



LABA FIRENZE

LIBERA ACCADEMIA DI BELLE ARTI



AUTHORISED TO ISSUE QUALIFICATION

Min. Decree No. 358 of 30/05/2017

LABA in Florence is a Fine Arts Academy **authorised by MIUR** (the Italian Ministry for Education, University and Research) to issue first and second level (bachelor's and master's) degrees. LABA is a superior art education institution that has always counted on **"innovative" curricula** in line with state of the art technologies and with multimedia applications. The Academic Courses, that are equivalent to a university degree, are structured into 3+2 years and are channeled through the departments of **Photography, Graphic Design & Multimedia, Visual Arts & Painting, Design and Fashion Design**.

EDUCATION

EXCELLENT RESOURCES, GREAT OPPORTUNITIES

LABA is an educational network with branches both in Italy and abroad. The Florentine institution has been operating **since 2001** based on limited enrollment only, thus allowing access to **about 600 students**. This allows for the optimal use of the **professional workshops** equipped with multimedia-based, **new generation equipment**. Students come from across the world and for many years now the Academy has become a venue of continuing cultural exchange where young people of different customs, cultures, religions and ethnic groups come together, debate and verify their expertise in everything concerning art, creativity, beauty and harmony.

WIDE-SPECTRUM TRAINING INTERNATIONAL COOPERATION

Since its establishment, LABA has always strived to create important synergies by involving foundations, associations and public institutions such as **museums, Municipalities, Provinces and Regions**. It is especially through the work done in cooperation with internationally renowned firms such as **Cartiere Fedrigoni, Rifle, Alessi, Martinelli Luce, Mantellassi 1926, Artemide, Dainese, Alpitour and MBM Biliardi**, however, that the students complete their professional training by developing projects based both on classroom education and on industrial production.

LABA creates with its partners **ad hoc educational pathways**, defining **adequate training contents** and activating **cooperation in research activities**, so as to ensure the continuing growth of the work developed and produced by its students. The Academy also continually invests in the further improvement of all of these aspects and widens its network of cooperation.

In recent years, LABA has activated **synergies at international level**, thereby further reinforcing its educational programme that is part of a system designed to the European standard '**European Credit Transfer System**' which is meant to streamline the movement of students among Italian universities as well as within the EU-member states, giving them the possibility, for example, of enrolling in a three-year educational course in Italy and of completing the subsequent two-year course in any one of the EU-member states. This internationalisation process has also been exported across the Atlantic through the cooperation projects that have been under way now for a few years with the Stephen F. Austin State University and the Angelina College (USA).

In 2015 LABA acted as curator of the 'Festival della Cultura Italiana' (Italian Culture Festival) held in the Czech Republic.



Dantele Cecchi

Ai
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ACADEMIC COURSE

GRAPHIC DESIGN & MULTIMEDIA

DURATION	VENUE	LANGUAGE	CFA	ATTENDANCE
3 YEARS	FIRENZE	ITALIAN	180	80% (min)

AIMS OF THE COURSE

The **Graphic Design & Multimedia** department of LABA in Florence is designed according to the Ministry's new layout (3+2). At the end of the first three years of studies, the student receives the '**Diploma Accademico di 1° Livello**' (equivalent to a Bachelor's degree).

The course prepares the students to work in the graphics sector and involves the acquirement of skills in **printing, publishing** and **web design**.

It addresses the various aspects of **all-round multimedia graphics**, thereby ranging from **advertising** to **directing**, as well as those relating to **video-making** and **digital design**.

MAIN SUBJECTS

GRAPHIC DESIGN

The course is equally balanced between theory and practice. Its purpose is to set the stage for design through the acquisition of graphic tools and techniques, with the ultimate aim of creating a complete publishing project. The practical exercises focus on the correct use of the software: **Adobe, come InDesign, Photoshop, Illustrator**, and are held in workshops specifically equipped with new generation IT tools. Each classroom lesson is followed also by specific activities aimed at the development of a **personal brand design project** that will then be evolved into the final exam project (often created together with LABA partner firms).

WEB DESIGN

The course allows students to acquire the skills that are indispensable for **creatively designing user-oriented websites** via web design and information architecture, **copywriting, usability** and **accessibility**. It also trains students in the online publication of projects through the acquisition of the skills necessary for applying the web's fundamental languages, such as HTML and CSS, all of which ultimately aimed at developing graphic interfaces and content writing for the web. The course also teaches how to **run an Internet domain**, while offering insight into web marketing tools and the importance of the social networks in the world of employment.

DIRECTING AND DIGITAL VIDEO

The course provides the conceptual and operational tools for creating an **audio-visual project** and for autonomously managing video shooting and the editing and post-production process.

Today digital is the key format for cinematography too, and many genres now use digital data and image processing, such as shorts, movies, documentaries, video news, news reports, spots, viral videos, art videos and installations, video animations and motion graphics.

Students learn to **use a videocamera**, or other equipment capable of producing videos, such as some models of reflex or mirrorless photo cameras, with focus on the differences. The course also imparts the basic notions of audio, film and sound editing. Some of the main software products used include **Adobe Premiere CC** and **Adobe After Effects**.



Scatto di Daniele Cecchi



QUALIFICATIONS

LABA's academic course '**Graphic Design & Multimedia**' is designed based on the new regulations governing education qualifications (3+2 years). With the first three-year period of basic training the student achieves the 'Diploma Accademico di primo livello (**Laurea triennale**)' (equivalent to the three-year Bachelor's degree granted by universities).

GROUPS MADE UP OF MAXIMUM 20 STUDENTS

The distribution of students into small groups for the technical and practical lessons allows the teachers to plan their teaching programs tailored to the **requirements of the single student** and also favours the exchange between the students and the firms cooperating in the courses.

EXAMS

The exams are held in the sessions of **June, October** and **February**.

ADMISSION REQUISITES

For more information visit en.laba.biz

PROGRAM OF STUDIES

1st YEAR

COMPUTER GRAPHICS	04 CFA
HISTORY OF ART	08 CFA
GRAPHIC DESIGN 1	10 CFA
DIGITAL PHOTOGRAPHY	06 CFA
DIGITAL MODELING – 3D TECHNIQUES 1	06 CFA
MULTIMEDIA LANGUAGES	04 CFA
BASIC COMPUTER SCIENCE	06 CFA
HISTORY OF CINEMATOGRAPHY AND OF VIDEO MAKING	06 CFA
COMIC ART	04 CFA
ENGLISH	04 CFA
TOTAL EDUCATIONAL CREDITS	58 CFA

2nd YEAR

HISTORY OF MODERN ART	04 CFA
DIGITAL APPLICATIONS FOR ART	08 CFA
GRAPHIC DESIGN 2	10 CFA
WEB DESIGN	06 CFA
DIGITAL VIDEO	06 CFA
DIGITAL MODELLING – 3D TECHNIQUES 2	06 CFA
CREATIVE WRITING	04 CFA
SEMIOTICS OF ART	06 CFA
SOUND DESIGN	04 CFA
TOTAL EDUCATIONAL CREDITS	54 CFA

3rd YEAR

HISTORY OF CONTEMPORARY ART	06 CFA
GRAPHIC DESIGN 3	10 CFA
DIGITAL MODELLING – 3D TECHNIQUES 3	06 CFA
DIRECTING	04 CFA
VIDEO MUSIC	04 CFA
CULTURAL MARKETING FUNDAMENTALS	04 CFA
PHILOSOPHY OF ART	06 CFA
PHENOMENOLOGY OF MEDIA	06 CFA
ENGLISH FOR ARTISTIC COMMUNICATION	04 CFA
TOTAL EDUCATIONAL CREDITS	50 CFA
ADDITIONAL ACTIVITIES (WORKSHOPS, SEMINARS, STAGES)	10 CFA
FINAL EXAMINATION	08 CFA
TOTAL EDUCATIONAL CREDITS	180 CFA



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