



# PERSONAL STUDY PLAN

DAPL06 - BACHELOR'S DEGREE  
PROGRAM IN GRAPHIC DESIGN

## 1st YEAR CFA SEMESTER

SECTOR CODE	ARTISTIC DISCIPLINARY SECTOR	DISCIPLINARY FIELD	LECTURE HOURS	CFA
ABPR19	Graphic Design	<b>Graphic Design 1</b>	75	6
		<b>Graphic Design 2</b>	75	6
		<b>Graphic Design 3</b>	45	6
ABTEC37	Visual Communication Design Methodology	<b>Art Direction 1</b>	50	4
ABPC67	Communication Skills and Methodologies	<b>Copy Writing</b>	30	4
ABTEC38	Technologies for visual arts	<b>Computer Graphic 1</b>	150	12
ABPR30	Materials Technology	<b>Cardboard design</b>	50	4
ABPR31	Photography	<b>Photography</b>	50	4
ABST47	Style, Art History and Costume History	<b>Art History</b>	45	6
ABST48	History of Applied Arts	<b>Design History</b>	45	6
ABST58	Perception Theory and Psychology of the Form	<b>Perception Theory and Psychology of the Form</b>	30	4
TOTALE			645	62

## 2st YEAR CFA SEMESTER

SECTOR CODE	ARTISTIC DISCIPLINARY SECTOR	DISCIPLINARY FIELD	LECTURE HOURS	CFA
ABTEC37	Visual Communication Design Methodology	<b>Brand Design</b>	50	4
		<b>Packaging CD</b>	50	4
		<b>Art Direction 2</b>	50	4
ABPR19	Graphic Design	<b>Grafica Editoriale</b>	50	4
		<b>Type Design/Fontlab</b>	50	4
ABTEC42	Interactive Interface Systems and	<b>Interface e Interaction design</b>	100	8
ABTEC38	Technologies for Visual Arts	<b>Computer Graphic 2</b>	125	10
ABTEC39	Information Technology	<b>Web Design</b>	50	4
ABLE69	Marketing e Management	<b>Web Content and Web Marketing</b>	30	4
ABST47	Style, Art History and Costume History	<b>Contemporary Art History</b>	30	4
ABPCI66	History of new media	<b>History of Cinema and Video Art</b>	30	4
ABLE70	Law and Economics of Communication	<b>Digital Information and Communications Law</b>	30	4
TOTALE			645	58

## 3st YEAR CFA SEMESTER

SECTOR CODE	ARTISTIC DISCIPLINARY SECTOR	DISCIPLINARY FIELD	LECTURE HOURS	CFA
ABLE69	Marketing e Management	<b>Project Management</b>	50	4
ABTEC42	Interactive Systems	<b>Interface e Interaction Design 2</b>	75	6
ABPC67	Communication Skills and Methodologies	<b>Integrated Advertising</b>	50	4
ABPR35	Direction	<b>Video Art Direction</b>	50	4
ABTEC38	Technologies for Visual Arts	<b>Computer Graphic 3</b>	50	4
ABTEC41	Digital Modeling Techniques	<b>3D Creation</b>	50	4
ABTEC43	Audio-visual Languages and Techniques	<b>Video e Motion Graphic</b>	100	8
TOTALE			425	34

## ADDITIONAL EXTRACURRICULA ACTIVITIES

SECTOR CODE	ARTISTIC DISCIPLINARY SECTOR	DISCIPLINARY FIELD	LECTURE HOURS	CFA
	Elective activities students can chose from	<b>Multidisciplinary Seminars, Workshops</b>		10
ABLIN71	English	<b>Technical English</b>	45	6
FINAL EXAM	FINAL EXAM	<b>FINAL EXAM</b>		10
TOTAL			45	26

TOTAL CFA CREDITS	180
TOTAL LECTURE HOURS	1760