



WINTER

# WINTER COURSE VISUAL DESIGN AND LATERAL THINKING

IED Firenze

January 8<sup>th</sup> – 26<sup>th</sup>, 2018

English



**IED**

Istituto Europeo di Design

WINTER PROGRAMS  
ARE DESIGNED  
FOR STUDENTS  
SEEKING A  
CREATIVE ITALIAN  
EDUCATIONAL  
EXPERIENCE  
PROVIDING  
THE BACKDROP  
TO DISCOVER  
AND DEEPEN AREAS  
OF INTEREST  
AND SKILLS FOR  
ACADEMIC AND  
PROFESSIONAL  
FULFILLMENT.



## IED WINTER PROGRAM

IED Winter programs give students the opportunity to exchange ideas, broaden their knowledge and perception of their discipline through research team participation. The school's philosophy is to offer the highest level of design education in a way that is inspirational rather than institutional while providing a quality facility in an international atmosphere.

Winter programs are designed to build and update practical, professional skills and they allow you to earn university credits while enjoying a study abroad experience and discovering new cultures and places.

Programs are divided in two levels:

**Introductory:** preparatory programs designed for students with no prior knowledge or experience in the discipline.

**Advanced:** programs intended for students who have competences or basic professional expertise in the area of study and are interested in developing their skills and professional portfolios. The multicultural environment, with students and professionals from all over the world will offer you an enriching experience.

## Description

Visual Design and Lateral Thinking takes a multi-disciplinary approach to incorporating theoretical and practical skills necessary for a solid foundation, with the objective of the creation of different projects through the use of several techniques. Students will use the cultural and architectural heritage of Florence of the past and present as their inspiration to utilize and transform their experience and ideas into a unique work.

## Target

This is an Advanced course, participants should have a basic foundation in the main components of the courses, a background in the use of the main graphic software and should be motivated to work independently and under deadlines. Applicants need to show strong motivation and the ability to work in groups.

## Course title:

**VISUAL DESIGN AND  
LATERAL THINKING**

## Course dates:

**January 8<sup>th</sup> – 26<sup>th</sup>, 2018**

## Class scheduling:

From Monday to Friday on a full time basis (morning and afternoon) the course has a duration of 75 hours spread over 3 weeks.

## Location:

**IED Firenze**

Via Bufalini 6/R

## Level:

**Advanced**

# PROGRAM, METHODOLOGY AND STRUCTURE

## Topics

- **History of Design and Communication**  
The historical (and modern) fundamentals of Italian graphic design and how it could be applied to a project of Visual Branding.
- **Printing Techniques and Ennobling**  
Laboratories on the processes of craft-printing and paper ennobling through the use of different techniques. A laboratory inside one of the artisan's labs in Florence where the students can learn and use the equipment for hand-crafting in first person.
- **Semiotics and Visual Design**  
How semiotics apply to visual design. How to compose an idea through the use of symbolism and signs.
- **Adobe Photoshop and Illustrator**  
Laboratories to refine the skills in the Adobe Suite that will lead to a set of visual experiences and products. A project on a particular subject about the intriguing background of Florence.
- **Video Design**  
Laboratories to learn how to screen-write and produce a video for the web. The final product will be a motion "story telling", a dynamic and viral content for the web communication, on the project made during the Adobe course.

## Assignments and Final Project

Self visual-branding. Through manual and artisan-craft techniques, the students will learn how to develop their personal coordinate image.

La Cittadella della Pergola. A visual design experience about the secrets of the town's most renowned classical theater. A tour in the hidden backstage of the Teatro Massimo (Teatro della Pergola).

A video for a viral web application of the visual design for the Cittadella. The final project will be a composition and presentation of both the visual and the video for the Cittadella.



## Lesson plan

(This is an advance copy sample syllabus. Please note that dates and order of the lesson plan may change based on confirmation and availability of professors, guest speakers, site visits etc.)

### WEEK ONE

#### DAY 1

- Orientation day. Staff, faculty and students presentations.
- Course introduction. An overview of the “digital era tools” and explanation of the final output

#### DAY 2

- Lecture. Historical overview of graphic and communication
- Lecture. What does it mean visual design? Elements of general semiotic and graphic perception

#### DAY 3

- Lecture. Basic design: bitmap vs vectors, the origin of a shape

#### DAY 4

- Guided visit and laboratory. Fondazione Il Bisonte Arti Grafiche - [ilbisonte.it](http://ilbisonte.it)
- Lecture. Graphic languages: methodology and approach to the design problems

#### DAY 5

- Laboratory. Finalization of the Visual Branding project

### WEEK TWO

#### DAY 6

- Software introduction. Adobe Photoshop and Illustrator – week dedicated to work in lab

#### DAY 7

- Lab. Adobe Photoshop and Illustrator
- Guided visit. Teatro della Pergola – [teatrodellapergola.com](http://teatrodellapergola.com)

#### DAY 8

- Lab. Adobe Photoshop and Illustrator
- Lecture. Video design

#### DAY 9

- Lab. Adobe Photoshop and Illustrator
- Lecture. Video design

#### DAY 10

- Lab. Adobe Photoshop and Illustrator

### WEEK THREE

#### DAY 11

- Lab. Adobe Photoshop and Illustrator
- Lab. Video design

#### DAY 12

- Lab. Adobe Photoshop and Illustrator
- Lab. Video design

#### DAY 13

- Project. Work development

#### DAY 14

- Lab. Work on final project and portfolio
- Lab. Work on final portfolio

#### DAY 15

- Presentation techniques, final review and discussion
- Individual and Group Final Presentations. Program closure

Throughout the course, students will meet with diverse professionals in the field as part of traditional lecture. Active participation in discussions with guest lecturers and site visit attendance is fundamental.

### Visits and field trips

Visits are an integral part of the program's learning experience. They are designed to complement what is acquired in the classroom as well as serve as an on-going orientation to the field.

Site visits are “tentatively” scheduled in the course program and may change upon guide availability and venue scheduling. All visits will be announced in detail at the start of the course. Site visits are a component of this course and may occur outside of the regularly scheduled class time. Student participation is mandatory.

Field trips: trips out of town, are possible during the weekend, but remain charged to students. Upon request the school IED is in contact with Agency specialized in student travel, to enjoy the Tuscan countryside.

## Bibliography

A list of recommended pre-reading and preparation is provided below.

- Adobe Systems. Berkeley, CA: Peachpit, 2010. Heller, Steven, and Louise Fili
- Italian Art Deco: Graphic Design between the Wars. San Francisco: Chronicle, 1993
- Meggs, Philip B. A History of Graphic Design. New York: John Wiley & Sons, 1998
- Samara, Timothy. Design Elements: A Graphic Style Manual. Beverly, MA: Rockport, 2007
- Thinking with Type, Second, Revised, Expanded Edition: A Critical Guide for Designers, Writers, Editors

### Internet resources

Graphic Design:

[video.pbs.org/video/2311391293/](https://video.pbs.org/video/2311391293/)

Colour Lovers:

[colourlovers.com](https://colourlovers.com)

Font Design:

[zetafonts.com/](https://zetafonts.com/)



# FACULTY PROFILE

Coordinator

## MARCO INNOCENTI

### Summer and Winter Courses in GD - IED Firenze

Founding associate in Kidstudio, where for over 20 years he has been working on branding, graphic and editorial design for tourism, culture, institutions, food, events and fashion. Writer and part-time videogame-maker, winner of international Competitions on Indie Interactive Fiction, held lessons at Università degli Studi di Firenze in Media and Journalism course.

IED teacher since 2011, holds courses in Branding, Typography and Graphic design.  
kidstudio.it

Professors

## LAURA OTTINA

### (History and Basic Design)

Laura Ottina is a graphic designer with twenty years of experience in the publishing industry. She has worked as project coordinator, art director, layout artist, calligrapher, author and iconographic researcher. Since 2005 she is part of the digital art and visual communication studio Popdesign.  
popdesign.it

## INGRID LAMMINPÄÄ

### (Semiotics and Video Design)

Ingrid Lamminpää received her Degree in Architecture in 2005 and continued her academic career in Multimedia Communication and Design, completing her terminal degree a couple of years later. She currently teaches in several institutions in the city, besides IED. Her interests are Ethics in Communication, Visual Design and Social Media. As a result of her background in Communication she is pursuing her research in Social and Political Activism: gender studies, civil rights, no profit, sustainability issues.

[linkedin.com/in/ingridlamminpaa](https://www.linkedin.com/in/ingridlamminpaa)

## LORENZO MASINI and SILVIA AGOZZINO

### (MUTTNIK)

### (Adobe Suite and Visual project)

MUTTNIK is a Florence-based collective composed by communication and product designers experts in different fields like: graphic design, Illustration, product and exhibit design, hardware repair and exotic food.

[muttnik.it](http://muttnik.it)

# PRACTICAL INFORMATION

## Qualification

At the end of the winter programs students who have successfully attended at least 80% of each course receive the IED certificate. Students who are absent for more than 20% of total class meetings, including fieldtrips and course-related activities will not receive the certificate of attendance. Exceptions for medical and personal emergencies are handled on a case-by-case basis.

## IED Admission and enrolment process

To start with the pre-enrolment process clicking Apply Online on [ied.edu](http://ied.edu), complete the form with your personal details and upload the admission required documents.

A dedicated IED Advisor assists students through the whole process.

For more details please check our website  
**[ied.edu/summer](http://ied.edu/summer)**

## Age requirement

Applicants must be 18 years by the end of the year in which the course starts.

## Language requirement

Applicants must have a high intermediate level of English in order to enroll in the program; they must be able to follow a lesson held in English. Level 5.0 IELTS (61 TOEFL IBT or equivalent) or above is requested.

## Cancellation of the course

Courses that do not reach the minimum number of confirmed participants may be cancelled. If a course is cancelled, the student will be notified by telephone or email and will have the option to select another course or request a full refund of all fees paid.

## University and transfer credit

Students seeking university credit for winter courses should contact the international education office at their home institution and find out the transfer credit procedure. IED provides all relevant course materials including syllabus, professor profiles, institutional accreditation and official student transcript in order to facilitate the transfer of credit and recognition of the course/program.

## Visa

Applicants should check with the Italian consulate in their country of residence to confirm if they need a visa for the period of their study in Italy. IED will issue (upon completion of enrolment and payment) the necessary documentation to apply for a visa. If you do need a visa, please be sure to apply early.

## Course texts

Students will be issued a course pack and/or PDF copy of course readings from texts as well as other relevant articles and readings added by the professor.

## Course materials and supplies

Required materials for class workshops will be provided. All personal printing is at student's expense. Students may also choose to purchase additional supplies at their own expense. Students are encouraged to bring their own laptop and digital camera in order to work independently.

## For more details

IED Firenze  
Via Bufalini, 6/r  
50122 Firenze  
Tel. 055 29821  
**[ied.edu/summer](http://ied.edu/summer)**

IED reserves the right to make any changes necessary to the present document, if they are deemed an improvement to the service provided to students, with regard to both academic goals and the optimum organization of related activities.



**50 YEARS  
OF EXPERIENCE  
11 LOCATIONS  
AROUND THE WORLD  
10.000 STUDENTS  
A YEAR  
30% OF FOREIGN  
STUDENTS  
+100 NATIONALITIES  
+50 POST-DIPLOMA  
THREE-YEAR COURSES  
+150 MASTER  
AND SPECIALIZED  
COURSES  
1900 PROFESSORS**