

COURSE CATALOGUE

“GB ACADEMY OF FINE ARTS - UDINE”

PRESENTATION OF THE ISTITUTION

The Academy fits into an important structural context, provided with newest-generation educational equipments and made up of a group of highly specialised teachers within the academic and artistic field who have gained significant experience in the world of Arts, Painting, Design and Culture. Every single course promoted by The Tiepolo Academy of Udine is aimed at ensuring, at the end of a three-year training course, to young people all the instruments and competences that allow the possibility to join the labour market and the world of Arts.

The “GB Tiepolo” Academy of Fine Arts was born in Udine with the aim of offering to the Region of Friuli Venezia Giulia a new cultural opportunity: the chance to have the First Academy of Fine Arts in Friuli Venezia Giulia.

The new proposal, welcomed favourably by the Province and the Municipality of Udine, as well as by the major category associations, obtained in April 2015 the decree of approval by ANVUR (*Agenzia Nazionale di Valutazione del Sistema Universitario e della Ricerca del Ministero dell’Istruzione*) – The National Agency for the Evaluation of Universities and Research Institutes – and in May 2016 the Ministerial Decree of Recognition signed by the Minister for Education, Mrs Stefania Giannini.

THE COURSES

Our Academy of Fine Arts fits into that kind of higher learning institution, which is part of the academic sector concerning Higher Education in Art, Music and Dance (AFAM – Alta Formazione Artistica, Musicale e Coreutica), dedicated to the Visual Arts, Design, Applied Arts and History of Art.

Unlike the other Higher Institutions substantially literary and scientific in nature, our Academy wants to achieve some fundamental purposes such as providing Higher Education, promoting the research in various domains pertaining to visual arts, and preparing our students properly to carry out their profession.

That is why the Academy offers to all its students the following undergraduate courses awarding BA degrees:

- the course on Graphic Design for Enterprise;
- the course on Painting (Pending implementation);
- the course on Interior Design (Pending implementation).

LEARNING OUTCOMES

The educational aim of the study courses for the graduation in **Graphic Design for Enterprise** is to ensure, through theoretical and practical teachings, the achievement of all the necessary knowledge and skills in order to enable students to design with technical and methodological mastery, artefacts in the field of contemporary visual communication that are intended for both private and public clients. All the activities carried out in the courses, in the practical classes and during the meetings with special guests and in the workshops too, will contribute, together with the final apprenticeship, to prepare the students for an immediate outlet into the job world.

During the teaching of the various subjects and the three-year workshops, students will have well-organized environments at their disposal and new generation tools, so that they will be able to develop the design skills and to get the necessary experience in the main traditional and contemporary expressive technological tools which concern the use and management of space and the principles of communication and representation.

Our aim is to give our students those synthetic tools necessary to manage the large amount of rules, technologies and cultural notions that are at the basis of a Graphic Designer's training and preparation. Graduates from the Design Academy courses are expected:

- to possess adequate technical and operational training concerning methods and contents relating to the fields of Graphic Design, Advertising Communication, Stand Design, Product Design and Fashion Design;
- to manage methodological and critical tools suitable for the acquisition of skills in expressive languages, techniques and the most advanced technologies;
- to be able to effectively use at least one language spoken in the European Union besides their mother tongue both to talk about contents relating to Graphic Design and for the exchange of general information;
- to know the main IT tools and use the telematic communication in the specific areas of competence.

The Academy, thanks to agreements with public and private institutions and local companies too, will provide students with the opportunity to directly experiment and use all the knowledges they have learnt during the courses in order to further enhance the skills acquired. Teachers will perform the coordination function throughout the apprenticeship course that will be also followed by company tutors.

EMPLOYMENT PROSPECTS

In the Region of Friuli Venezia Giulia there are a lot of various local manufacturing entities: some small and medium enterprises, and other larger and structured companies. Nevertheless, both of them need to employ professionals, who can help them to grow, to improve their public image, to enhance communication, to take care of the product and to better their own corporate identity.

Therefore, the three-year-study course, which leads to the First Level Academic Diploma in Graphic Design for Enterprise provides the skills to design artefacts for visual communication in order to be immediately integrated into the following professional areas:

- in studios dealing with visual communication;
- in studios specifically dealing with web design;
- in graphic design and multimedia departments within advertising agencies;
- in the marketing and communication offices of companies;
- in the editorial offices of publishing houses that produce books, magazines or newspapers.

Among the main design subjects involved in the above-mentioned areas are to be mentioned: corporate identity, info-design, web and digital design, editorial design, exhibit design, graphic motion.

The possible career outlets may range from the initial position as a graphic designer up to the status of art director of one of the above-mentioned institutions.

This Diploma together with a proper work experience can concretely lead to a free-lance profession through the establishment of a one's own new design and consulting studio.

GENERAL DESCRIPTION

- Qualification awarded: 1st Level Diploma;
- Language of Instruction: Italian;
- Level of qualification: BA - I Level;

SPECIFIC ADMISSION REQUIREMENTS

The admission test for the Graphic Design course is intended for all those candidates who have not attended an Artistic Secondary School. It takes place within 6 hours and consists in answering 20 multiple-choice questions concerning general knowledge, logic, technical drawing, design and history of art, along with 5 graphic tests related to the knowledge and mastery of graphic design. The practical test is followed by a motivational interview with members of an internal Academy commission. Instead for all those students in possession of an Artistic school-leaving Diploma, the enrollment in the first year will be direct and not subject to the admission test. They will be asked to present a portfolio of their own works.

Attendance is compulsory for all courses and each teacher will record the attendances in relation to the programs and university credits awarded. To be admitted to the exams of each single course students must have attended 80% of the classes.

GRAPHIC DESIGN

2019/2020

BACHELOR'S DEGREE
180 CFA

First year

FIRST SEMESTER

ABST47	History of modern art	4 ECTS
ABPR16	Technical and Design Drawing	6 ECTS
ABTEC38	Computer science for graphics	6 ECTS
ABPR31	Digital photography	8 ECTS
ABPC67	Methodologies and communication techniques	4 ECTS
ABST58	Theory of perception and shape psychology	6 ECTS
ABTEC39	Elements of Computer Science	4 ECTS

SECOND SEMESTER

ABST47	History of contemporary art	4 ECTS
ABPR19	Graphic Design I	12 ECTS
ABAV6	Pictorial techniques	6 ECTS

Second year

FIRST SEMESTER

ABTEC41	Digital modelling techniques – Computer 3D	6 ECTS
ABPC65	Theory and method of mass media	6 ECTS
ABVPA64	Stand design	6 ECTS
ABAV2	Illustration	6 ECTS
ABLIN71	English	4 ECTS

SECOND SEMESTER

ABTEC38	Computer Graphic	6 ECTS
ABPR19	Graphic design II	12 ECTS
ABPR19	Elements of editorial graphics	8 ECTS
ABPR19	Web design	6 ECTS

Third year

FIRST SEMESTER

ABST48	History of Applied Arts	4 ECTS
ABPR19	Graphic design III	12 ECTS
ABPR34	Publishing for Fashion Design	8 ECTS
ABTEC37	Packaging	6 ECTS
ABAV6	Chromatology	6 ECTS

SECOND SEMESTER

FURTHER TRAINING ACTIVITIES	4 ECTS
EDUCATIONAL ACTIVITIES CHOSEN BY STUDENTS	10 ECTS
FINAL TEST	10 ECTS