

DASL06 - Second Level Academic Diploma in DESIGN ART FOR BUSINESS

Section A - General Data Management

School	SCHOOL OF ARTISTIC DESIGN FOR BUSINESS
Department	DEPARTMENT OF DESIGN AND APPLIED ARTS
A1 - Course name	Second Level Academic Diploma Course in Communication and Design Methodologies
A2 - Value of the training credit 1/25	1/25
A5 - Courses	
A6 – Three-year Ministerial Decree of reference (in the documents section, it will be necessary to upload the MD))	Decree number: 201 Date of decree: 04/04/2017
A6 tris - References of the Ministerial Decree by which the Institution was authorised to issue first-level academic degrees	DD: 201 Date: 04/04/2017
A8 - Type	New course
A10 - Graduates (by 2018/2019)	0
A11 - Course website	https://www.accademiadellearti.it/

Section B - Curriculum Management

Address: Generic

Type of activity	SUBJECT FIELD	Sector (Group)	Course	CFA	Hours Lesson/Study	Discipline type	Optional/Mandatory	Profit Verification
First-year cfa: 60								
Basic	Basic courses	ABPC 65	Media phenomenology	6	0/0	Theoretical	Mandatory	Exam
Basic	Basic courses	ABTEC 38	Digital animation techniques	6	0/0	Theoretical/Practical	Mandatory	Exam
Specialisation	Specialisation courses	ABPC 67	Information for the art: means and methods - I	8	0/0	Theoretical	Mandatory	Exam
Specialisation	Specialisation courses	ABST 51	Languages of Contemporary Art 6 0/0	6	0/0	Theoretical	Mandatory	Exam
Specialisation	Specialisation courses	ABTEC 37	Visual communication design methodology - I	8	0/0	Theoretical/Practical	Mandatory	Exam
Specialisation	Specialisation courses	ABTEC 43	Integrated new media technologies	10	0/0	Theoretical/Practical	Mandatory	Exam
	Additional Basic and Specialisation CFAs	ABPC 65	Mass media theory and method	8	0/0	Theoretical	Mandatory	Exam
	Additional Basic and Specialisation CFAs	ABST 51	Contemporary Expressive Problems	8	0/0	Theoretical	Mandatory	Exam
Second year cfa: 60								
Specialisation	Specialisation courses	ABPC 67	Information for art: means and methods - II	6	0/0	Theoretical	Mandatory	Exam
Specialisation	Specialisation courses	ABPR 17	Design system	6	0/0	Theoretical/Practical	Mandatory	Exam
Specialisation	Specialisation courses	ABPR 19	Multimedia Graphics	6	0/0	Theoretical/Practical	Mandatory	Exam

Type of Activity	SUBJECT FIELD	Sector (Group)	Course	CFA	Hours Lesson/Study	Discipline Type	Optional/Mandatory	Profit Verification
Specialisation	Specialisation courses	ABST 51	Latest Visual Arts Trends	6	0/0	Theoretical	Mandatory	Exam
Specialisation	Specialisation courses	ABTEC 43	Integrated new media technologies - II	4	0/0	Theoretical/Practical	Mandatory	Exam
	Additional Basic and Specialisation CFAs	ABTEC 37	Visual communication design methodology - II	8	0/0	Theoretical/Practical	Mandatory	Exam
Student Choice	Selected by the student			10			Mandatory	Exam
Foreign language	Knowledge of foreign language	ABLIN 71	English for artistic communication	2	0/0	Theoretical/Practical	Mandatory	Eligibility
Final exam	Final exam		Final Synthesis Laboratory	10		Theoretical/Practical	Mandatory	Exam
	Internship		Curricular internship	2			Mandatory	

Sorting

Activity	Total CFAs	SUBJECT FIELD	SAD	Total CFAs	First-year CFAs	Second-year CFAs	Third-year CFAs
Basic course	12	Basic courses Basic courses	ABPC 65 ABTEC 38	6 6	6 6	0 0	0 0
Specialising courses	60	Specialisation courses Specialisation courses Specialisation courses Specialisation courses Specialisation courses Specialisation courses	ABPC 67 ABPR 17 ABPR 19 ABST 51 ABTEC 37 ABTEC 43	14 6 6 12 8 14	8 0 0 6 8 10	6 6 6 6 0 4	0 0 0 0 0 0
Selected by the student	10	Selected by the student	-	10	0	10	0
	24	Additional Basic and Specialisation CFAs Additional Basic and Specialisation CFAs Additional Basic and Specialisation CFAs	ABPC 65 ABST 51 ABTEC 37	8 8 8	8 8 0	0 0 8	0 0 0
Knowledge of foreign language	2	Knowledge of foreign language	ABLIN 71	2	0	2	0
Final exam	10	Final exam	-	10	0	10	0
	2	Internship	-	2	0	2	0
Total	120				60	60	0

⚠ Activity on Groups: 0

⚠ - The number of exams: 15 is greater than 14

Section C - Text Management

C1 - Training goals	Mandatory: Yes Universality: Yes
The training course of the Second Level curriculum in Communication and Design Methodologies aims to deepen specialist-level skills in the field of communication techniques of Design, investigating especially all the possibilities offered by the newest technologies and focusing specifically on aspects related to user interaction and the use of content through the use of media that provide for the immediacy of the experience. The transversal skills of both design and software acquired over the three years of reference will be refined. The course also aims to provide specialised training in design methods and techniques. The methodological approach that some of the disciplines will present will allow students at the end of the two years to deal with informative contexts for all branches of Design. The skills acquired for a methodological approach that considers the innovations of new technologies, contemporary languages, and the continuous evolution of design will be of added value. As a specification of the AANT education and continuation of the three-year courses, the course is structured with theoretical-scientific and theoretical-practical parts.	
C2 - Final exam	Mandatory: Yes Universality: Yes
At the end of the Course, the student obtains the Second Level Academic Diploma in Communication and Design Methodologies DASL06. The Diploma allows enrolment in second-level masters and is a necessary qualification for academic teaching. The Degree is equivalent to the Master's Degree LM-12 - Design. The final exam will involve realising a research project with the characteristics of technological innovation and project methodology. It should preferably be carried out with companies and research centres to have integrity, research and pragmatic analysis attributes. It will be preferable that the internship activities provided for in the curriculum and the final exam are connected. In any case, the advisor will be an AANT lecturer supported, where necessary, by one or more co-rapporteurs external to the Institution who are experts for the project's specificities.	
C3 - Career opportunities	Mandatory: Yes Universality: Yes

<p>At the end of the two-year course, graduates of the Second Level Academic Diploma in Communication and Design Methodologies will be able to carry out with professional skills, design, implementation and management of complex communication design projects, integrating different media and technologies; projects providing user experience, interaction and involvement, highlighting the social aspect of Design. These new skills will allow graduates to expand their work possibilities in public and private areas, in the organisation and setting up of educational events and workshops and in the design and care of academic projects. Over time, graduates will also have the opportunity to use their master's degree to teach subjects related to design, which will become their profession. They will not only have professional skills and skills related to the teaching field for educational projects. To broaden the employment prospects in the CFAs of choice, acquiring the mandatory 24 CFUs to access teaching tenders will be possible.</p>	
C4 - Knowledge and understanding	Mandatory: Yes Universality: Yes
<p>The two-year period will allow students to consolidate their lateral thinking, structured throughout the three years. It will enable them to develop and apply innovative solutions for using and teaching design, always considering technological advances, the context and the end user. The analysis of the context and solutions will be facilitated by having methodological and critical tools suitable for the customisation of expressive languages, communicative codes and technical tools.</p>	
C5 - Ability to apply knowledge and understanding	Mandatory: Yes Universality: Yes
<p>The skills developed within the two years will be used to analyse any request and brief and design usable, aesthetically appealing and declinable solutions in complex and articulated systems in the design field. In the same way, the tools acquired in the field of educational design management will provide awareness of the purposes and functions of teaching. They will allow the possession of methodological paradigms for transmitting specific skills.</p>	
C6 - Making judgments	Mandatory: Yes Universality: Yes
<p>The second level course in design communication and teaching is structured to enhance the skills acquired over the three years and integrate them with new ones to manage the complexity of articulated design communication projects. It will also allow students to structure and rationalise teaching protocols even on seemingly only creative paths. They will be able to manage the complexity of a multi-declined project from idea to realisation, interfacing with other actors necessary for the fruition of the final product. They will find ways for this experience to become educational and shareable with standardised protocols.</p>	
C7 - Communication skills	Mandatory: Yes Universality: Yes
<p>One of the results of the course will be a renewed awareness of creative, design and implementation processes that, on the one hand, will allow the management of relations with all the actors of the process more fluidly, enhancing the skills and value of each one and sharing a unique communication code, on the other hand, the same awareness will allow the development of processes and teaching methodologies useful for the transmission of knowledge even to an untrained audience. At the same time, mastering all stages of the process will facilitate the creation of effective communication projects, whether creating an interactive exhibition or a curriculum.</p>	
C8 - Learning skills	Mandatory: Yes Universality: Yes
<p>It will be possible to carry out communication and educational projects beyond known boundaries, experimenting with new methods and languages, always starting with decoding, coding, careful analysis, and research.</p>	