



**GRAPHIC DESIGN  
COURSE DESCRIPTIONS  
2024-2025**

ACCF GDWD 490 Web Design  
ACCF GDPK 390 Packaging Design 1  
ACCF GDPK 590 Packaging Design 2  
ACCF GDMK 490 Elements of Marketing  
ACCF GDGD 490 Graphic Design 3  
ACCF GDDI 390 Digital Illustration  
ACCF GDAN 490 3D Animation  
ACCF GDAD 590 Art Direction  
ACCF GDAD 490 Advertising Design  
ACCF GDDI 190S Digital Illustration - summer  
ACCF GDPK 290S Packaging Design - summer

### **ACCF GDWD 490 Web Design**

In this course, students will learn to design a company website. They will analyze the company's needs, develop the sitemap and analyze competitors' websites. They will study the phases of UX design, with attention to SEO. Students will develop a page in html5, css3 and Bootstrap and will use Photoshop (on an assigned Bootstrap grid) for page layout. After the necessary analyses and the study of the graphic layout, students will create the site. Students are expected to deepen their knowledge of the web and code. They will be encouraged to work on their own projects in order to develop their personal fields of interest.

### **ACCF GDPK 390 Packaging Design 1**

The course is aimed at providing students with the knowledge and technical-creative skills needed to express themselves as professionals in the field of packaging. The course will prepare students for today's competitive market by building their knowledge of the historical, theoretical, practical and technical aspects of packaging, its function, meaning and the values it should convey to consumers. The course seeks to provide students with the tools and methodology to express themselves as designers and to create packaging that meets the requests of the client. Students will engage in creative and design activities of various types by addressing technical and multidisciplinary issues, oriented to understand the world of packaging in its various forms. Central themes of the course will be circular design and innovation.

### **ACCF GDPK 590 Packaging Design 2**

This course will cover advanced concepts related to the definition and development of a packaging project. Students will study and research the protection, transportation and communication of products, with particular attention to materials and their best use and recycling. It will include principal technical and aesthetic characteristics of packaging, as well as how packaging is used to communicate ideas. Students will analyze creative processes and will develop and implement packaging projects.

### **ACCF GDMK 490 Elements of Marketing**

This course aims to provide all the necessary knowledge and skills related to Cultural Marketing. The course focuses in the first phase on issues related to communication, general marketing and corporate management, as essential starting points, and then moves on to the second phase to specifically examine all aspects related to Cultural Marketing, with its gender

specificity and strategic setting, identifying the specific dynamics of the culture sector, up to the organization of a cultural event, as a recurring marketing tool and current object of dissemination in the culture and design field.

Students will be involved in group practices with the aim of developing a practical methodology related to the course topic. Case studies in the sector will be proposed in the class in order to facilitate understanding of the dynamics linked to it and the professionals involved.

### **ACCF GDGD 490 Graphic Design 3**

In this course the complexity of student projects will increase, as will the quality of research and conceptual hypotheses. Students will solve complex communication problems in an innovative way, working autonomously in the management and care of a complete graphic design project. They will use a problem-solving approach to find solutions, using original theories and alternatives. They will examine the cultural reality of their communication projects, comparing them with other existing projects.

### **ACCF GDDI 390 Digital Illustration**

The goal of this course is to give students an introductory-level understanding of the tools and methodology needed to create digital illustrations in Adobe Photoshop and Adobe Illustrator programs and to teach them to create artistic and creative illustrations using these two programs.

Students will learn to digitally create, plan and finish illustrations. They will learn to sketch digitally, use colors and brushes and work with vectors and other tips and effects.

The coursework will include exercises for acquiring and practicing the necessary tools for digital illustration techniques. At the end of the course students will create a final project, an in-depth exercise in which they will apply all the digital knowledge learned during the course. This project will provide a good opportunity for students to use their own creativity, composition sense, use of colors and imagination to create something really personal and creative. The course is adapted to beginners and students at an intermediate level in Photoshop.

### **ACCF GDAN 490 3D Animation**

This course covers 3D art as it is applied to traditional graphics (3D logo design and logo animation). It presents the basics of 3D modeling and animation (especially its application in the field of traditional graphics). Students will learn to produce high quality composite images.

### **ACCF GDAD 590 Art Direction**

The course provides an overview of communication analysis and production for the fashion business, covering the strategic and executive aspects of advertising. During the course, students will analyze the communication of a brand and then they will try to replicate it choosing one of two possible options: 1) develop the identity of their own brand or 2) redesign the identity of a given brand. In either case, their work shall touch on both aspects: communication strategy and advertising execution.

**ACCF GDAD 490 Advertising Design**

This course aims to increase and improve students' skills in and knowledge of the analysis and construction of graphics for advertising.

Course content includes the characteristics of communication projects, tools and methods used and the variety of narrative forms of advertising.

Students will put theory into practice by designing commercial, public and social advertising messages derived from independent research and targeted strategic choices.

**ACCF GDDI 190 Digital Illustration - summer**

The goal of this course is to give students an introductory-level understanding of the tools and methodology needed to begin illustration digitally in Adobe Photoshop and Adobe Illustrator programs. They will learn to create artistic and creative illustrations using those two programs.

The student will be able to create, plan and finish illustrations digitally. They will learn to sketch digitally, to use colors and brushes and to work with vectors and other tips and effects.

**ACCF GDPK 290 Packaging Design - summer**

The course will include recent developments in packaging technology and the use of new materials and new types of product packaging. Students will learn about and research new ways of presenting products and will aim to create coherent and innovative design solutions in their projects.