1	**GRAPHIC DESIGN 2**
2	EQF 6
3	COMPULSORY
4	2
5	3+4
6	10
7	FILIPPO CENTENARI
8	The course will focus on the development of various aspects of visual communication according to the company: from the coordinated image to the realization of a fair stand. For the realization of the project an existing company on the international scene will be identified with a marked artistic or design trend. Once identified, the image will be redrawn starting from the official logo. A restyling job but thanks to a new communication choice. New and contemporary solutions are required, possibly unique and innovative. The aims of this course concern the tools and the aspects that allow the knowledge and the correct planning methodology. The steps necessary to complete the project will be discussed, passing from the analysis of the procedures and the strategies to carry it out to the finished work.
9	FACE TO FACE
10	Adobe CC Suite
11	a. BRIEF / SEARCH Students must produce a presentation sheet and a graphic moodboard (1920X1080px 72dpi) of the chosen company in which the pros and cons will be analyzed, the cut of the communication, the targets and the styles adopted to date. The teacher will evaluate the best companies to work on in individual groups. b. CORPORATE Work will start with the restyling of the company logo aimed at creating a coherent and creative corporate image: logo - headed paper - letter envelope - A4 document folder - business card - A5 block - word template (letterhead) and powerpoint file (slides presentation). c. EXHIBITION STAND This should not represent a product but rather represent the company through a creative installation or a setting consistent with the cut given by the restyling. The stand must be designed using a drawing, be it digital or analog. These drawings must therefore be paginated on a 50x70cm 300dpi table that contains a description text that can describe the experience.
12	Progettare con e senza griglie - Timothy Samara (Hoepli) Il manuale del Graphic Design - Gavin Ambrose - Zanichelli Critica portatile al Visual Design - Riccardo Falcinelli - Einaudi
13	-
14	Delivery over the year with evaluation and final exam.
15	ITALIAN