



DEPARTMENT OF DESIGN AND APPLIED ARTS

SCHOOL OF ARTISTIC DESIGN FOR BUSINESS
Specialism ► CORPORATE IDENTITY

LEARNING OBJECTIVES: This syllabus is designed to meet the needs of an increasingly competitive market, training highly specialised professionals who can optimise a company's image and skilfully position products or services on the market, using the most effective communication tools and strategies.

EMPLOYMENT PROSPECTS: On completing this course, graduates will be able to join the management team of public and private companies; they will stand out for their exceptional creativity and artistic activity, along with the business skills required to manage complex corporate communication. They will be able to organise and coordinate advertising campaigns, managing the human and financial resources dedicated to the image of the company and its products.

OVERVIEW OF MODULES The overview of modules provides detailed information on all aspects of the teaching students will receive:

- the module type (core, specialist, elective, etc.)
- the module code
- the area of study
- the subject matter.

The core list comprises the areas of study common to all specialisms, whilst the specialist list contains the areas of study that define that particular specialism.

CORE MODULES

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ABPR15	Design methodology	Design methodology
ABPR16	Drawing for designers	Design and technical drawing Basics of computer-aided design
ABTEC38	Digital applications for the visual arts	Computer graphics
ABST47	Style and the history of art and fashion	History of contemporary art History of modern art
ABPC65	Mass media theory and methods	Mass media theory and methods Communication ethics

Minimum number of credits required for the bachelor's degree 42

SPECIALIST MODULES

ABPR19	Graphic design	Graphic design Graphic design Web design
ABPR31	Photography	Photography
ABTEC37	Design methodology for visual communication	Art direction Brand design Design methodology for visual communication
ABTEC41	Digital modelling techniques	3D rendering
ABTEC43	Audiovisual languages and techniques	Introduction to video production New integrated media techniques
ABPC67	Communication methods and techniques	Advertising communication Copywriting Introduction to communication in journalism Creative writing

Minimum number of credits required for the bachelor's degree 66

SUPPLEMENTARY OR ELECTIVE MODULES

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ABAV06	Painting techniques	Chromatology
ABST45	Theories of multimedia art	Multimedia communication
ABST46	Aesthetics	Aesthetics
		The phenomenology of the image
ABST51	The phenomenology of contemporary art	Languages of contemporary art
ABST52	History and methods of art criticism	Theory and history of visual methods: methodology and visual analysis
ABST55	Cultural anthropology	Cultural anthropology
ABST56	Sociology	Sociology of cultural processes
		Sociology of communication
ABST58	Theory of the perception and psychology of shape	Theory of the perception and psychology of shape
		Psychosociology of the consumption of culture
ABLE69	Marketing and management	Introduction to cultural marketing
		Net marketing
		Public relations
		Large-scale event organisation
		Logic and business organisation
ABLE70	Legislation and economics of the arts and entertainment	Information and digital communication law

Minimum number of credits required for the bachelor's degree 36

EXTRA MODULES

Computer skills

Foreign language test

Seminars/workshops/internships

CFA 14

MODULES CHOSEN BY STUDENT

CFA 10

MODULES RELATED TO THE FINAL EXAM

CFA 12

Total credits required for the bachelor's degree 180

PROGRESS TESTS

Tests of the progress made in each module are carried out at the end of the year and consist of:
 - an oral or combined written/oral examination for theoretical subjects
 - a presentation of projects, followed by a discussion, for subjects that combine theory and practice

FINAL EXAMINATION TYPE

The final examination taken at the end of the bachelor's degree involves:
 - the presentation of a laboratory-based piece of work in the student's specialist field under the guidance of a dedicated lecturer
 - the writing and subsequent presentation of a theoretical or experimental thesis, with or without illustrations, under the guidance of a supervisor

Pursuant to Italian Ministerial Decree no. 123/09, the core and specialist modules must account for a total of 108 credits (60% of the total of 180); however, the Academy, given its independence, can decide to insert subjects from the core and specialist lists not used as such in the bachelor's degree into the list of elective or supplementary modules. Furthermore, to optimise the teaching provided, it reserves the right to alter the way the different subjects are divided up, on the condition that the aforementioned sectors in the core list remain unchanged.