

NABA

postgraduate studies +2 m

master

NABA Postgraduate programs

Artistic and creative work requires an increasingly complex skills-set through an educational curriculum that provides both academic study and professional experience.

In order to meet post-graduate educational needs, NABA has developed two types of academic curriculum for graduate students: first level Master programs (Master) and two-year Master of Arts programs (MA).

The **Master programs** are annual courses for students who wish to acquire specialist skills and experience in the artistic and professional world within a period of intensive studies. It is possible to acquire 60 educational credits valid for continuing studies in Italy or abroad. The program is also aimed at professionals who wish to give new direction to their professional career by gaining new technical and project skills.

The **Two-year Master of Arts programs (MA)** are intended for students who wish to complete a five-year academic curriculum. The program offers

rigorous academic content, with theoretical disciplines being followed by intensive project work. It is possible to acquire 120 educational credits and receive a diploma equivalent to an MA degree.

The degrees awarded by NABA are equivalent to university degrees and are therefore valid for further studies in the university system in Italy and abroad. All the programs have a maximum of 25 students. Every curriculum sets specific admission requirements regarding academic degree qualifications and technical and project-related skills. A special commission, headed by the course director, will evaluate the previous curricula to identify possible credits or debits.

A scholarship programme is available for talented students requiring financial support.

Information can be obtained by mail, or by appointment from the Master Program office, or by participating in open days.

NABA - Nuova Accademia di Belle Arti is an Academy of Fine Arts and Design, formed in 1980.

NABA is a non-state Institute, which is legally recognised by the Italian Ministry of Education, University and Research (MIUR) and issues BA and MA degrees. It trains students and professionals in the areas of Design, Fashion and Textile Design, Theatre Design, Graphic Design and Art Direction, Media Design and Visual Arts. NABA education integrates the more traditional disciplines of visual representation with the new digital technologies. NABA training programs are based on a cross-disciplinary method aimed at developing artistic-professional skills and profiles. This approach derives from continuous experimentation and a close relationship with the artistic and productive environment.

NABA is an international institution, which integrates students of 45 different nationalities in its educational programs and promotes intensive educational exchanges with Art and Design universities in Europe, USA, Latin America and Asia. It organises courses in cooperation with

prestigious institutions such as Central Saint Martins College of Art and Design (London), West Virginia University, Philadelphia University and San Francisco State University.

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Action Marketing and Visual Communication

master

Action Marketing and Visual Communication master

The power of Net culture and the diffusion of accessible digital standards have changed the political, social and consumer dimensions of our world, thus generating new thoughts and actions, and taking us away from traditional vertical media. Advertising billboards, TV, and newspapers seek to measure themselves in terms of interpersonal territories of the consumer-navigator. The street, blogs, and permanent physical territories and communities have become communication fields that traditional media observe with growing fear and respect. This Master proposes an innovative and specialised program for professionals in the communication sector. It offers a training path that provides young communicators with the entire mix of skills required by today's market. Traditional advertising tools (billboards, press campaigns, radio, and web) are complemented with new techniques in communication, which attempt to penetrate the interpersonal and emotional territory of the consumer (performance events, media-activism, creative actions in the urban context). The training methodology foresees the creation of small teams made up of

students with different but complementary skills and educational backgrounds, enabling them to manage complete projects: from ideation to implementation and under the supervision of experts and professionals. The projects are very different in their content: commercial, environmental or social in order to provide students with a broad range of experiences and tools fit for the needs of different targets audiences.

The projects are carried out in three consecutive experiences of production and learning: territorial action, editorial design, and advertising. The program favours an approach that begins with direct experience and interaction with the target audience in order to move on to the phases of production. The projects are planned and studied together with partners and clients, such as public institutions, private companies and communication agencies. The master is open to graphic designers and art directors motivated to acquire new working methods and widen their professional portfolio as well students with a background in humanities interested in participating in professional projects and experiences.

Project workshops

420 hours

Territorial Actions
Editorial Design
Advertising

Theoretical courses

120 hours

Visual Anthropology
Theory and Method of Mass Media
History of Graphic Design and Photography
Marketing

Technical and methodological labs

120 hours

Photoshop
Flash
Indesign
Final Cut

Seminars

40 hours

Degree: Master degree - first level.

Duration: annual. From January to December.
Schedule: intensive. 1500 hours, of which 700 hours of classes and 800 hours of individual studies, group studies and Internship.

Credits: 60 CFA.

Professional profile: art director at an agency, designer and executor of integrated communication campaigns with particular reference to events, action marketing and below the line.

Fields of specialisation: media activism, editorial design, visual and experience communication.
Internship: the internship can be taken at an advertising agency, graphic design studio or in the advertising sector and communication companies.



Digital Environment Design

master

Digital Environment Design 3D master

We are increasingly dependent upon multimedia technologies, and modern society is now in a period in which types and modes of sensorial perceptions are being modified. In the most innovative institutions of the information society, and in the various fields of cultural production (the performing arts, design, and the exhibition industry) there is a growing demand for professionals who can interpret these changes.

The aim of the Master is to form new professional figures, able to create environments that transform the digital scenarios of the information society in new representations of space, characterised by the dynamics of pervasiveness and interaction. The Master program embraces four project fields: the design of exhibition spaces (exhibition design), scenography (digital theatre design), design of virtual museums, and new forms of performance (interactive performance). Each of these areas is treated in an integrated way with courses that allow students to develop different professional skills simultaneously and in an interdisciplinary manner, combining

technical, methodological and cultural skills. An interdisciplinary and team approach to projects is deeply important and with the support of teachers the student participates in a series of real productions. The program is aimed at designers, architects, set-designers, authors and multimedia designers and has been developed in collaboration with the most interesting digital design research groups that work on both the performance and production aspects of exhibition, theatre and museum design. Studies are based on developing design projects and participation in an internship, which help to enrich the professional portfolio of the participants.

Project workshops

320 hours
Exhibition Design
Digital Theatre Design
Virtual Museums
Interactive Performances

Theoretical courses

80 hours
Spatial Anthropology
Theory and Method of Mass Media
History of Contemporary Theatre

Technical and methodological labs

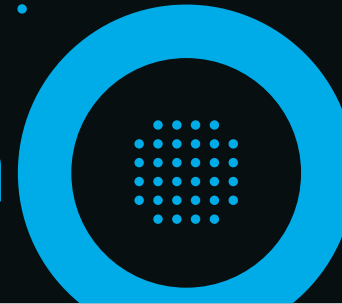
280 hours
Multimedia Performance
Media Installation
Modelling and 3d Animation
Digital Stage Design
Information Technologies

Seminars

20 hours
Degree: Master degree - first level.
Duration: annual. From January to December.
Schedule: intensive. 1500 hours, of which 700 hours of classes and 800 hours of individual studies, group studies and Internship.

Credits: 60 CFA.
Professional profile: digital theatre design, museum and exhibition digital environments design. Fields of specialisation: hypermode design and scenography, multimedia production, virtual architecture.
Internship: the internship can be undertaken in an external institution or within the school in a development laboratory supported by a partner company.

Interior Design



master

Interior Design master

The home has always recorded the changes that society, the economy and culture impress upon our daily lives. The profound transformations in the world over the last ten years are provoking even deeper changes in our lifestyles and the design of our homes as never before.

In the history of man, the home has always represented a starting point for the changes that have subsequently transformed the city and our daily lives. In the present period this theme requires revisiting, with curiosity and experimentation to investigate the innovative and diverse dimensions of living.

The home as refuge; the home as a studio and workplace; the home as a space bordering between private and public worlds; the home as a place to escape from stress and as a gymnasium to regain energy; the home as an ecological and harmonious resource.

The educational philosophy of the master sees the home as the key entity of the minute changes of the city; a ecological place, eco-sensitive; problematic

threshold between meeting with others and concern for individual privacy; a new place of work; of creativity and as a family place that changes with the desires and objectives that mutate over time. The home will be seen as a complex open system with particular attention to the experience of co-housing, and the management of resources and environmental quality. The home becomes a fragment of a positive and diverse change that we wish for all urban space.

The master contains two distinct areas of activity that run in parallel: on the one hand it proposes a series of seminars and theoretical and cultural analyses with contemporary historians, writers, anthropologists, sociologists and artists who will help to read, interpret and trace the fluid boundaries of contemporary domestic life in various international contexts. On the other hand the program offers a series of design workshops supervised by architects, interior and industrial designers, light designers and experts in innovative and eco-compatible materials who will enable students to build and apply new

design scenarios to real cases identified in different urban and non-urban international environments.

Project workshops

300 hours

Minimal living

The minimal house: transforming the city from the inside

Move-arch

Nomadic living, or the portable home

Domesticscapes

Practices and ways of living in the city of the future

Theoretical courses

180 hours

Anthropology, Materials and Techniques, History of Architecture, Contemporary Art, Marketing and Brand Design

Technical and methodological labs

180 hours

Computer Graphics and Rendering

Textiles Design
Light Design
Colours, Materials, Finishes
Sense Design

Seminars

40 hours

Degree: Master degree - first level.
Duration: annual. From January to December.
Schedule: intensive. 1500 ore, of which 700 hours of classes and 800 of individual studies, group studies and an Internship.

Credits: 60 CFA.

Professional profile: interior designer, light designer, industrial designer, strategic consultant for industry/companies specialised in domestic space.
Fields of specialization: architecture, design, interior, home-design.

Internship: the internship can be undertaken in an architectural or design studio, company or publishing house.

Sportswear Design



master

Sportswear master

The sportswear sector today is a victim of its own success, producing forms designed to justify technology or created using different colours and construction so as to differentiate it from "everyday wear" or "fashion". This represents a kind of blind alley with products destined to become counterfeits and decline into second-rate variants.

The cultural and social heart of sport or "physical activity", exists however, and is a deeply rooted experience for everyone. More simply it could be conceived as the moment of no return in which people have rediscovered the harmony with their own bodies, and in which clothing is a fundamental element of balance and pleasure.

It is within this field that the Master program in Sportswear locates itself, proposing students both technical knowledge and the possibility to consider the relationships between different areas from those traditionally considered in the field of sport – such as music and art.

The program offers students an educational and professional course with the following elements:

– a set of subjects related to the technical, scientific and historical-social aspects (new materials, technologies, physiology, history and the evolution of sportswear);

– an individual or group design phase supported by workshops with the objective of a final presentation on selected themes, in the form of a scenario/s. All projects will be developed with the same effort and rigor as a professional project, with the level of innovation and research that can only be achieved in an academic environment.

The Master is dedicated to the training of professional profiles that can work on projects within sector-related companies, integrating the use and development of the technological capabilities of industrial production, with particular attention to innovative research open to stimulus from sectors not immediately connected to the world of sport.

Project workshops

300 hours

Water Sports
Land Sports
Air Sports

Theoretical courses

80 hours

Anthropology and Physiology of Movement
Design Management and Brand Design
Materials and Techniques
History of Sport and Sportswear

Technical and methodological labs

180 hours

Computer Graphics and Rendering
3 experimental labs

Seminars

40 hours

Degree: Master degree - first level.

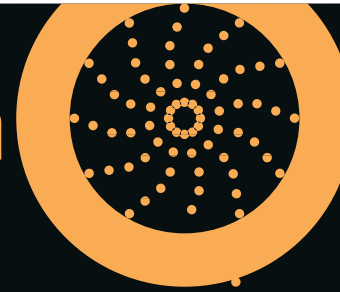
Duration: annual. From January to December.
Schedule: intensive. 1500 hours, of which 700 hours of classes and 800 hours of individual studies, group studies and Internship.

Credits: 60 CFA.

Professional profile: fashion designer, sportswear designer, trend researcher.

Fields of specialisation: sportswear design, fashion brand design. Internship: the internship can be taken at an external institution or within the school in a project workshop supported by a partner company.

Photography and Visual Design



master

Photography and Visual Design master

Photographic images constitute a fundamental part of our every day visual experience attracting an increasing share of attention, from city walls to magazines at the newsstand, from printed clothes to cell phone displays.

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This has occurred because new technologies have introduced two substantial improvements: considerable decreases in data transfer time and a new economy of the entire process. In the more innovative institutions of society and the various fields of cultural production, performance, information and in the exhibition industry there is a growing demand for professionals who know how to interpret these changes. Not only have the production processes of photographic images mutated, but so too have the activities of managing, archiving, circulation and presentation.

Created as a result of the collaboration between

NABA and FORMA, International Centre for Photography, the Master in Photography and Visual Design is intended to open the field for research and experimentation and to represent the content and dynamics of this new context.

The program offers a specialisation program for artists and photographic images designers. With project workshops held by artists and communication professionals, photography is explored in the context of various contemporary visual languages: arts, advertising and reporting. Theoretical and critical lectures with experts from a wide range of artistic and professional fields allow students to make comparisons and gain benefit from a broader project culture.

The Master program is intended for students and professionals who wish to attain specialist knowledge and skills and gain experience and relationships in the artistic and professional world.

Participants will undertake an internship experience at a gallery, agency, photographic studio or publishing house and participate in projects and exhibitions to help to enrich their artistic and professional portfolio.

Project workshops

400 hours

Photography Exhibition
The Photography Book
Theory and Practice of the Technological Images
Photoediting

Theoretical courses and lectures

120 hours

History of Photography
Photography Markets
The Photography Agency
Collecting Photography
Theory and Method of Mass Media
Visual Anthropology

Technical and methodological labs

140 hours

Fundamentals of Photography Techniques
Black and White
Conservation and Restoration
Architectural Photography

Reportage Photography
Fashion Photography
Cinema Photography
Portrait Photography
Computer Graphics

Seminars

40 hours

Degree: Master degree - first level.
In collaboration with: FORMA, International Centre of Photography, Milan.

Duration: annual. From January to December.
Schedule: intensive. 1500 hours, of which 700 hours of classes and 800 hours of individual studies, group studies and Internship.
Credits: 60 CFA.

Professional profile: photographer, photo editor, archivist with specialisation in managing photographic materials.

Fields of specialisation: picture research, photographs for publishing, managing photographic events and projects.

Visual Arts and Curatorial Studies



MA two-year program

Visual Arts and Curatorial Studies MA two-year program

The place of art in our society is defined according to a series of dynamic parameters through which it negotiates its status and operational conditions. The research that marks the role of the artist can be seen as a continuous production of space and time – that of the exhibition, of representation, of direct activities here and now – among all the possible social, individual, economic and political spaces and times. So it is possible to talk about plurality of areas and operational processes that must be conquered, imagined, or revealed when they are disguised in everyday and social life. As a consequence, there is a close relationship or even an overlapping between artistic and curatorial research: not only concerning a change in their respective roles, but in the continuous redefining of artistic space that sees both as active subjects.

The two-year MA program is the only program in Italy and Europe with the objective of uniting a solid education in the field of visual arts production with a highly specialised curatorial program. The MA course highlights the skills of artists and curators

from constructing exhibition space, which is unique and shared, in which roles and attitudes of both are seen as open areas that require continual redefinition. Through a wide spectrum of knowledge and strategies, of new technologies and languages, the program offers a series of theoretical lessons and laboratories, which will be conducted through the two-year program with different European artistic institutions, such as the ICA in London and Portikus in Frankfurt. A series of interdisciplinary activities will be developed through lectures, workshops, seminars and exhibitions aimed at producing new operational and educational models in the field of contemporary art. Different processes for producing of artwork, from the construction of a private fantasy to action in a public context will be experimented and compared with various exhibition models. Particular attention will be dedicated to the study of the transformation of the public and to the training of new figures in the art system.

Internships will be undertaken at art galleries and foundations, while participation in international

projects will help to enrich the artistic and professional portfolio of the students.

Project workshops

400 hours

Visual Arts I
Visual Arts II
Curatorship I
Curatorship II

Theoretical courses

240 hours

History of Art
Phenomenology of Contemporary Arts
Theory and Method of Mass Media
Museology
Economy of Art

Technical-methodological courses

480 hours

Exhibition Design
Photography

Computer Graphics
Artistic Anatomy

Seminars

80 hours

Degree: Master of Arts.

Duration: two years. From January to December. Annual schedule: 600 class hours and 800 including individual studies, group studies, final thesis and Internship.

Credits: 120 CFA.

Professional profile: artist, curator, editor of art magazines, publicist, exhibition designer. Fields of specialisation: visual culture, visual arts and performance, curatorial studies, exhibition design. Internship and Erasmus: the Internship can be taken at an external institution or by participating in an artistic or curatorial project. It is possible to take a studying period abroad on the Erasmus program.