



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.



ACADEMIC COURSE

PHOTOGRAPHY

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

AIMS OF THE COURSE

The **Photography** 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 Photography sector** with skills ranging from working as freelance photographer to directing photography. It addresses the various aspects of **Photography all-round**, thereby ranging from **post-production** to **editing**, from **video-making** to the application of **traditional photography techniques, reportage, show business, landscape, fashion, industrial** and **still-life photography**, as well as the digital design aspects across the entire Adobe package.

MAIN SUBJECTS

PROFESSIONAL PHOTOGRAPHY

The **professional photography** course prepares students to work in autonomous artistic projects as well as in sectors deriving from the publication or advertising sectors by **learning various contemporary photography languages** to be applied in the different fields of application.

The key points of the course regard: the optimisation of shooting in photo studios, learning the main post-production techniques applied to photographs, the technologies and materials for the digital printing of fine-art and publication photographs, and the digital animation techniques applicable to still photograph images for use in multimedia films using **Adobe After Effects and Adobe Premiere**. Other aspects dealt with are the techniques concerning **shooting, post-production and diffusion of the photographic image**, taking into account especially the recent changes brought to **photography** by the **contemporary technological media**.

DIGITAL TECHNOLOGIES AND APPLICATIONS

The aim of the course is to provide students, through classroom theory and hands-on practical lessons, with the tools for **managing the techniques and the design of a complex digital multimedia**.

The course gives insight in the various genres by which the moving image is distributed across the world: **narrative, advertising, experimental, artistic**.

The course also tackles the theme of visual pathways and provides practical examples of visual storytelling, basic codes, principles and rules, creation of stories and screenplays intended for audiovisual productions, directing, the sound environment for cinematography and for multimedia, the role of photography and of set designing in audio-visuals such as spots, video art, TV series, cinema.

**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**.





QUALIFICATIONS

LABA's academic course '**Photography**' 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 15 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

HISTORY OF MODERN ART	04 CFA
PHENOMENOLOGY IN THE MEDIA	06 CFA
PHOTOGRAPHY 1	10 CFA
DIGITAL PHOTOGRAPHY 1	05 CFA
HISTORY OF PHOTOGRAPHY	04 CFA
BASIC COMPUTER SCIENCE	06 CFA
HISTORY OF CINEMATOGRAPHY AND OF VIDEO MAKING	06 CFA
DIGITAL IMAGE PROCESSING	10 CFA
ENGLISH	04 CFA
TOTAL EDUCATIONAL CREDITS	55 CFA

2nd YEAR

HISTORY OF CONTEMPORARY ART	06 CFA
SEMIOTICS OF ART	06 CFA
DIGITAL TECHNOLOGIES AND APPLICATIONS	08 CFA
MULTIMEDIA DRAMATURGY	08 CFA
PHOTOGRAPHY 2	10 CFA
DIGITAL PHOTOGRAPHY 2	05 CFA
DIGITAL VIDEO	06 CFA
PHILOSOPHY OF ART	06 CFA
THEORY OF THE PERCEPTION AND GESTALT PSYCHOLOGY	04 CFA
TOTAL EDUCATIONAL CREDITS	59 CFA

3rd YEAR

TECHNIQUES AND TECHNOLOGIES OF DIGITAL PRINTING	04 CFA
PHOTOGRAPHY 3	10 CFA
DIGITAL PHOTOGRAPHY 3	08 CFA
PHOTOGRAPHIC DOCUMENTATION	04 CFA
PHOTOGRAPHY FOR THE CULTURAL HERITAGE	04 CFA
PHOTOGRAPHY DIRECTING	04 CFA
HISTORY OF PHOTOGRAPHY CRITIQUE	04 CFA
CULTURAL MARKETING FUNDAMENTALS	04 CFA
ENGLISH FOR ARTISTIC COMMUNICATION	04 CFA
TOTAL EDUCATIONAL CREDITS	46 CFA
ADDITIONAL ACTIVITIES (WORKSHOPS, SEMINARS, INTERNSHIPS)	12 CFA
FINAL EXAMINATION	08 CFA
TOTAL EDUCATIONAL CREDITS	180 CFA



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