



## COMMUNICATION DESIGN

### Introduction

The new technologies, with the presence of user generated content and co-making of communication products, have changed the way of designing and communicating. Today, communication experts have to adopt a multi-disciplinary approach to the various activities they have to carry out in an increasingly "fluid" context whose disciplinary boundaries are losing their definition. They have to understand the logic ruling and influencing the single business, detect obligations and opportunities and vouch for all the phases of a process, starting from recording a need and renovating itself in the continuous redefinition of its goals. Communication is one of the potentially most fertile areas of cross-breeding of knowledge reorganized in constantly new and coherent combinations by individuals endowed with a clear and cross-disciplinary vision and way of thinking. At the same time, in the most innovative organizations, the need for professionals capable of interpreting these changes is growing. The two-year Master of Arts (MA) Degree in Communication Design is intended as a research space in which it can be experimented with innovative methods of constructing integrated communication projects: a real "think tank" through which students are involved in an increasingly lively and topical debate aimed at continuously redefining and enlarging the work group's interests. The project at the roots of this two-year Degree aims at completing NABA didactical and educational offer in a particularly interesting sector with an eye to the demand of the labour market and at offering to those who have obtained a Bachelor degree the possibility to continue their studies in a new and stimulating way.

### Educational Philosophy

The two-year Master of Arts Degree in Communication Design has been conceived with the aim of combining a solid training in the field of marketing and integrated communication with a wide range of technical-expressive skills (graphic design, media design, environmental design) with a new perspective of maximum integration between expressive tools aimed at producing real communication outputs. All this in a logic of combining theory with practice, research with experimentation, in order to develop one or more consultancy projects commissioned by institutions or companies that will enable students to face issues related to the practice of a profession. Characterizing feature of the program is the continuous synthesis between a dimension more related to business and traditionally dealt with business-administration-oriented programs, and a more artistic-expressive one, also modelled in a perspective of adopting the new available technologies.

The two-year program requires full-time attendance and is characterized by various didactic methods: theoretical courses with ex-cathedra lessons and continuous assessment through written and oral exams. The laboratories offer students the opportunity to experiment and use the tools and technologies needed for the realization of the single projects. The cross-disciplinary seminars aim at confronting students with different kinds of experiences and encouraging a fruitful exchange with students enrolled in other programs offered at NABA. Thanks to the Erasmus Program and the other International Exchange Programs students will be able to spend one study semester at qualified European and extra-European design universities. The consultancy project works as well as the periods of internships represent an opportunity for the students to use the knowledge they have acquired in class in a professional context.

## Professional Profiles

The two-year MA Degree is aimed at training art directors, designers of objects and spaces of - and for - communication, designers of digital communication interfaces and multimedia product managers who can work in professional studios, communication agencies, multimedia production agencies and strongly market-oriented companies. The course is open to students with a technical-artistic background, with a degree in communication, humanities, philosophy or - more generally - a degree in liberal studies. It offers students the opportunity of applying the knowledge provided during the theoretical and technical courses to various operative contexts through the participation in design workshops and experimental laboratories in which facing complex design issues in the fields of direction, brand design, visual design, environmental design, multimedia-publishing and multi-platform services. After completing the program, students will be able to strategically work at the realization of complex communication projects.

## Program

The program lasts two years and foresees attendance of a minimum of 15 courses, passing the corresponding exams and developing a final thesis. Upon completion of the MA program, students will receive 120 educational credits, as established by the Italian Ministry of University and Research.

The two-year MA Degree has four major fields of development:

**ANALYSIS AND STUDY OF CONTEXTS** (related to consumption, business, organization): Sociology of consumption and consumer behaviour, Business administration and Marketing, Sociology of communication, Ethics of communication.

**DEFINITION OF MARKETING AND COMMUNICATION STRATEGIES:** Integrated and marketing communication, Development of integrated and multi-channel communication, Brand construction and management, Corporate identity: design and implementation, IMC: Integrated Marketing Communication, Marketing and communication in the Web 2.0, mobile Web 2.0 contexts.

**APPLICATION OF COMMUNICATION TOOLS:** Introduction to Graphic Design (lab), Art Direction (lab), Computer Graphics (lab), Digital Video (lab), Photographic Techniques (lab).

**COMMUNICATION PROJECTS MANAGEMENT:** Structure of the communication project, Management of a complex project: various stages and costs, Business English.

Traditional lectures, cross-disciplinary meetings and conferences, activities in the labs and field projects will alternate during the program. The latter, directly commissioned by partner institutions and companies, constitute the foundation of the entire educational project and are developed under the guidance of a team of professors and representatives of the organizations that have commissioned the project. The issue of ethics in communication represents the subject matter of a specific course and plays a central role in the organization of the whole educational path. Students will be involved in approximately four communication projects of different kinds (institutional communication, service/product communication, internal communication) and in different areas (B2C, B2B).

Short seminars and meetings with artists and professionals organized in collaboration with the other NABA Master Programs will provide students with a clear picture of the international scene.

### 1ST ACADEMIC YEAR

TRAINING ACTIVITIES	SCIENTIFIC-DISCIPLINARY AREA	CREDITS
BASIC	BUSINESS ADMINISTRATION	10
	COMPUTER GRAPHICS I	6
	BUSINESS MANAGEMENT I	4
CHARACTERIZING	ART DIRECTION I	8
	INTEGRATED MARKETING COMMUNICATION	8
	THEORY AND METHODOLOGY OF MASS MEDIA	6
	ETHICS OF COMMUNICATION	4
INTEGRATING COURSES	PHOTOGRAPHY	8
	WEB DESIGN	6
TOTAL CREDITS		60

## 2ND ACADEMIC YEAR

TRAINING ACTIVITIES	SCIENTIFIC-DISCIPLINARY AREA	CREDITS
BASIC	COMPUTER GRAPHICS II	6
	BUSINESS MANAGEMENT II	4
CHARACTERIZING	ART DIRECTION II	10
	ADVERTISING	6
	SOCIOLOGY OF COMMUNICATION	6
	DIGITAL VIDEO OR	8
	PHOTOGRAPHY II	8
	DIGITAL CULTURE	8
TOTAL CREDITS		48
FINAL THESIS, PORTFOLIO, INTERNSHIP , PROFESSIONAL DEVELOPMENT, STUDY ABROAD		12
TOTAL MA PROGRAM	108 + 12	120

### Internship and professional training

Throughout the year students will acquire a number of methods and techniques in the extra-curricular Personal Training Courses, which will be useful to them in the working environment: designing professionalism, budgeting, presentation techniques, practice in MS Excel and Power Point, team building, realizing a portfolio, represent the modules through which the tools aimed at facilitating the students' entrance in the job market will be acquired and developed.

The two-year MA Program foresees a period of internship within production and communication agencies, companies or professional studios. During this period students will be able to see the application of what they have learnt and establish professional connections with extremely important and strategic production and creative realities.

It is also possible to participate in a communication event or project developed by NABA together with partner institutions or companies. This second kind of internship allows the student to develop a whole project having at his disposal the necessary technical instruments, experimenting a professional relation with a real customer and working in multidisciplinary teams, like it happens in the professional world.

Alternatively, it is possible or spend a study abroad period at one of NABA partner academies and universities, within the frame of international agreements (LLP-Erasmus and others).

### Thesis and final exam

The course implies the development of an individual thesis consisting in a communication project, which will be discussed in front of a commission. In order to be admitted to the exam the student must have acquired the necessary credits. The exam consists of a presentation of the portfolio, showing the projects developed by the students during his career, and of a discussion of the individual thesis, developed under the supervision of a faculty member.

### Course Director

**Alessandro G. Montel.** Degree in Law and a Master of Science in Economics at the London School of Economics (UK). Co-founder and partner of Apricot. Professor of International Marketing at the Faculty of Foreign Languages of the Università degli Studi di Bergamo and Professor of Business Communication at the Faculty of Arts and Philosophy of the same university. He teaches marketing at the MIP Politecnico di Milano, CUOA, Altavilla Vicentina and Profingest, Bologna. He worked for BZW-Barclays Bank Plc Group, London and for Peter J. Rosenwald & Partners, London, Chicago. He has been Professor of the strategy and Marketing Areas at ISTUD-Institute of Management Studies, Stresa.

## Scientific Committee and Teaching Staff \*

\* For the complete list of lecturers and subjects please see the website [www.master-naba.com](http://www.master-naba.com).

### Scientific Committee

Diego Biasi, Business Press, president  
Angelo Colella, art director, RepublicLab, Publicis Group  
Denis Curti, journalist, manager of Contrasto  
Luca Lo Presti, D'Adda, Lorenzini, Vigorelli, BBDO, CEO  
Francesco Monico, director PhD M - Node, Director School of Media Design and Multimedia Arts NABA  
Alessandro G. Montel, Marketing and communication consultant  
Fabrizio M. Pini, Marketing and communication consultant

### Teaching Staff and Visiting Professors

Franco Achilli  
Paolo Agosta  
Luca Andreoni  
Giuliano Bartoli  
Marco Baschiera  
Patrick Behar  
Carlo M. Beretta  
Alex Brunori  
Luca Campagnoli  
Paolo Carmassi  
Valentina Casiraghi  
Roberto M. Clemente  
James Clough  
Emilio Comincini  
Danilo Convertini  
Roberto Dadda  
Pasquale Diaferia  
Rossella Elisei  
Oded S. Ezer  
Eleonora Fiorani  
Daniel Fishman  
Eros Gioetto  
Franco Gonella  
Walter Guadagnini  
Patrizia Martello  
Andrea Mineo  
Francesco Monico  
Raul Montanari  
Alessandro G. Montel  
Matteo Natale  
Fabrizio M. Pini  
Massimo Redolfi  
Marco Rubiola  
Dario Russo  
Silvio Santini  
Heike Sperling  
Pasquale Volpe  
Francesco Zanot

### International Relations

The presence of a wide network of international relations contributes to giving to NABA educational context a strongly international dimension: 20% of the over 1000 students attending NABA courses come from abroad; the Academy has over 40 European and American partner universities and academies.

In addition to the international context on campus, students are offered the opportunity of spending an exchange period in one of NABA partner academies and universities, within the frame of LLP-Erasmus program and other exchange agreements.

## Admission requirements

The candidates should to have an academic diploma or a Bachelor degree in an artistic or humanities subject. Admission of students with a different degree or diploma can be taken into consideration if motivated by a creative or communication interest, strongly connected to the topics of the two-year MA Degree. A commission will evaluate whether the degree corresponds to requirements and will identify possible credits through the evaluation of the candidate's profile.

All the post-graduate educational programs have restricted entry, for a maximum of 25 enrolled students.

## Selection procedure

All admissions are based on an evaluation interview. In order to apply for the evaluation interview, candidates have to fill in the application form, to be required on the website [www.master-naba.com](http://www.master-naba.com) ("Admissions" area) or via email, writing to [infomaster@naba.it](mailto:infomaster@naba.it).

Together with the application form, candidates will have to submit to NABA the following documents, creating the "application dossier":

- curriculum vitae/resume (max 2 typed pages)
- artistic and professional portfolio
- motivation letter (max 1 typed page)
- documentation regarding previous academic career:
  - study plan (academic transcript) of previous studies, translated into English/Italian, listing subjects and exams, with corresponding number of hours/credits and short description of each subject's program
  - copy of Bachelor Degree/Academic diploma (if available), translated into English/Italian
- documentation regarding further courses or seminars attended (if available)
- certificate attesting the knowledge of the Italian language, or letter of purpose stating the student's commitment to learn the corresponding language
- copy of passport/ID card.

Upon reception of the "application dossier", NABA will get in touch with the candidate, in order to answer possible doubts or questions and to communicate the exact date and time of the evaluation interview.

Before starting the interview, applicants will have to submit a copy of a valid identification document. Any educational credits or debts will be notified to the applicants together with the results of the selection procedure.

For those international applicants who cannot come in person to NABA for the interview, alternative distance evaluation methods will be agreed for every single case. Please contact us at [infomaster@naba.it](mailto:infomaster@naba.it) for further details.

## Deadlines

Applications will be evaluated starting from April 1st, 2010, until all the available places will have been assigned. Deadlines vary depending on the selected program and on the candidate's citizenship, according to the following outline. Students interested in grants and scholarships opportunities and deadlines, please visit the website area "Fees and grants" on [www.master-naba.com](http://www.master-naba.com).

	ITALIAN AND EU CITIZENS	NON-EU CITIZENS
MA DEGREE PROGRAMS – ADMISSIONS OPENING	APRIL 1ST, 2010	APRIL 1ST, 2010
MA DEGREE PROGRAMS – ADMISSIONS DEADLINE	OCTOBER 31ST, 2010	SEPTEMBER 30TH, 2010
MA DEGREE PROGRAMS – ENROLMENTS DEADLINE	NOVEMBER 30TH, 2010	OCTOBER 31ST, 2010

## Fees and payment conditions

The total fee for MA Degrees attendance may vary – according to the candidate's citizenship and to the awarding of scholarships – from 12.100 to 3.800 Euros per year.

The tuition fee payment is divided into various instalments and amounts, varying according to student's citizenship:

### Italian and EU citizens

3.000 Euros at the moment of enrolment (1.200 enrolment fee + 1.800 didactics contribution tax)

3.000 Euros by January 31st, 2011 (tuition fee first instalment)

3.000 Euros by July 31st, 2011 (tuition fee second instalment)

Together with the enrolment it is also necessary to make the payment of 100 Euros for local community tax for academic studies.

### Non-EU citizens

3.000 Euros at the moment of enrolment (1.200 enrolment fee + 1.800 didactics contribution tax)

9.000 Euros by January 31st, 2011 (tuition fee)

Together with the enrolment it is also necessary to make the payment of 100 Euros for local community tax for academic studies.

### Special terms

Early Bird discount:

400 Euros discount, if the enrolment is done within September 30th, 2010.

Unique solution discount:

400 Euros discount, if the total amount is paid all together (including both tuition and enrolment fee) at the moment of the enrolment.

### NABA & partners – grants and scholarships

Together with various public and private institutions, NABA awards every year a series of scholarships partially covering the tuition fee amount.

For the academic year 2010/2011 NABA offers a minimum of 24 scholarships – 3 for each postgraduate program – for talented students, covering the tuition fee up to the 50% of the total amount.

The Academy reserves the right to award further grants to talented students, with the study/work formula, where students commit themselves to work for the Academy, according to terms established on an individual basis.

Candidates may download the calls for scholarships on the "Fees and grants" area of the [www.master-naba.com](http://www.master-naba.com) dedicated website, or require them via email writing to [infomaster@naba.it](mailto:infomaster@naba.it).

Further agreements with external partners, for scholarships partially or totally covering the tuition fee amounts, will come throughout the year. We recommend interested students to regularly visit the "Fees and grants" area of the [www.master-naba.com](http://www.master-naba.com) website. Moreover, sending an email to [infomaster@naba.it](mailto:infomaster@naba.it) it is possible to be inserted in a mailing list and receive updated information.

### Local community financial aid (DSU)

Since the academic year 2007/2008, students enrolled to two-year MA Degrees may apply for DSU scholarships, awarded by the Lombardy (Milan) region on the basis of economic requisites (low family income).

The announcement specifying conditions and parameters for the academic year 2010/2011 will be available with in summer 2010 on [www.master-naba.com](http://www.master-naba.com), or may be requested via email at [dsu@naba.it](mailto:dsu@naba.it).

### Private bank loan

Italian and EU citizens may apply for private bank loans with special conditions, called "Prestito d'Onore", thanks to an agreement between NABA and one of the main Italian banks, Banca Popolare di Milano.

For further information please see [www.master-naba.com](http://www.master-naba.com) website.

### Summary

**Fields of specialization:** Integrated Marketing Communication, brand management, advertising, art direction, sales promotion, marketing and web 2.0, public relation, sponsorship, direct marketing, exhibition & event management, packaging, field marketing.

**Professional profiles:** art director, communication designer, interface designer, multimedia designer.

**Director:** Alessandro G. Montel.

**Language:** Italian.

**Title:** Master of Arts Degree (legally recognized by the Italian Ministry of Education, University and Research).

**Credits:** 120 CFA.

**Duration:** two years, from January to December of the following year.

**Yearly schedule:** 600 hours of class and 900 including individual studies, group studies, internship.

**Internship or company project:** the internship period can be carried out with an external institution, production and communication agencies, companies or professional studios, or by participating in a communication project developed within NABA together with partner institutions or companies.

**Study abroad:** it is possible to take a study abroad period in one of NABA partner universities and academies, within the frame of international agreements (LLP-Erasmus and others).

**Evaluation:** In addition to the final exams, students have to develop a final thesis and an artistic-professional portfolio.

## NABA

NABA is an Academy of Fine Arts and Design, legally recognized within the Higher Education Fine Arts System (AFAM), a department of the Italian universities system ruled by the Italian Ministry of Education, University and Research (MIUR), which includes academic institutions involved in the field of fine arts, music and performing arts. Founded in 1980, it was the first academy within the AFAM system to create experimental courses in the design area (fashion, graphic, industrial, interior), showing a permanent interest towards research and innovation. Strongly oriented towards experimentation, NABA aims at integrating education, research and production and at fostering a cross-disciplinary, intercultural and socially responsible approach to education and artistic production.

Nowadays NABA educational offer is structured in three major training areas - Visual Arts, Communication and Design - structured in six Departments: Painting and Visual Arts, Design, Fashion Design, Graphic Design and Art Direction, Media Design and Multimedia Arts, Theatre Design. All degrees issued by NABA are internationally recognised, allowing students to continue their studies in Italian and foreign academies and universities: the undergraduate three-year degrees are equivalent to the BA (Bachelor of Arts) Degree and the postgraduate two-year degrees to the MA (Master of Arts) Degree, while the one-year Master programs correspond to a first level Italian university master diploma. Together with other institutions, NABA promotes also a Master program in Landscape Design (in collaboration with Politecnico di Milano) and a Master program in Photography and Visual Design (in collaboration with FORMA Centro Internazionale di Fotografia). In addition to the academic programs, the Academy hosts in its premises Semester and Summer programs held in English in the areas of communication, fashion and design, organized in collaboration with Philadelphia University (US), Domus Academy (I), Central Saint Martins College of Arts and Design (UK).

Studying at NABA means meeting professionals and artists coming from various professional environments, taking part in several extra-curricular activities and working with students from all over the world. The multicultural environment of the Academy, with more than 20% of its more than 1000 students coming from abroad, is also strengthened by the wide network of international relations. In fact, in addition of being member of ELIA (European League of Institutes of the Arts) and part of the LLP-Erasmus project, NABA is twinned with more than forty European and international Universities and Academies, including, among others, Rhode Island School of Design (US), San Francisco State University (US), Pratt Institute (US) and Nagoya University of Arts (JP). Furthermore, NABA participates in the M-Node Planetary Collegium project, an innovative PhD Program in Arts and Technologies organised by Plymouth University (UK).

## NABA educational offer

### UNDERGRADUATE PROGRAMS

PAINTING AND VISUAL ARTS

GRAPHIC DESIGN AND ART DIRECTION  
MEDIA DESIGN AND MULTIMEDIA ARTS

DESIGN  
FASHION DESIGN  
THEATRE DESIGN

### TWO-YEAR MASTER OF ARTS DEGREES

VISUAL ARTS AND CURATORIAL STUDIES

COMMUNICATION DESIGN  
FILM AND NEW MEDIA <sup>NEW</sup>

PRODUCT DESIGN <sup>NEW</sup>  
TEXTILE AND NEW MATERIALS DESIGN

### ONE-YEAR MASTER PROGRAMS

LANDSCAPE DESIGN \*

PHOTOGRAPHY AND VISUAL DESIGN \*\*  
DIGITAL EXHIBIT AND SET DESIGN\*\*\*

INTERIOR DESIGN \*\*\*

\* In collaboration with Politecnico di Milano.

\*\* In collaboration with FORMA Centro Internazionale di Fotografia.

\*\*\* In English language.

**NABA**  
postgraduate studies



NABA is an Arts and Design Academy founded in 1980 and legally recognised by the Italian Ministry of Education, University and Research (MIUR). It awards academic diplomas equivalent to undergraduate and postgraduate university degrees.

Info: [www.master-naba.com](http://www.master-naba.com)

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