



Multimedia Arts

ART AREA

OVERVIEW

Designed for all those people who want to acquire the skills that will help them to **express their own creativity and apply it** both to the world of art and to other sectors such as fashion, the Multimedia Arts course at Istituto Marangoni focuses on audiovisual languages and on the potential offered by new digital technologies to become artists, authors and skilled visual narrators. The Bachelor's Degree in Multimedia Arts offers a stimulating trip through the main expressive languages that are characteristic of today's contemporary art practices.

In the last twenty years, the horizons of the art world have changed completely. Art works have gradually abandoned the material to become software, offering onlookers worlds, perceptions and situations that are innovative and meaningful.

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

- ✓ MULTIMEDIA ARTISTS
- ✓ ART AND FASHION PHOTOGRAPHERS
- ✓ VIDEO EDITORS AND FILM DIRECTORS
- ✓ 3D ARTISTS

COURSE TYPE

Bachelor's Degree

AFAM / 180 CFA equivalent to 180 ECTS credits

Recognized by the Italian Ministry of University and Research.

✓ SOUND DESIGNERS

✓ GRAPHIC DESIGNERS

WHY FIRENZE?

The **contamination between the world of art and the fashion industry** leads the students of the bachelor's degree courses at Istituto Marangoni Firenze to work and do research together, thus broadening their creative culture and cultural background through **interdisciplinary projects**, preparing them to face the world of work.

Florence itself becomes an open-air classroom: its museums, architecture, and artistic traditions nurture a refined visual sensitivity and a strong sense of cultural identity. Alongside this, the surrounding territory, which is rich in **artisanal excellence**, offers opportunities to experience materials and craftsmanship from a cultural rather than purely industrial perspective, fostering **experimentation grounded in tradition and innovation**.



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
- **Original Artworks and research**
A set of artworks experiment different media at an advanced level.
- **Artist's book**
An original artist publication to experiment with various format of publication.
- **Photo book**
A collection of original photographs to experiment with visual narration.
- **Fashion film, Art Video, Music Video**
A collection different formats to experiment with many techniques of video editing.

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:

FONDAZIONE PALAZZO STROZZI

DEVELOPMENT OF BROCHURE, ILLUSTRATIONS AND INTERVIEWS FOR MAJOR TRACEY EMIN RETROSPECTIVE; PUBLICATIONS OF ORIGINAL ARTWORKS AND ILLUSTRATIONS ON MUSEUM MAGAZINE; PARTICIPATION IN DIGITAL EXHIBITION.

MUSEO FERRAGAMO

DEVELOPMENT OF ORIGINAL PODCAST FOR THE EXHIBITION DEDICATED TO SALVATORE FERRAGAMO.

D LA REPUBBLICA

DEVELOPMENT OF ORIGINAL SOUND ARTWORKS TO BE PUBLISHED ON THE 2026 30TH ANNIVERSARY ISSUE OF THE MAGAZINE.

FARMA 282

PARTICIPATION IN THE OPEN CALL FOR NEW ISSUE OF THE MAGAZINE.

FASHION ROOM

YEARLY EXHIBITION OF BEST ARTIST'S BOOK.



	SUBJECT	DESCRIPTION	ECTS
YEAR 01	STYLE, HISTORY OF FASHION AND COSTUME	Analysis of fashion and costume as visual and cultural expressions, exploring stylistic evolution across different historical and social contexts.	8
	TECHNIQUE AND TECHNOLOGIES FOR VISUAL ARTS	Experiment with the fundamentals of Painting (oil, tempera, drawing) while learning Digital illustrations.	8
	PHOTOGRAPHY	Exploring analogue photography, art photography and fashion photography with session in the Photo studio as well as in the field.	8
	THEORY OF PERCEPTION AND SHAPE PSYCHOLOGY	Study of how visual perception and form influence interpretation, focusing on psychological principles applied to images and design.	4
	DIGITAL APPLICATIONS FOR ART	Information Technology Fundamentals, Graphic Design, Adobe Suite.	6
	VISUAL COMMUNICATION DESIGN METHODOLOGY	General foundations of visual research for artworks and fashion campaigns.	12
	IMAGE PHENOMENOLOGY	Learning how to read and interpret any image of our visual culture.	6
	ENGLISH LANGUAGE	Study of a English language.	3
	FREE STUDY ACTIVITIES	Independent study activities.	5
YEAR 02	NEW MEDIA AESTHETICS	History of cinema.	8
	HISTORY OF CONTEMPORARY ART	Exploration of major movements, artists, and practices shaping contemporary art from the 20 th century to today.	12
	CINEMA AND AUDIOVISUAL THEORY AND ANALYSIS	Introduction to film language and audiovisual theory, examining narrative structures, visual composition, and critical analysis of moving images.	5
	ELEMENTS OF VIDEO PRODUCTION	A set of different formats to experiment with many techniques with video and editing techniques.	12
	SOUND DESIGN	The fundamentals of sound, editing and composition.	6
	MULTIMEDIA LANGUAGES	Development of visual and audiovisual storytelling across different media, combining techniques from video, digital, and interactive formats.	6
	DIGITAL MODELLING TECHNIQUES – 3D	The fundamentals of 3D design and sculpting.	6
	FREE STUDY ACTIVITIES	Independent study activities.	5



	SUBJECT	DESCRIPTION	ECTS
YEAR 03	ECONOMY AND ART MARKET	The fundamentals of the art systems and its market and laws.	4
	MULTIMEDIA DESIGN	How to design and research original multimedia project.	10
	SOUND SPACE DESIGN	Advanced sound design, composition and audio spatialization and installation.	10
	MULTIMEDIA INSTALLATION	How to prepare installation project for multimedia artworks.	6
	VISUAL ARTS AESTHETICS	Study of aesthetic theories and visual principles guiding the creation, perception, and interpretation of artworks.	6
	INTERACTIVE SYSTEMS	Exploration of interactive technologies and user experience design for artistic and multimedia applications.	6
	INFORMATION FOR ART: TOOLS AND METHODS	Introduction to research tools and digital methodologies for documenting, analysing, and communicating artistic content.	4
	INTERNSHIP	Internship.	6
	DISSERTATION	Final written thesis.	8

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.