

3YOC

RafflesMilano® | **Istituto
Moda e Design**

Three-years Course in
Visual design

VSD

Visual Design

A matter of exchanges

Learning by doing is the principle at the root of the Three-year courses at Raffles Milano, a training experience that structures the mind, provides a solid technical foundation and unleashes a desire to broaden your life horizons.

Duration

3 years

Start date

October

Lang

Italian/English

Course Leader / Franco Achilli

Visual designer

An architect, Franco Achilli trained with Alfred Hohenegger, Giorgio Fioravanti and Gianni Sassi, then at the New York School of Visual Arts. After acting as assistant to Emilio Fioravanti at G&R Associati, he opened his own first office in Milan in 1985 with Guglielmo Ghizzardi and Mario Piazza. In 1995, he launched A+G Achilli Ghizzardi Associati, which he still runs today, working in architecture, brand and exhibition design, and publishing graphics. His clients in a career spanning over thirty years have included industrial and commercial groups, publishers and international organisations. He has continuous experience in lecturing in design schools and teaches Visual Identity in Brands at the IULM University in Milan. He has been a Visiting Professor at the Northern Illinois University and had held courses at the University of Palermo, the Art Institute of Chicago, Milan Polytechnic, the IUAV in Venice and other universities. The acknowledgements he has received for his teaching work include ten awards from the Designer & Art Directors Club of London. He has written and edited publications about design and his work has featured in leading international magazines.

Three-years Course in Visual design

Topics

- Graphic design
- Brand design
- Photography and video storytelling
- Art and design history
- Exhibition design and signage
- Digital design
- Interactive design
- Anthropology, sociology, semiology
- Theory of the mass media
- Marketing and research

Curriculum

An introductory phase (First Year) is followed by an intermediate one that focuses on a case study (Second Year) and then a completion process dedicated to the final project and portfolio (Third Year). From the groundwork of basic design to the grammar of typography, from graphic layout software programs to packaging, from motion graphics to interactive design, students learn all the disciplines related to visual design, combining techniques with technologies and their own cultural humus, so as to operate consciously in the complex scenarios of our contemporary society.

Professional opportunities

The visual designer is a creative who is also capable of co-ordinating the skills of a team specialising in a variety of disciplines. He also knows how to face, as the orchestra conductor, complex issues at stake in institutional communications, services and products. This course enables students to acquire a methodology to use in the different phases of a project and its execution and to apply for employment as designers (in professional offices, agencies or organisations) or creative consultants for industrial or commercial firms, or – by opening an office of their own – to take the plunge as entrepreneurs of their own careers.

Who should attend

The course is intended for students who have a high school leaving diploma coming from either an Italian or a foreign university. Applicants will be expected to show a strong interest in design disciplines (visual, graphic, exhibition and digital design, lettering, photography and video), in social sciences (anthropology, theories of communication and mass media, sociology and semiology) and in the culture of the visual arts (art and design history). Students who attend this course are future designers of digital and analogical communication, creative directors and brand experts.

Visual design

SUBJECT AREA	SUBJECT
History of contemporary arts	History of visual culture
	History of contemporary art
Design methods	Design methods 1
Drawing techniques and technologies	Drawing and representation
Computer Graphics	Creative projects
	Basic Digital Design
	Basic infographic
	Image processing
Graphic design	Calligraphy and Lettering
	Social communication / Workshop
	Typographic culture and project
	Design for publishing
	Visual identity 1
Photography	History and critics of photography
	Photography and language
	Photoediting
Layout and display techniques	Visualizing
	Pictorial research for communication
Perception theory and psychology of form	Perception theory and psychology of form
Chromatology	Color theory
Graphic techniques and technologies	Techniques and technologies for printing
English language 1	English for Visual culture 1
Conferences and interdisciplinary seminars	Monday Talks
Extra curriculum	Public speaking and stress management
	Ubuntu posters

Visual design

SUBJECT AREA	SUBJECT
Advertising communication	Art Direction for ADV
	Art Direction for events
Digital Video	Video storytelling
Information technology for graphics	Data Visualization
Exposition settings	Exhibit design
Computer graphic 2	Introduction to web design
Packaging 1	Packaging 1
Brand design 1	Brand design 1
Introduction to publishing design 1	Design for publishing 2
Graphic design	Creative projects 2
Arts semiotics	Semiotics
Videography	Motion graphic 1
Design methods for visual communication	Methodology 1
	Methodology 2
	Methodology 3 / Workshop
Sociology of communication	Consumption and social behaviour
Theory and methods of mass media	Theory and methods of mass media
History of cinema and video	History of cinema 2
	History of video 2
English language 2	English for Visual culture 2
Conferences and interdisciplinary seminars	Monday Talks
Activities selected by the student	

Visual design

SUBJECT AREA	SUBJECT
History of applied arts	History of design and artistic movements
Digital video	Videostorytelling and script - advanced Direction and Video editing techniques
Digital animation techniques	Environmental Interactive Design
Fundamentals of cultural marketing	Marketing for culture
Interaction design	Interaction design - advanced
Introduction to publishing graphics 2	Design for publishing 3
Brand design 2	Brand design 2
Graphic design	Visual design 1 Visual design 2 Visual design 3 / Workshop Visual design 4 / Workshop Visual design 5 / Workshop
Expertise work planning	Theory and practice of project management
Packaging 2	Packaging 2
English language 3	English for Visual culture 3
Thesis	
Conferences and interdisciplinary seminars	Monday Talks
Activities selected by the student	
Extra curriculum	Brand Advising / Workshop

Three-year Course Admissions

Candidates can apply by downloading and filling out the [application form](#) and sending it to triennali@rm-modaedesign.it or made by calling the school directly.

Application fee

Candidates applying for admission to the three-year courses must pay an application fee of €150

Application documents

- motivation letter
- passport or identity card for Italian or EU-EFTA citizens
- payment receipt of the €150 application fee

The candidate will be contacted for an Admissions interview after their submission of the Application documents. If their profile is considered suitable, candidates will receive an Admittance letter, which is non-binding for the Candidate.

Download the application form [here](#) and together with the other documents send to: triennali@rm-modaedesign.it

For further information about the courses of study, please [click here](#).

Securing your position in the course

Candidates will be eligible to enroll with us after receiving their Admittance Letter from the Institution. Successful applicants will have 30 days to fill out the enrollment form and pay an enrollment fee to secure their position in the program.

Three-year Course Fees

Annual Enrollment Fee

Students will be subject to an annual enrollment fee of €3.000 to confirm their attendance in the course.

Annual Tuition Fee

Annual tuition fee: €18.000

Raffles Milano may accept the submission of students' income documents to evaluate on students suitability for income bracket pricing scheme.

RafflesMilano®

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