

PHOTOGRAPHY AND VISUAL DESIGN

In collaboration with FORMA Centro Internazionale di Fotografia

Introduction

Photographic images constitute a fundamental part of our every day visual experience taking an increasingly large share of attention, from city walls to magazines at the news stand, from printed clothes, to telephone displays. The issue of reproduction, that has always accompanied photography, carries the main responsibility of what has been defined by many for many years as a "society of images", but it's the event of digital which has brought further decisive acceleration to this irreversible process: transforming reality into its own image. This happened because new technologies introduced two substantial improvements compared to previous practice: drastic decreases in data transfer time and a new economy of the entire process. In the most innovative institutions of our society, in the various fields of cultural production, performance, information, in the exhibition industry, there is a growing demand for professionals who know how to interpret these changes. Not only have the production processes of photographic images mutated, but also those of managing, archiving, circulation and presentation.

Created as a result of the collaboration between NABA and FORMA Centro Internazionale di Fotografia, the one-year Master program in Photography and Visual Design is intended to open the field for research and experimentation to adequately represent the content and dynamics of this new context, without overlooking historical and theoretical assumptions.

Educational Philosophy

The program offers a curriculum of modular specialization within which every participant has the freedom to structure a curriculum that corresponds to his/her specific professional interests in the individual sector. Historical-theoretical study is integrated with laboratories, project workshops and an internship period with the objective of creating professionals able to combine a solid cultural base with wide technical-practical skills necessary for an effective integration in national and international markets. Over a half of the total amount of studying hours is dedicated to workshop activities. This translates in a number of educational units in which there are a series of subject courses aimed at individual or group realisation of a specific product, in most cases commissioned by an external client. A project manager, whose task is to coordinate the work of the other instructors and conclude the assignment, leads every workshop. The Master defines a new educational approach, based on an interdisciplinary methodology and on sharing different artistic and technological languages, aimed towards the realisation of a final project dealing with the issues related to professional world.

Professional profiles and opportunities

The course is focused on training different professional figures involved in the production, management and distribution of photographic images. It is possible to identify some of the profiles to which the master seeks to provide the necessary tools for self-conscious, updated and highly qualified future professionals:

- photographers, with various skills (arts, fashion, advertising, architecture);
- cultural operators, experts in organising events connected with images: exhibitions, festivals, fairs, etc.;
- specialists in image research for agencies and image banks;

- specialists in managing and in using photography for editing, advertising, communication, corporate purposes;
- image consultants for companies and publishing houses;
- photoeditor, archivist;
- company managers/industries/ associations involved in production/managing of photographic materials.

The curriculum, based on theoretical-methodological study and on activities applied to a wide range of contexts, allows the placement in professional structures that operate and collaborate within the described fields. The projects realised and seminars organised during the master course seek to enrich the portfolio of participants and to widen the network of contacts, facilitating professional development.

Program

The Master program focuses on four project areas: preparation of a photographic exhibition, designing a photo book/magazine, realisation of a video-photo project and managing of a corporate project. Each of these areas is treated in an integrated way with courses that allow the development of interdisciplinary professional skills: technical, methodological and cultural. Great importance is given to the development of projects facing creative problems in an interdisciplinary way, also through team working; together with the teachers, students will participate in real productions: every year research and experimentation are united in the elaboration of one or more projects-events in collaboration with a network of partner companies and institutions.

The curriculum is divided into two parts. In the first part, attention is focused on theoretical-scientific and technical disciplinary skills, while the second focuses on the introduction of design project elements. Various course types are foreseen: project workshops, technical-methodological laboratories, theoretical courses, short seminars, meetings with external guests and guided visits.

The objective of the project workshops is to transfer and put into practice profession skills connected with the production of photographic images, their exhibition, archiving, transfer, and use for editorial, advertising and commercial purposes. In the laboratory sessions, the technologically advanced equipment conditions simulate a real studio, from the presentation of a "brief" for elaborating ideas, to the development of project and the delivery of a prototype. The technical-methodological laboratories aim at introducing the tools used for design and production of works connected with the project areas, such as providing basic skills of photographic practice with analogical and digital tools. The laboratories are integrated at interdisciplinary level, in order to offer coordinated and organic support for carrying out the projects.

The theoretical courses involve critical specialisation in issues related to history of photography, image theory, mass media, as well as managerial and economical aspects of the sector. Short seminars and meetings with artists and professionals, organized in collaboration with other NABA Master programs and with the initiatives of FORMA, allow the participants to acquire a broad vision of the international scene. Guided visits to research centres and performance and audio-visual production, publishing houses, theatres, artists' studios, museums and contemporary art galleries enrich the program that also foresees participation in one or more international fes-

| TRAINING ACTIVITIES | ARTISTIC-DISCIPLINARY AREA | CREDITS | TOTAL CREDITS FOR EACH KIND |
|---------------------------------------|---|---------|-----------------------------|
| PROJECT WORKSHOPS | PROJECT AND SET DESIGN (EXHIBITION) | 8 | 24 |
| | PHOTOGRAPHY (MAGAZINE) | 10 | |
| | PHOTOEDITING | 6 | |
| | (VIDEO-PHOTOGRAPHIC PROJECT, CORPORATE PROJECT) | | |
| THEORETICAL COURSES | HISTORY OF PHOTOGRAPHY | 6 | 16 |
| | THEORY OF IMAGE | 2 | |
| | PHOTOGRAPHY SYSTEM | 8 | |
| | (AGENCIES, COLLECTING, MARKETS) | | |
| TECHNICAL-METHODOLOGICAL LABORATORIES | COMPUTER GRAPHICS | 6 | 12 |
| | PHOTOGRAPHY TECHNIQUES (CONSERVATION, RESTORATION, DARK ROOM, STUDIO SHOOTING; ARCHITECTURE, CINEMA, PORTRAIT, REPORTAGE) | 6 | |
| FURTHER TRAINING ACTIVITIES | INTERNSHIP | 4 | 4 |
| | PERSONAL STUDYING AND PROJECTS DEVELOPMENT/ PROFESSIONAL TRAINING/ PORTFOLIO/ FINAL PROJECT | 4 | 4 |
| | | | |
| TOTAL | | | 60 |

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, project management, 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.

A part of the study process is a period of internship, that may be undertaken at a carefully selected company or institution, including publishing houses, editorial offices, photo agencies, archives, museums, galleries, photographic 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 an intensive laboratory at NABA, within the frame of a project co-production between NABA and partner companies and institutions. This second type of Internship allows students to develop an entire project with all necessary technological tools at their disposal; to experiment professionally with a real customer and to work in a multidisciplinary team as happens in a working context.

Evaluation

The program foresees individual evaluation at the end of each design workshop and every cycle of theoretical lessons and laboratories, checking the different parameters and monitoring the development of the student's design and technical skills, as foreseen in the curriculum. The Master program ends with a final exam, open to the public, where the student will present a final project and a portfolio, showing the intermediary stages of the single projects carried out during the course.

Course director

Denis Curti. Long time photographic critic for the pages of VIVIMILANO and on Milan pages of Corriere della Sera. As artistic director of Fondazione Italiana per la Fotografia and of Biennale Internazionale di Fotografia, he has organised festivals and exhibitions with the most famous world photographers. Former consultant for cultural marketing at Canon Italy, Denis is currently the artistic director of the Festival Foto di Savignano sul Rubicone, director of the Milan branch of Contrasto and member FORMA Centro Internazionale di Fotografia Administration Board.

Scientific Committee and Teaching Staff *

* For the complete list please see the website www.master-naba.com.

Scientific Committee

Gianni Berengo Gardin (Photographer)
Giovanna Calvenzi (Critic and Photoeditor of Sportweek)
Gianluigi Colin (Art Director of Corriere della Sera)
Denis Curti (Journalist and manager of Contrasto)
Luca Molinari (Architect and Critic, Editor for Architecture at Skira)
Francesco Zanot (critic)

Teaching Staff

Franco Achilli (exhibit designer)
Luca Andreoni (photographer)
Jacopo Anti (b/w printer)
Paola Brivio (photoeditor Geo magazine)
Vincenzo Castella (photographer)
Denis Curti (journalist and professor, Contrasto manager)
Tano D'Amico (photographer)
Salvo Dell'Arte (lawyer and professor, founder of IACCI)
Sara Dolfi (photography collecting expert)
Massimiliano Foscati (photographer and curator)
Antonello Frongia (photography history expert)
Luigi Gariglio (photographer and visual sociology professor)
Ercole Gianmarco (photographic documentation expert)
Giacomo Giannini (photographer)
Walter Guadagnini (contemporary art and photography expert and critic)
Francesco Jodice (artist and professor)

Roberto Koch (Contrasto founder and managing director)
Uliano Lucas (photographer)
Alessandra Mauro (Contrasto publishing director and FORMA exhibition activities responsible)
Maurizio Montagna (photographer)
Beatrice Ravelli (cultural marketing expert)
Mariella Sandrin (photoeditor)
Giuliano Sergio (image theory expert)
Marco Trinca Colonel (artist and digital postproduction expert)
Marco Vacca (photoreporter)
Roberta Valtorta (director of Museo di Fotografia Contemporanea)
Francesco Zanot (curator and photography critic, responsible for FORMA educational activities)

Visiting professor

The Master's previous editions hosted lectures and workshops held by, among others: Olivo Barbieri, Gianni Biondillo, Mario Cresci, David Farrell, Marco Finazzi, Luca Molinari, Franco Pagetti, Bernard Plossu, Filippo Romano, Giuliana Scimè, Wim van Sinderen (FotoMuseum Den Haag), Marina Spada, Sandra S.Phillips (San Francisco Museum of Modern Art).

Partners and International Relations

The projects carried out during the Master program are realised in collaboration with working professionals, companies and institutions of particular significance in the sector some of whom already collaborate with NABA, and with professionals involved in the Master course. They include: Contrasto, Mondadori, Skira, Canon. Interested students may request to continue their studies by taking a period of study in one of NABA's foreign university partners on completion of the Master course. Such requests will be evaluated and presented to the partner institutions if related to the students' research goals. NABA also collaborates with the Center of Advanced Inquiry in Integrative Arts–University of Plymouth, McLuhan Program in Culture & Technology University of Toronto, Philadelphia University, San Francisco State University.

Admission requirements

The course is intended for students with a degree or a university diploma in artistic or humanities disciplines. Different curricula (i.e. architecture, design, fashion design, media design), can be taken into account provided that they are supported by a strong motivation and background experience in the sector.

Admission of students with different degree or diploma, as well as professionals with a significant experience in the program's field, will be taken into consideration if the applicant is motivated by a research interest towards the programs' topics. Participants not holding a first level Bachelor degree/academic diploma will not get the 60 educational credits, but will receive a certificate (instead of a diploma) of attendance to the Master.

Admission will be subject to selection, which will be done in order to identify the mix of necessary skills to create project working groups. A commission lead by the program's Director will evaluate whether the degree corresponds to requirements and will identify possible educational credits or debts, upon estimating the candidate's application.

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

Selection procedure

All admission 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 ("Admissions" area) or via email, writing to 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 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.

| | ITALIAN AND EU CITIZENS | NON-EU CITIZENS |
|--|-------------------------|----------------------|
| ONE-YEAR MASTER PROGRAMS – ADMISSIONS OPENING | APRIL 1 ST, 2010 | APRIL 1ST, 2010 |
| ONE-YEAR MASTER PROGRAMS – ADMISSIONS DEADLINE | OCTOBER 31ST, 2010 | SEPTEMBER 30TH, 2010 |
| ONE-YEAR MASTER PROGRAMS – ENROLMENTS DEADLINE | NOVEMBER 30TH, 2010 | OCTOBER 31ST, 2010 |

Fees and payment conditions

The total fee for one-year master programs attendance may vary - as a consequence of the awarding of scholarships or other kinds of grants, awarded according to different deadlines throughout the year - from 12.000 to 5.000 Euros.

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)
- 4.500 Euros by January 31st, 2011 (tuition fee first instalment)
- 4.500 Euros by July 31st, 2011 (tuition fee second instalment)

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)

Special terms

Early Bird discount:

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

Unique solution discount:

500 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 dedicated website, or require them via email writing to 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 website. Moreover, sending an email to infomaster@naba.it it is possible to be inserted in a mailing list and receive updated information.

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 the "Fees end grants" area on the www.master-naba.com website.

Summary

Fields of specialization: image research, photographs for publishing, managing events and photographic projects.

Professional profiles: photographer, photographic events manager, archivist with a specialisation in managing photographic materials.

Director: Denis Curti.

Language: Italian.

Title: First level academic Master Diploma.

Credits: 60 CFA.

Duration: one year, from January to December.

Yearly schedule: intensive – 700 hours of class and 800 including individual studies, group studies, internship

Internship or company project: the internship can be undertaken in an external institution or within NABA/FORMA, in a development laboratory supported by a partner company.

Evaluation: in addition to the individual evaluation at the end of each course module, there will be a final exam open to public, foreseeing the presentation of the portfolio including the projects carried out during the course.

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 ^{NEW}

PRODUCT DESIGN ^{NEW}
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

Email: infomaster@naba.it

NUOVA ACCADEMIA DI BELLE ARTI MILANO

Via Darwin, 20 20143 Milano Italia tel. +39 02.97372.1 fax +39 02.97372.280 www.naba.it