

1	PUBLISHING DESIGN
2	COMPULSORY
3	EQF 6
4	3
5	6
6	6
7	CAMILLA ROSSI
8	The course aims to give a basic knowledge of the software useful for the creation of graphic products through the learning of the basic functions and tools of the programs.
9	FACE TO FACE
10	-
11	<p>The course includes practical lessons and exercises, and aims to provide the indispensable methodological elements for the design of graphic products. The program provides a general introduction on color as a means of communication.</p> <p>programs to be used to produce the works: Adobe InDesign, Photoshop, Illustrator.</p> <p>The lessons contemplate the use of digital image processing and paging programs.</p> <p>Digital reinterpretation of books created during fashion design and art design courses.</p> <p>Design and realization of Logotype, coordinated image, brand development strategy, design and realization of accessory packaging, graphic design, presentation of a fashion show, realization of a portfolio</p>
12	Notes of the lessons. The notes are a fundamental part of the program. Materials and bibliographical indications will be provided during the lessons.
13	-
14	The exam will include the discussion of the digital archive realized during the academic year.
15	ITALIAN