

# **NABA**

**NUOVA ACCADEMIA  
DI BELLE ARTI**

**SUMMER  
COURSES**

**Urban graphic  
design**

**1<sup>ST</sup>SESSION:  
June 27<sup>th</sup>\* – July 7<sup>th</sup> 2023**

# URBAN GRAPHIC DESIGN

**1<sup>st</sup> SESSION: June 27th – July 7th 2023\***

\* Please note: June 29 is Rome's city holiday

**School:** Nuova Accademia di Belle Arti

**Address:** Via Ostiense 92, 00152 Roma, Italy

**Phone:** +39.06.90251.309

**E-mail:** summer@naba.it

**Course Structure:** 45 hours – 9 lesson days

**ECTS:** 3 ECTS credits\*

\*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

## TITLE – AREA

Urban graphic design (intermediate level)

## COURSE TEACHER

Nicola Alicata

## COURSE DESCRIPTION

This course aims to introduce participants to the topic of branding, focusing especially within the context of local brands and landmarks, such as regions and cities. Empowered by their communication approach, a must for every entity is to work on the definition of their image and perception, both from a commercial and from an institutional point of view. The target of territorial branding is to build brand experiences for tourism or institutions, in order to increase the capacity to reach new audiences, through a process of brand design and experience design: research, analysis of values, and defining a strategy. Relying on case-studies for inspiration, students will engage in workshops to learn how to emphasize features and how to build communication strategies suitable in many business contexts.

## COURSE OBJECTIVES

The objective of the course is to create skills of analysis and visual synthesis by exploiting the context in which the branding lives, giving importance to the interaction with the consumer and the ability to be impactful and immediately understandable despite a complex context such as Rome.

## ADMISSION REQUIREMENTS

This course is intended for students with some background in that specific subject area and for students attending or having completed one or two years of their university studies in Art and Design who are keen on building upon this through hands-on training experience.

### **OUTPUT**

The student will be taken through a visual and creative process that will lead them to analyze and understand the importance of urban design, until they are able to build a communication platform that always takes into account the physical space in which it is applied.

### **LIST OF MATERIALS AND TOOLS**

Pens, pencils, markers, sketchbook or tablet, camera, laptop with Adobe cloud installed.

### **ATTENDANCE POLICY**

Class attendance is required for successful completion of the course. Attendance will be taken every class period. Students should attend every lesson, and try to be in class at least 10 minutes before the beginning of class. On the last day of classes, instructors will issue a **Certificate of successful attendance only to all students who completed at least 80% of the course.**

### **COURSE POLICY**

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated.

Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

### **TEACHING METHODS**

Theoretical + Practical lessons and workshops.

### **TEACHER'S SHORT BIO**

Nicola Alicata is a designer based in Rome, born in 1981.

After studying communication between Rome and the United States and graduating in Design and Communication, he worked for several years in various communication and branding agencies (Saatchi & Saatchi, Brand Portal, Leo Burnett) specializing in branding, and then opened in 2015 his own communication studio NOAO, together with Cecilia Bandiera.

At the core of all his projects the most important aspect is the research that is then transformed into synthetic communication where the concept is the most immediate and understandable aspect.

## Grading

Total number of ECTS assigned for the successful completion of the course: **3 ECTS**

Grading Weights		Grading Scale
1. Attendance	30 %	Excellent = 90-100
2. Participation and Creative Process	40 %	Good = 80-89
3. Final work / Final presentation	30 %	Average = 70-79
		Below Average = 60-69
<b>TOTAL</b>	<b>100 %</b>	Poor = 59 or below

	<b>Excellent</b> 90 -100%	<b>Good</b> 80 – 89%	<b>Average</b> 70 – 79%	<b>Below Average</b> 60 – 69%	<b>Poor Below</b> 60%
<b>Attendance</b> (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
<b>Participation and Creative Process</b> (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
<b>Original Project</b> (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

## Course Schedule\*

### 1ST WEEK

Day	Time	Professor	h	Lesson-subject
Day 1 Tuesday		Nicola Alicata		<b>Welcome and Registration</b> Course introduction. Theory lesson + case studies
Day 2 Wednesday		Nicola Alicata		Tour (onsite research and analysis)
Day 3 Thursday		Nicola Alicata		Tour (onsite research and analysis)
Day 4 Friday		Nicola Alicata		Workshop

**2ND WEEK**

<b>Day</b>	<b>Time</b>	<b>Professor</b>	<b>h</b>	<b>Lesson-subject</b>
Day 5 Monday		Nicola Alicata		Tour (onsite research and analysis)
		Nicola Alicata		
Day 6 Tuesday		Nicola Alicata		Tour (onsite research and analysis)
Day 7 Wednesday		Nicola Alicata		Tour (onsite research and analysis)
Day 8 Thursday		Nicola Alicata		Workshop
Day 9 Friday		Nicola Alicata		Final presentation

\*The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location.
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.