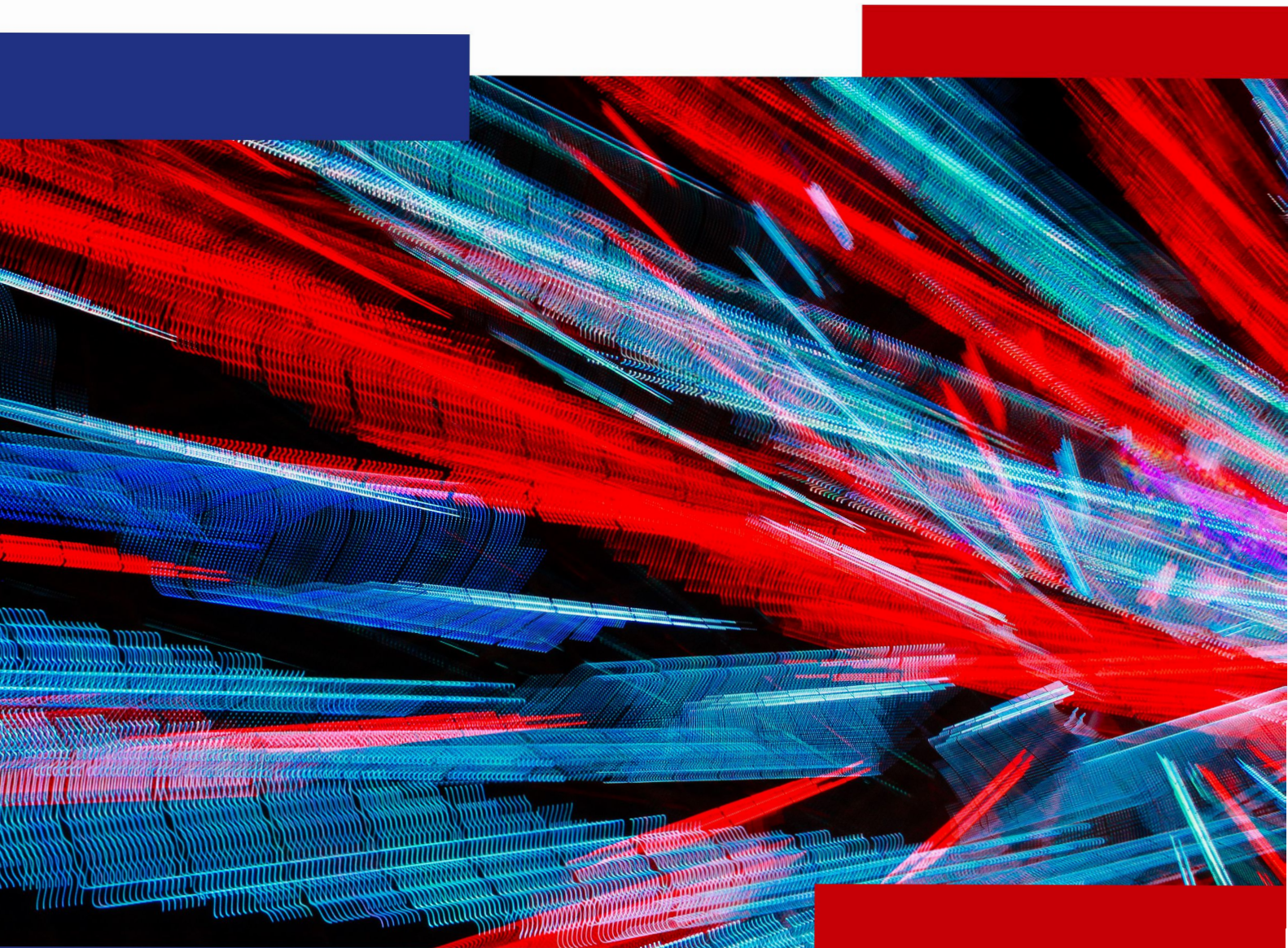




INTERNATIONAL ACADEMY OF NAPLES  
For Business Technology & Professional Arts

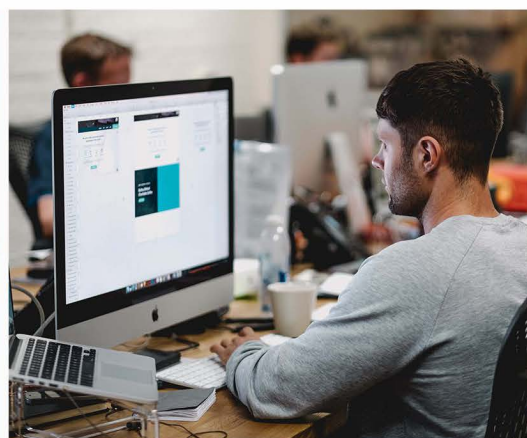
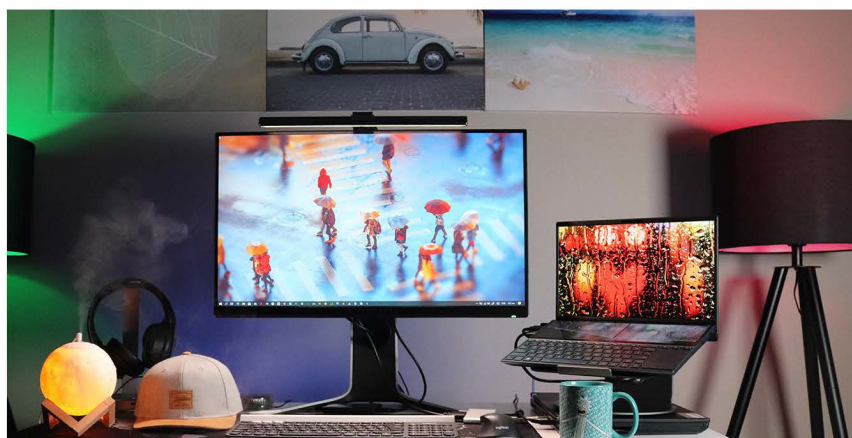


UNDERGRADUATE COURSE  
3 YEARS DIPLOMA IN VISUAL DESIGN



## Undergraduate Course: 3 Years Diploma in Visual Design

Title	3 Years Academic Diploma Program in Visual Design
Summary	The visual designer performs graphic representation of advertising messages by using different visual communication tools. He is a professional who works in the sector of business service activities and carries out creative tasks aimed to corporate communication. It translates the advertising ideas into a graphic project with or without the aid of IT supports. It is able to carry out the design and processing of graphic elements, drawings, illustration and images. Also as well as creating the layout and digital printing.
URN.	M/504/4384
Unit Code	VD
Level	6
Credit Value	180
Hours	500 Per module
<b>YEAR 1</b>	
Module 1	Drawing and Design in Two and Three Dimensions
Module 2	Color and Design in Two and ThreeDimensions
Module 3	The Graphic Studio
Module 4	Graphics and CAD I
Module 5	Communication Skills I
Module 6	Creativity and Innovation
<b>YEAR 2</b>	
Module 1	History
Module 2	Visual Design II
Module 3	Theory & Design Visual Arts
Module 4	Graphics and CAD II
Module 5	Communication Skills II
<b>YEAR 3</b>	
Module 1	Web Design
Module 2	Typography and Photography
Module 3	Design Execution Drawing
Module 4	Landscape and Environment Science
Module 5	Sustainable Web and Professional Graphic Design



# Academic Diploma Program in Visual Design

## Course Curriculum

### Year 1

#### Module 1: Drawing and Design in Two and Three Dimensions

This module discusses the steps to create dimensional designs and methods of dimensioning a drawing, which are parallel, running, chain, and combined dimensioning. It also highlights the elements of art or design, types of dimensional art and the differences between two dimensional and three dimensional drawings. Students are educated on the dimensioning tabs and tools used to dimension a line, edge, bounding box, angle, and radius/diameter. The unit explains the different directions and scopes of application of dimensional design.

#### Module 2: Color and Design in Two and Three Dimensions

The students get an introduction to the elements of design and the key ingredients that form these elements which are colour, line, mass, movement, space, texture, type and value. This unit examines the perception of color, its effective use and the three dimensions of the color experiences: hue, saturation, and brightness. It gives an approach to the principles of design, real application of the colour theory in two and three dimensional designs, and the visual connection between colour concepts.

#### Module 3: The Graphic Studio

The Graphic Studio refers to an illustration & design software used to create graphic designs and vector art. The unit explains the use of the tools, features and canvas in creating projects and the uses and benefits, as well as disadvantages, of the Graphic Studio.

#### Module 4: Graphics and CAD I

This module gives an introduction to Computer-aided design (CAD), which is the use of computers in the process of designing products, and its use in designing curves and figures in two-dimensional (2D) space; or curves, surfaces, and solids in three-dimensional (3D) space.

#### Module 5: Communication Skills I

The unit outlines crucial communication skills such as non-verbal communication, stress management, emotion control, observing and empathizing and how to leverage them. It also examines its importance, types and application in different areas and aspects.

## **Module 6: Creativity and Innovation**

This module discusses the definitions of relationships and differences between skills of creativity and innovation. It highlights the importance of these skills, different aspects of process of creativity and innovation processes, and steps towards cultivating the skills personally and professionally.

### **Year 2**

#### **Module 1: History**

During this model students will analyze various forms of design that have been presented throughout history and the impact of different factors and phases of history. It entails the progress of style and ideas evolved and the connections made between them to give a better understanding of the influence on modern design.

#### **Module 2: Visual Design II**

Visual Design implements the use of elements to enhances the aesthetic appeal of a site.

This module reviews the foundational elements of visual design and the key principles involved in the creation of visual design. It also explains the roles of a visual designer, and the differences and similarities between visual designing and graphics designing.

#### **Module 3: Theory & Design Visual Arts**

The fundamentals and principles of visual communication and visual art are discussed in the theories of design and art which this unit examines. Students will be give an insight into the history of design theory and the theory building process for the theoretical foundation of visual art.

#### **Module 4: Graphics and CAD II**

This indepth study of Computer-aided design (CAD) and its effect on graphics highlights the theory of Integrated Computer Aided Design; its components, and the utility and application of computer graphics in geometric modeling, design analysis, design optimization. This module develops understanding of the use of 2D or 3D CAD software to create visualizations in professional graphic design, and also discusses the possible advantages and disadvantages of using Computer Aided design.

#### **Module 5: Communication Skills II**

This module looks into the types of communication skills, and the major components of effective communication. It also teaches the importance and effect of communication skills, methods of developing communication skills, and how to identify and utilize the right communication styles.

## **Year 3**

### **Module 1: Web Design**

This unit introduces and dissects the broad discipline of web designing. It views the different areas of web design and skills required for web design. This module discusses usability, utility, and visual design; and it also focuses on the main principles, heuristics and approaches for effective web design.

### **Module 2: Typography and Photography**

Individual skills of their own, the merging of typography and photography makes for an interesting course. This module highlights the techniques, terms and types of typography and typographic illusions, and discusses its many styles, rules, uses and effects of typography design. This unit also ventures into photography and its elements, rules, techniques and types. The subject of typography photography and its use in design is discussed.

### **Module 3: Design Execution Drawing**

This module comprehensively reviews the meaning, goal and process of design execution, types of design drawings and their individual uses. In this unit, students will become familiar with how to create different types of design execution drawings and the elements or components involved, such as interior and exterior elevations, interior and exterior 3D renderings, floor plans, site plans, design layout, aesthetic elements, and connection design.

### **Module 4: Landscape and Environment Science**

The unit looks into the definition, approaches and fields of landscape and environmental science. It equips students with knowledge about environmental and landscape sciences issues, ecological and landscape processes, recent and current advances in environmental and landscape sciences and the relationship between key areas of environmental science and landscape processes.

### **Module 5: Sustainable Web and Professional Graphic Design**

The sustainability of the graphic design process depends on a wide range of considerations which are considered in this module. It considers the ethics in graphic design, sustainability challenges for graphic design, and traditional and digital graphic design domains. It enlightens sustainable design trends in design industries and how they can be broadly put to use. It further examines the changes in approaches of form, function and usability that can be utilized in different types of graphic design and eco-friendly methods of graphic design.