



FASHION DESIGN

DESIGN

(INTERIOR & PRODUCT DESIGN)

GRAPHIC DESIGN

PHOTOGRAPHY

JEWELRY DESIGN



**accademia  
italiana**

ARTE MODA DESIGN



## About AI

The Accademia Italiana is an international university level Institute of art, fashion and design with headquarters in **Florence** and in **Rome**.

Founded in 1984, the Accademia Italiana welcomes students from all over the world and from every region in Italy.

It is among the most highly qualified European Institutes operating in the field of design and in artistic and professional training at a university and post-secondary level.

Both campuses offer first level academic programs accredited by the **Italian Ministry of Public Education (MIUR: Ministero dell'Istruzione, Università e Ricerca)** as well as international programs accredited by **EABHES (European Accreditation Board of Higher Education Schools)**. The Accademia Italiana gives the opportunity to obtain the double title.

The Accademia Italiana also offers Masters programs, professional courses, short summer courses and Italian language courses.

Our teaching philosophy aims at uniting creativity and solidity, dreams and production reality. Our mission is that of preparing young professionals who are aware of their choices, always on top of the situations that can be created in an international scene that changes from day to day.



E. A. B. H. E. S.

# FASHION DESIGN

Headquarters	FLORENCE	ROME	FLORENCE	ROME
Starting date	September	October	September / January	October
Accreditation	MIUR		EABHES	
Degree	First Level Diploma Certificate		European Bachelor	
Duration	Three Years		Three Years	

Fundamental for the future fashion designer are the evolution of creative abilities to enable the expression of a personal style as well as technical knowledge including that which relates to the ever-greater possibilities offered by the latest computer software. The program offered by the Accademia Italiana includes both aspects and the student, while developing his/her own personal style, acquires that knowledge which is indispensable for the undertaking of this exciting profession. During the program, various subjects will be discussed, including history, textiles and economics, in particular the study and analysis of the marketplace. An important part of the training is directed towards the actual production of garments, which will be created by students in the well-equipped laboratories of the Accademia, in such a way that the creative and the design phases test the actual wearability of the garment. All types of clothing are discussed, from the casual to the elegant style, from classic to avant-garde fashion.

First academic year	Credits
Contemporary art history 1	6
Project design methodology	6
Textile technology	6
Computer graphics	6
Pattern making	6
Fashion design 1	12
Iconography and anatomical drawing	6
Silk-screen printing	4
Law, legislation and economics of show business •	4
Elements of information technology •	4
Second academic year	Credits
Contemporary art history 2	6
History of fashion	6
Fashion design 2	12
Latest trends in the visual arts	6
Fashion photography	6
Layout and visualization techniques	6
Costume design for the performing arts	8
English •	4
Theory of perception and psychology of forms	6
Third academic year	Credits
Theory and methods of mass media	6
Fashion design 3	12
Accessories design	6
Textile design	6
Fashion trends	4
Elements of cultural marketing	4
Aesthetics	6
Fashion publishing	4
Workshop, participation in academic events	4
Final exam (thesis)	8

- EABHES students may replace “Elements of information technology”, “Law, legislation and economics of show business” and “English” with “Italian language courses”.





# DESIGN (INTERIOR AND PRODUCT DESIGN)

Headquarters	FLORENCE	ROME	FLORENCE	ROME
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Degree	First Level Diploma Certificate		European Bachelor	
Duration	Three Years		Three Years	

In today's world, a designer must possess not only creative abilities, but also an ever-growing and articulated set of skills. The complexities of society and of the market, growing expectations on the part of industries and of the consumers in general, the new environmental problems and the decisive role played by the media all make the designer a professional figure in continuous transformation. The Accademia Italiana addresses these changes in its course in Design, training professionals capable of responding to these new requirements. Design concerns objects of general use, furniture designed for various purposes and the design of interiors in general. Both individual projects and industrial design for series production are discussed. Beginning in the second year the student may direct his/her interests towards a specific professional area. The student learns to create projects for both retail and domestic spaces. The study of technical drawing is supported by the use of the computer (practical lessons in various CAD programs). In addition to the use of traditional materials, much attention is given to the use of new materials and to the emergence of environmentally valid materials, thus encouraging experience in the new field of "environmental design".

First academic year	Credits
Contemporary art history 1	6
Architecture for interiors 1	6
Architectural design and interiors	6
Model building	6
Design 1	12
Product design	8
Latest trends in visual arts	6
Theory of perception and psychology of forms	6
Elements of information technology •	4
Second academic year	Credits
Contemporary art history 2	6
Architecture for interiors 2	6
Applied arts and technology of materials	6
Design 2	12
Graphic design	6
Techniques of digital modeling – computer 3D	6
Aesthetics	6
English •	4
Elements of cultural marketing	4
Law, legislation and economics of show business • •	4
Third academic year	Credits
Architecture for interiors 3	6
Design 3	12
Photography	6
Virtual architecture	6
Exhibition spaces	6
History of design	6
Elements of architecture and urban design	6
Workshops, participation in academic events	4
Final exam (thesis)	8

- EABHES students may replace "Elements of information technology", and "English" with "Italian language courses".
- • EABHES students may replace "Law, legislation and economics of show business" with "Web design 1".



## FLIP desk lamp

The inspiration for the FLIP desk lamp is a material, bamboo, from the traditional Chinese culture combined with a contemporary design philosophy. Tradition and innovation blended together creating an elegant and quiet lamp. FLIP is not only a lamp, but also a taste of art in home.





# GRAPHIC DESIGN

<b>Headquarters</b>	FLORENCE	FLORENCE
<b>Starting date</b>	September	September
<b>Accreditation</b>	MIUR	EABHES
<b>Degree</b>	First Level Diploma Certificate	European Bachelor
<b>Duration</b>	Three Years	Three Years

This program aims to provide students with the professional training and flexibility that will prepare them for different roles within the profession while also providing structured knowledge in an organic and profound manner. The program for Graphic Design is innovative exactly for this specific purpose. Today the world of communications is continuously evolving, changing so rapidly that a significant diversification of skills and a global knowledge of instruments and techniques are required of the young professional. For this reason, the program covers a wide range of subjects that were once considered separate areas of study. This does not lead to a lack of specialization; on the contrary, it opens the doors to new fields of application of visual communications in all the areas of interest with which the future professional will enter into contact (traditional publishing, electronic publishing and internet, advertising, fashion, television and mass media, photography, graphics and artistic illustration, corporate design).

First academic year	Credits
History of printing and publishing	6
Project design methodology	6
Technical design and planning	6
Computer graphic	6
Graphic design 1	12
Lettering	6
Elements of publishing design	8
Aesthetics	6
Elements of information technology •	4
Second academic year	Credits
Contemporary art history 1	6
Technology of materials for graphic design	6
Graphic design 2	12
Techniques of digital modelling - computer 3D	6
Web design 1	4
Packaging	6
Photography	6
Elements of cultural marketing	4
English •	4
Theory of perception and psychology of forms	6
Third academic year	Credits
Contemporary art history 2	6
Theory and methods of mass media	6
Graphic design 3	12
Art direction	6
Web design 2	4
Linear audio visuals	4
Advertising communications	6
Workshop and attendance to academic events	4
Law, legislation and economics of show business •	4
Final exam (thesis)	8

- EABHES students may replace "Elements of information technology", "Law, legislation and economics of show business" and "English" with "Italian language courses".





# STREET FOOD

Gnoc

Confezione per consumo o asporto gnocchi  
Silvia Franzl

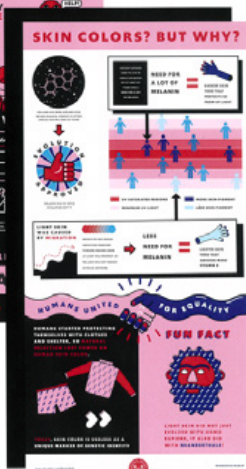
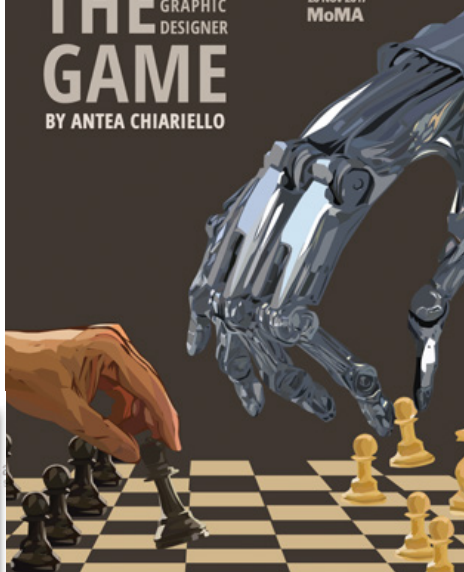


# THE GAME

OF THE  
GRAPHIC  
DESIGNER

25 SEPT  
26 NOV 2017  
MoMA

BY ANTEA CHIARIELLO



# UNDER MY SKIN sick



FEDERICO PICCIRILLO

1° premio concorso Bio-Morphic



packaging contest  
**Winemals**  
GIULIA CIABATTI  
MARTINA CASPERSON



# PHOTOGRAPHY

Headquarters	FLORENCE	ROME	FLORENCE	ROME
Starting date	September	October	September / January	October
Accreditation	MIUR		EABHES	
Degree	First Level Diploma Certificate		European Bachelor	
Duration	Three Years		Three Years	

The study program in Photography is a university level artistic training course and thus is characterized both by subjects that aim at the acquisition of a solid cultural preparation, as well as those practical experiences directed to the application of knowledge in various fields, from fashion to still-life, from photo-journalism to photography in and out of the studio. Traditional photographic techniques, dark room experience and digital photography will be studied side by side with computer processed images and specific graphic design and visual communication topics. The program aims to turn students into professionals who are able to operate on a global level, having acquired the knowledge necessary to work on the most integrated and complex projects in various areas: fashion, advertising, journalism, sport and publishing.

First academic year	Credits
History of photography	6
Project design methodology	6
Technology of new materials	6
Photography 1	12
Visual communications	6
Applied art history	6
Iconography and anatomical drawing	4
Chromatology	4
Theory of perception and psychology of forms	6
Elements of information technology •	4
Second academic year	Credits
Contemporary art history 1	6
Web design 1	4
Computer graphics	6
Digital elaboration of the photographic image	6
Photography 2	12
Elements of video design	6
Graphic design	6
Lighting techniques	4
English •	4
Graphic lay-out	6
Third academic year	Credits
Contemporary art history 2	6
Theory and methods of mass media	6
Photography 3	12
Photography management (portfolio)	6
Fashion setting	6
Web design 2	4
Aesthetics	4
Workshop and participation in academic events	4
Law, legislation and economics of show business •	4
Final exam (thesis)	8

- EABHES students may replace “Elements of information technology”, “Law, legislation and economics of show business” and “English” with “Italian language courses”.





# JEWELRY DESIGN

<b>Headquarters</b>	ROME	ROME
<b>Starting date</b>	October	October
<b>Accreditation</b>	MIUR	EABHES
<b>Degree</b>	First Level Diploma Certificate	European Bachelor
<b>Duration</b>	Three Years	Three Years

This is the first program of study offered at university level that unites cultural content with manual practice, developing students into professionals who are highly specialized and able to operate at an international level. The course unites the typical experience of the artisan workshop, where students acquire the manual dexterity of master goldsmiths, with an in-depth investigation of theoretical and cultural elements. At the end of the three-year period of study the student is able to manage the creative process with full awareness of the choices made. After the first period of studies, concentrated on the theoretical and artistic subjects that are the foundations for the preparation of a designer, from the second semester onwards the student is ever more in contact with the materials, the techniques and the technologies typical to the disciplines linked to jewelry design and goldsmithing. For this reason, great importance is given to practical exercises (construction, micro-modelling in wax, embossing and engraving, setting, micro-press fusion and casting). The works done by the students come from an advanced research of styles supported by the analysis of the international market, the study of materials and the study of new trends.

First academic year	Credits
Contemporary art history 1	6
Project design methodology	6
Technology of materials	6
Computer graphics	6
Model building	6
Jewelry design 1	12
Iconography and anatomical drawing	6
Serigraphy	4
Law, legislation and economics of show business •	4
Elements of information technology •	4
Second academic year	Credits
Contemporary art history 2	6
History of fashion	6
Jewelry design 2	12
Latest trends in the visual arts	6
Photography	6
Layout and visualization techniques	6
Costume design	8
English •	4
<b>Elective courses (6 credits)</b>	
- Aesthetics	6
- Theory of perception and psychology of forms	6
Third academic year	Credits
Theory and method of mass media	6
Jewelry design 3	12
Accessories design	6
Fashion trends	4
Textile design	6
Fashion publishing	4
Elements of cultural marketing	4
Workshops, participation in academic events	4
<b>Elective courses (6 credits)</b>	
- Aesthetics	6
- Theory of perception and psychology of forms	6
Final exam (Thesis)	8

- EABHES students may replace "Elements of Information Technology", "Law, Legislation and Economics of Show Business" and "English" with "Italian language courses".





# MASTERS COURSES

The Masters courses are directed at students who have already completed professional training in the relative field. To request admission to the Masters courses it is necessary, together with the ordinary enrollment procedures, to present the documentation certifying the level of studies, degrees or diplomas obtained, a portfolio of works, and a detailed personal curriculum. The entrance commission will evaluate the applications received. The results will be given as rapidly as possible.

Course	Headquarters	Duration	Starting date
Master in fashion as art	Florence	One year	October
Master in interior and product design	Florence	One year	October
Master in luxury marketing & brand management	Rome	One year	October

# PROFESSIONAL COURSES

Work commitments, transfers, travel restrictions, etc. often make short programs more attractive. For this reason, the Accademia Italiana has developed short programs that allow students to attend a professional course that lasts for one year.

Course	Headquarters	Duration	Starting date
Fashion merchandising	Florence	One year	September / January
Design of retail spaces	Florence	One year	September / January
Window displays design	Florence	One year	September / January
Drawing and painting	Florence	One year	September / January
Fashion design	Rome	One year	October
Interior design	Rome	One year	October
Fashion photography	Rome	250 hours	November
Contemporary jewelry	Rome	250 hours	November
Graphic design	Rome	250 hours	November
Styling	Rome	250 hours	November
Video & sound production	Rome	250 hours	November

# SUMMER SHORT COURSES

During the summer months, the Accademia Italiana organizes special courses directed at those who for various reasons cannot attend the regular academic courses. Summer courses are an excellent opportunity for study vacations of one or two months in Florence or in Rome, cities unique in the entire world for the richness of their masterpieces.

Course	Headquarters	Duration	Starting date
Drawing and painting	Florence / Rome	40 or 80 monthly hours	June, July, August
Italian language	Florence / Rome	40 or 80 monthly hours	June, July, August
Fashion illustration	Florence / Rome	40 monthly hours	June, July
Fashion design	Florence / Rome	90 monthly hours	June, July
Interior design	Florence / Rome	40 monthly hours	July
Photography	Florence	40 monthly hours	July
Photographing Florence	Florence	40 hours	Mid-June/mid-July
Italian product design	Florence	70 hours	Mid-June/mid-July



# Enrollment procedure

ENROLLMENT PROCEDURES FOR THE THREE-YEAR BACHELOR'S DEGREE PROGRAMS ACCREDITED BY THE ITALIAN MINISTRY OF EDUCATION (MIUR)



## ENROLLMENT PROCEDURE FOR EUROPEAN UNION CITIZENS

### 1-ADMISSIONS EXAM

The exam consists of:

- a personal interview to assess aptitude and motivation, which will take place at the school. In case of difficulty reaching the school a skype call can be arranged;
- evaluation of a small portfolio, which must contain from 3 to 5 personal free-hand drawings (please note that the material will not be returned).

### 2-DOCUMENTS REQUIRED TO REGISTER FOR THE ENTRANCE EXAM

- a) completed application form for the entrance exam
  - b) portfolio of works
  - c) receipt of the 150-euro exam fee to be paid by bank transfer
  - d) photocopy of personal identification card or passport
  - e) secondary/high school diploma • equivalent to the same diploma in Italy, officially translated and legalized by an Italian diplomatic or consular representative from the student's home country
  - f) statement of validity (dichiarazione di valore in loco) for the secondary/high school diploma provided by the Italian diplomatic/consular representative from the student's home country. This document verifies that the diploma earned in the student's home country is valid for access to Italian Bachelor's degree courses.
- Otherwise, the student can present the Comparability Statement (Attestato di comparabilità) provided by CIMEA ([www.cimea.it](http://www.cimea.it))

- the secondary/high school diploma must have been awarded after a minimum of 12 years of study.

The Accademia Italiana will issue the results of the entrance exam within five working days from the exam date.

### 3-DOCUMENTS REQUIRED TO COMPLETE ENROLLMENT AFTER RECEIVING RESULTS OF THE ENTRANCE EXAM

- a) completed application for the course
- b) signed copy of the course rules
- c) three passport-sized photographs
- d) receipt of the enrollment fee, to be paid at the school secretary's office, by bank transfer or on-line

## ENROLLMENT PROCEDURE FOR NON-EUROPEAN UNION CITIZENS

NON-EUROPEAN UNION CITIZENS applying for Bachelor's degree programs in Italy must make a formal request at the Italian Consulate or Embassy in their own country, where they will begin the PRE-REGISTRATION process, which is the first step toward enrollment.

For further information about pre-registration, please consult the website [www.universityitaly.it](http://www.universityitaly.it) or [www.studiare-in-italia.it/studentistranieri](http://www.studiare-in-italia.it/studentistranieri).

Students can register for the admissions exam only after completing the pre-registration procedure.



ENROLLMENT PROCEDURES FOR THE INTERNATIONAL PROGRAMS ACCREDITED BY EABHES (EUROPEAN ACCREDITATION BOARD OF HIGHER EDUCATION SCHOOLS)



E. A. B. H. E. S.

In order to enroll for the programs offered by the Accademia Italiana please send to the School secretary's office (via post, fax, or email):

- a) Personal data forms
- b) Photocopy of a personal document
- c) Two passport-sized photographs
- d) Photocopy of secondary/high school diploma • (for non-Italian students the diploma must be officially translated into Italian or English)
- e) Portfolio containing a minimum of 3 and a maximum of 5 free-hand drawings (printed or electronic copies will not be returned)
- f) Brief personal essay describing student's motivation
- g) Receipt of the enrollment fee for the chosen course
- h) English Language Certification (TOEFL, TOEIC, CAMBRIDGE or IELTS-B2 level). If the student does not have the certification, he/she will be required to pass an English language examination during the three year program or within one year from the final exams of the third year.

• the secondary/high school diploma must have been awarded after a minimum of 12 years of study.



# Initiatives

In support of the didactical activities the Accademia Italiana proposes various initiatives to the students orientated towards their insertion in the work place.

Students on the Design course were invited by Opinion Ciatti to reinterpret the P. Tolomei bookcase, a top selling product and winner of the Gold Compass Award.

Another important collaboration was with Pietra Santafiora for the Stone design project in which students were asked to design objects made in stone.

Students on the Photography course collaborated with companies such as the Student Hotel for the Interior and Exterior photography course, Eataly for the food shooting, Leica for lessons on street photography and Sodini Bijoux for the still life photo shoots.

The Graphic Design students were involved in the Italian competition Pro Carton Young Designers Award for the realization of new packaging proposals. In addition, the department also set up projects with L.I.L.T. Florence for the prevention campaign on the fight against cancer, Jose Cuervo for the realization of the graphics for a limited edition of the famous tequila as well as the coordinated image of the new Osteria Eataly within the Florentine store.

The Fashion Design students, on occasion of the Paris Fashion Week, participated as backstage assistants for the fashion collection by Vivienne Westwood & Andrea Kronthaler.

Some of the students presented capsule collections in leather at the "Super" show in Milan in collaboration with the company Stephen 1986.



## Housing

The school helps students find a place to live during their stay in Florence and in Rome. All apartments are located in the city center, just a few steps from our school. All apartments are fully furnished and equipped with Wi-Fi network. Please note that the school offers a free accommodation service and not an agency service.





A R T E M O D A D E S I G N

## CONTACTS

### **Florence**

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