

3

Y

C

Three year course →
VISUAL DESIGN

V

S

D

3 Y C

Contemporary life is full of messages, images, meanings, symbols, artefacts and complex rules. Visual Design is the area in which the aesthetic-functional project responds to the increasingly complex needs posed by the socio-cultural scenarios of our time and plays a crucial role in shaping our daily experience. It helps us understand the world around us, guides us in cities and museums, shapes coherent and integrated visual identities, digital interfaces and audiovisual products.

V S D

Duration 3 years
Hours 4500
Credits 180

Starting date
October

Language
Italian English

DIRECTOR ELISA RICHELMI

Graphic and Interior designer, she graduated from the Politecnico University of Milan in Interior Design and specialized in Graphic Design at Milan Academy of Communication. Later, she trained at the A+G Achilli Ghizzardi Associati studio. In 2008 she founded XXY Studio. In over fifteen years of activity she has developed the idea that an effective and meaningful design requires formal organization together with the ability to arouse emotion. She handled the visual identity of companies, organizations, product lines and editorial projects, designed books for some of the most important Italian publishers, including Iperborea, Mondadori, Rizzoli, Utet, Bollati Boringhieri, Sonzogno and Corriere della Sera.

CURRICULUM

During first year students primarily attend theoretical courses and applied languages; second year opens up to new digital and multimedia languages, while third year is devoted to portfolio design. From the fundamentals of basic design to typographic grammar, from software for graphic layout to packaging, from motion graphics to interactive design, students learn all the disciplines related to visual design, combining techniques and technologies with their own creative and cultural background, to operate consciously in the complex scenarios of our time.

PROFESSIONAL OPPORTUNITIES

Graduates will be able to apply to traditional design roles such as visual designers, graphic designers, art/creative director, brand designer, digital designer, packaging designer. They will also be skilled designers of the digital age, thanks to their peculiar education, all interdisciplinary. They will be able to express themselves as UX/UI designer, motion graphic designer, designer for augmented reality and virtual reality.

WHO IS IT FOR

The course is for candidates who possess a high school diploma and students coming from Italian or foreign universities, with a keen interest in visual communication, from design (graphic, visual, digital design, lettering, photography, video) to anthropology and society (art history and history of design, sociology, semiotics, aesthetics, theories of communication)

FIRST YEAR

History of Drawing and Graphic
Techniques and Technologies for design
Computer Graphic
Design Methodology
Design Methodology for visual communication
Photography

Graphic Design 1
Theories of visual perception
Printing technologies
English Language
Extracurricular Activities

SECOND YEAR

Computer graphic 2
Mass media theory
Digital Video 1
Design Methodology for visual communication
Advertising communication
Graphic Design 2

Phenomenology of contemporary Arts
History of video and cinema
English Language
Extracurricular Activities

THIRD YEAR

History of applied arts
Digital animation techniques
Digital video 2
Graphic Design 3
Brand Design

Designing careers
Interaction design
Semiotics
Extracurricular activities
Final dissertation and project

OPTIONAL EXTRACURRICULAR COURSES

Digital processing of the image (Photoshop)
Jewel Design
Knitwear
Theory of the color
Sustainability culture
Communication methodology and technique
(graphics and portfolio)

Textile Design
Photography as a visual language
Image for the Project
Design, Economy, Communication and Marketing
Calligraphy
Printing techniques

Raffles Milano
Istituto Moda e Design

rafflesmilano.it
info@rafflesmilano.it

Via Felice Casati, 16
20124 Milano MI

Contact person for Three-year Courses
triennali@rafflesmilano.it

Administrative Office
+39 02 22 17 50 50