



**istitutomarangoni**



**MASTER'S COURSE  
DIGITAL ART DIRECTION**

Version 01

## ISTITUTO MARANGONI ACADEMIC MISSION

Over the past 85 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 management skills which are subject specific and relevant to the international fashion, design or art fields. Istituto Marangoni Master's courses provide students with a focused and in-depth knowledge and *know-how* for a successful professional career at various levels of the above-mentioned industries. There is a strong focus on project-based, industry-linked teaching methods of delivered by experienced industry specialists and professionals.

## PROGRAMME INFORMATION

### ACADEMIC ACHIEVEMENT

#### First Level Academic Master Diploma

Participants who successfully complete this programme will be awarded with a First Level Academic Master Diploma. Recognised by the Italian Ministry of Education as an academic diploma equivalent to a university postgraduate Master degree, participants will obtain 60 CFA (crediti formativi accademici) equivalent to 60 ECTS credits.

### EDUCATIONAL APPROACH

Istituto Marangoni's academic approach is shaped by the following educational aims:

- develop a flexible and updated approach to programme delivery and student support which reflect the needs and expectations of all students;
- provide a supportive and inclusive learning environment which will enable success for all learners;
- encourage and nurture the development of students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and soft skills that will enhance global employment opportunities in all programmes;
- 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;
- provide a learning experience that is informed by research, scholarship, reflective practice and engagement with the industry and the professions.

### CONTENTS' OVERVIEW

#### Curriculum

The Master Course in Digital Art Direction, resulting from a unique partnership between the Istituto Marangoni Milano School of Design and the renowned advertising agency McCann Worldgroup, is aimed at training highly specialized professionals, and provide them with remarkable creative skills and with an innate ability to tap into the ever-changing trends that are reshaping 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, omnichannel communication characterized by fast-forward thinking, familiarity with the latest technologies and ability to conceive and manage multifaceted, memorable and relevant 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. Thanks to this highly specialized study path, participants will learn about market dynamics and the evolution of the socio-cultural context of reference, so as to make the image of a brand, product or event in an always current, cool and desirable way.

Participants will develop confidence with the most advanced communication techniques and the latest trends, with the aim of anticipating the direction in which our visual culture is evolving, increasingly influenced by new technologies, virtual reality, the world of video games, as well as the viral proliferation of contents on social networks.

In the first semester of the master participants will be provided with key aspects of crucial technical disciplines (presentation design & idea pitching, advanced graphics, digital video storytelling, copywriting & creative storytelling, among the others) as well as theoretical ones, such as an overview of advertisement techniques, the analysis of new trends catching on in the digital world, and strategic marketing.

In the second semester, participants will be trained as creative art directors by working, supported by tutors, on real briefs delivered by renowned brands. They will become familiar with the mind-blowing opportunities brought by emerging technologies (VR, MR, AI, Generative Design, Project Mapping, IoT) to create new forms of engagement. Among the subjects covered in the second half of the curriculum, a dedicated focus on social media management and the production of quality branded contents. 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 to support the learning of typical working dynamics within an agency and the prevalence of a 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 (Dissertation)

The final project 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. It 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.

### Internship

As part of the didactical experience provided to its students, the Undergraduate programmes include an internship period which is embedded in the Plan of Study of each programme.

This working experience allows students to take advantage of skills and topics learned during lessons, putting them into concrete practice within a real professional environment.

The internship consists of a period of an experience in professional practice through the realisation of individual or group projects in collaboration with institutions or companies on their premises or on the School premises (internship on campus).

## LEARNING OUTCOMES

### Educational Outcomes

Students who attend Programmes at Postgraduate level, on successful completion of their course of study, 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

Students who successfully complete this specific Programme shall be able to:

- Plan and devise multimedia communication strategies at a professional level;
- Create relevant advertisement campaigns consistently with the surge of new trends and the evolution of social and cultural paradigms;
- Design a creative idea by declining it across different media and by adopting multiple techniques (advanced graphics, motion videos, gamification, mixed reality, etc.);
- Conceive an effective and original Digital Video storytelling and assess the communication needs within a creative team;
- Master digital media and social networks to create engaging and viral contents;
- Collaborate in a creative team according to the workflow of an agency.

## TEACHING AND LEARNING METHODS

Course teaching methods are based around a wide variety of formats, such as frontal lectures, workshops, seminars, case-studies and self-directed study: experienced professionals and visiting specialist Lecturers (industry professionals) make valuable contributions and enrich the learning experience of all students.

### Self-Directed Study

This plays a major role in the programme, as students are expected to spend time researching and analysing subject matters independently to support and substantiate taught material.

**Frontal Lectures**

An integral part of the programme - with formal delivery of subject-specific contents to the whole cohort of students. At this level it is expected that students will use the lectures as a stimulus for further study/reading.

**Seminars**

Used to build on themes that are connected to the contents part of the Study Plan. Students are encouraged to make an active contribution by sharing in the argument and debate, while expressing their views.

**Case Studies**

a detailed discussion and in-depth analysis of real-life situations and existing Brands - to substantiate and assess concrete examples of contents and theories studies in class.

**Workshop / Laboratory / Practical Sessions**

Used to enable and nurture the creative and practical skill development of the student in an environment which simulates what happens in the industry.

**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 (when applicable)**

An exciting opportunity to enhance the students' learning path and consolidate their understanding of specific-subject contents. 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 STRATEGY**

The assessment strategy for the programme is 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.

Summative assessment provides an evaluation of student progress and learning during an entire semester: it generates a final mark, constructive feedback and confirms the conditions (if any) for exam recovery in the allowed modalities.

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.

**Assessment Types**

- 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.
- Individual / Group 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. The reference framework adopted in all Istituto Marangoni Schools is the Harvard Referencing System - please refer to the Student Handbook for further details.

**STUDY PLAN**

Semester	Subject	ECTS Credits
S1	Communication strategies	3
S1	Design Rendering and Communication	2
S1	Sociology of Communication	3
S1	Techniques of Visual Communication	2
S1	Graphic Production Techniques	2
S1	Writing for the Media	2
S1	Art Direction 1	4
S1	Digital Production	4
S2	Marketing	3
S2	Art Direction 2	6
S2	Corporate Identity	3
S2	Production Technologies	3
S2	Digital Video	3
S2	Multimedia	2
S2	Graphic Design	2
S2	Internship	10
A	Dissertation	6
TOTAL		60

**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.

**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.