of resource required for the Unit;
6. maintaining the quality of educational standards.

8. Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience, in a pedagogic, practical and pastoral way:

a. programme handbooks provide relevant information to students;
b. the use of the Library, online resources (where available), and the centre facilities help students to reach the skills and knowledge expected on the course;
c. Tutors and the Director of Education guide students to the most appropriate help.

Student Support Officers

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for students for pedagogical counselling.

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

- finding their way around;
- managing their time;
- dealing with stress;
- exam tips;
- 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.

9. Student Feedback

Student feedback is essential to 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 the Tutor, through appointments with academic staff;
• Issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
• Formal Student Representation;
• Final Questionnaire (at the end of a study cycle);
• NPS (Net Promoter Score) Questionnaire (at the end of each academic year).

It would be desirable that students provide details of their identity when giving constructive feedback on the course and teaching methods. There might be occasions when that is not appropriate and Istituto Marangoni recognises such exceptions. In these instances, the programme teams and central support services will ensure that anonymity and confidentiality are respected.