



Visual Design

VISUAL COMMUNICATION DESIGN

COURSE TYPE

Bachelor's Degree

AFAM / 180 CFA equivalent to 180 ECTS credits

The course is currently undergoing revalidation by the Italian Ministry of University and Research under the title: **Visual Communication Design**

OVERVIEW

This three year Bachelor's Degree course provides both **theoretical and practical skills** to operate effectively in today's communication and advertising industry. It offers a solid **foundation in marketing and communication strategies and workflow**, as well as a comprehensive understanding of the creative process, from interpreting and analyzing a brief to developing powerful insights and generating creative ideas, followed by executions across all media. Particular emphasis is placed on the knowledge and application of **new AI technologies**, especially in the production phases.

After the Bachelor's Degree course, students can pursue careers as:

✓ **JUNIOR ART DIRECTOR** (IN ADV AGENCY OR IN-HOUSE)

✓ **JUNIOR COPYWRITER** (IN ADV AGENCY OR IN-HOUSE)

✓ **GRAPHIC DESIGNER**

✓ **VIDEOMAKER**

✓ **CONTENT CREATOR**

✓ **PROMPT DESIGNER**

✓ **CREATOR FOR SOCIAL MEDIA**

✓ **SOCIAL MEDIA MANAGER**

DEGREE PROJECT

It is the **creative outcome** the student, identified as the most significant project of their studies, showcased at graduation. It demonstrates strategic thinking, creative capability, and professional execution. Developed alongside the dissertation and aligned with the IM annual research theme, it serves as the applied counterpart of the student's investigation, with the **best projects selected** each year and **showcased during Milan Design Week**.

WHY MILAN?

As a global capital of design, luxury and innovation, the City of Milan offers privileged access to **leading brands, design studios, exhibitions, trade fairs and industry events**. The city becomes an extended classroom where students can observe and interact with excellence in craftsmanship, hospitality and contemporary living.



KEY OUTCOMES

— Year 01

It provides the solid basis in communication. Students explore the historical context of design, semiotics to understand purposeful image use, design principles and layout, brand identity and typography, to create effective and consistent campaigns of communication. Practical skills in publishing graphics, photography, and video production techniques to create contents across different media, exploring the latest technologies.

— Year 02

It focuses on applying design concepts in spatial contexts and developing its integrated campaign of communication. Students explore vector graphics to visually communicate complex concepts, as well as exhibition design to create insights for immersive experiences. Students gain knowledge in using cutting-edge software for producing complete audio and video projects, including AI tools for enhanced digital content creation.

— Year 03

It completes students' education from both theoretical and practical perspectives to solidify the approach to creativity and to enhance personal creative language. The creation of a video with 3D animations and AI ultimate tools explore the ultimate outputs. Students participate international competition by entering the D&AD Awards and executing a real client briefing, developing guided individual projects as in a communication agency and present them directly to the marketing Directors of the Companies involved.

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 high-value collaborations include:

CARTIER

SUSTAINABILITY COMMUNICATION PROJECT.

PALM ANGELS

CREATION OF A POP-UP STORE.

RED-EYE METAZIN

VIDEO FULL PRODUCTION WITH AI TOOLS.

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.



	SUBJECT	DESCRIPTION	ECTS
YEAR 01	BASIC DESIGN	Introduces the fundamental principles of design, focusing on form, composition, and visual experimentation.	8
	VIDEO PRODUCTION TECHNIQUES	It provides the fundamentals of video content production and editing.	8
	GRAPHIC DESIGN	It allows students to acquire advanced skills in Adobe suite.	12
	PUBLISHING GRAPHICS	Editorial graphics.	6
	FOREIGN LANGUAGE	Study of a Foreign language.	4
	REPRESENTATION METHODS AND TOOLS	Explores traditional and digital tools used to visualize and represent design concepts effectively.	4
	PRINTING TECHNOLOGIES	Creation of a new typo.	4
	IMAGE SEMIOTICS	Examines images as sign systems, focusing on visual meaning, symbolism, and interpretation.	4
	FREE STUDY ACTIVITIES	Independent study activities.	4
YEAR 02	FASHION TRENDS HISTORY	Investigates the evolution of fashion trends and their cultural, social, and visual influences.	5
	COMMUNICATION THEORY	Introduces key theories and models of communication, analyzing how messages are created, transmitted, and interpreted across media and contexts.	6
	INTERFACE DESIGN	Creation of an APP.	5
	COMMUNICATION IN EXHIBITIONS	It focuses on concept & experience for exhibitions.	10
	DIGITAL VIDEO	Develops skills in digital video production for storytelling and visual communication.	6
	BRAND COMMUNICATION	Marketing scenario analysis.	5
	MULTIMEDIA DESIGN 1	It helps students explore ultimate AI TOOLS for audio/video production.	10
	COMMUNICATION TOOLS AND TECHNIQUES	Provides practical methods and tools to plan, develop, and deliver effective communication projects.	8
	FREE STUDY ACTIVITIES	Independent Study Activities.	5



	SUBJECT	DESCRIPTION	ECTS
YEAR 03	SOCIOLOGY AND ANTHROPOLOGY OF COMMUNICATION	Theory Communication skills & tech–Personal branding, website.	6
	COMMUNICATION DESIGN	Focuses on designing visual and strategic communication systems across media and platforms.	10
	ART DIRECTION	Development and creation of an integrated adv Campaign.	8
	MULTIMEDIA DESIGN 2	It helps students explore ultimate AI TOOLS for audio/video production.	10
	MARKETING	Introduces marketing principles applied to communication, branding, and audience engagement.	5
	TECHNIQUES OF PROJECT COMMUNICATION	Develops methods to communicate design projects clearly, from concept to final presentation.	4
	INTERNSHIP	Internship.	9
	DISSERTATION	Final written thesis.	8