


# Short Courses 2026




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Introduction

Go to page 03 


---

Course details

Go to page 04 


---

Course Program

Go to page 07 

---

Contacts

Go to page 08 

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# STUDY

THE METHOD

# EXPLORE

THE CITY

# EXPERIENCE

THE LIFE

More than short courses, these programmes are an invitation to experience creativity firsthand.

**Over a few inspiring weeks, students are introduced to the world of fashion, design, beauty, business and art while living an authentic international experience, exploring museums, creative districts and cultural landmarks, and discovering what it truly means to study at the prestigious locations in Milan, Florence, London, Paris and Dubai at Istituto Marangoni.**

These short courses have been created for curious and motivated students who wish to explore what creative disciplines truly involve, understand the meaning of practices such as fashion communication or design thinking, and engage with the distinctive **Istituto Marangoni Method** for the first time.

COURSE DETAILS

[BACK TO INDEX](#)



Milano Design School

# Digital Graphic Design

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DURATION

**3 Weeks**

HOURS

**60**

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CERTIFICATE

**Istituto Marangoni Certificate**

**Certificate released upon the completion of the short course.**

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PRICING

**Course fee € 4300**

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LOCATION

**Istituto Marangoni Milano Design**

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# Why Milan?

## LOCATION

Taking a short design course in Milan means immersing yourself in **the beating heart of the Design District**, where Made in Italy heritage, world-renowned craftsmanship, and cutting-edge innovation converge, transforming the entire city into an **open-air laboratory** of ideas, materials, and creative experimentation, and allowing you to experience **design** not only as a discipline, but **as a living culture**.

## FACULTY

Faculty at Istituto Marangoni brings together leading **industry experts** and **seasoned professionals**, offering participants a unique blend of academic excellence and real-world insight.



# For whom?

## TARGET

Designed **for students and professionals with a strong interest in digital visual communication**, who want to strengthen their creative toolkit by combining human-driven insights with AI as a reliable, meaningful and complementary partner in multimedia execution.

## A STUDY EXPERIENCE

The Short Courses offer the chance to **meet the faculty**, experience Istituto Marangoni **method** and **atmosphere**, and get a first taste of life at the School. For many students, they serve as a **practical orientation step**, helping them decide more confidently whether to pursue an *Undergraduate* or *Master's* course.

## OUTCOMES

This course **introduces the fundamentals** of digital graphic design, covering the processes needed to develop professional visual content from concept to execution.

You will **explore digital communication** and the **evolution of publishing**, with an introduction to AI tools such as *Kling*, *Adobe Firefly*, and *Adobe Beta* AI tools. Motion graphics and video creation are also introduced, with practical exercises in animation and video editing. You will develop an **integrated communication project** by selecting a product, working on image manipulation, creating graphics aligned with a brand's visual identity, and adapting your work across multiple formats, including social media posts, animated content, and print-ready OOH advertising executions.



# **Create your visual world. Acquire digital and Ai tools skills and transform your ideas into striking graphic and communication contents.**

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## **Week 1**

**The first week covers the basics of digital graphic design, focusing on developing and presenting visual ideas.**

*Adobe Photoshop CC* and *Adobe Illustrator* are introduced for image processing, graphic element creation, and print preparation. Students will learn to create layouts and understand the objectives of a communication brief. A seminar is also dedicated to exploring the impact of AI on digital image production for videos and animation.

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## **Week 2**

**The second week focuses on theoretical and practical tools for vector graphics in communication.**

Students will create a social media campaign and advertising visuals, using *Photoshop*. Case studies will help clarify the relationship between design techniques, graphic style, and visual coherence.

The week also includes the second part of the seminar on animated graphics, using *Adobe Firefly* with *Illustrator* and *Photoshop* combined with *After Effects*.

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## **Week 3**

**The third week focuses on the fundamentals of layout design, together with the creation of short-form video content for TikTok.**

Students will learn how to generate multiple executions using grid systems and visual hierarchies through a simple editorial project. The week also includes featuring an in-depth study of selected case histories, demonstrations of free AI tools, and guidance on how these tools can be applied creatively in video and animation projects.

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