



**Accademia di Belle Arti Aldo Galli - Como**

**Academic Foundation**

# **ITALIAN CREATIVITY & DESIGN**

**ACCADEMIA DI BELLE ARTI  
ALDO GALLI REPRESENTS  
A HIGH QUALITY INSTITUTION  
IN THE FIELD OF FINE ARTS  
TRAINING. RECOGNIZED  
BY MIUR, ITS MAIN GOAL IS  
THE ENHANCEMENT OF THE  
MADE IN ITALY CULTURE,  
WITH A PARTICULAR FOCUS  
ON INNOVATION IN THE  
CONSERVATION OF CULTURAL  
HERITAGE, IN FASHION,  
DESIGN AND VISUAL ARTS  
FIELD. ACCADEMIA ALDO  
GALLI JOINED IED GROUP  
IN 2010.**



<b>Starting date</b>	November
<b>Duration</b>	9 months, full-time
<b>Language</b>	English
<b>Title</b>	Certificate of Attendance
<b>Credits</b>	60 ECTS
<b>Further studies</b>	First Level Academic Diploma

# ACCADEMIA DI BELLE ARTI ALDO GALLI

The "Aldo Galli" Academy of Fine Arts is a pillar of excellence in the field of higher learning in the arts both in Italy and abroad. Founded in 1976 and named after one of the most emblematic members of the Como group of abstract artists, the Academy has been legally **recognised by the Italian Ministry of Education, University and Research (MIUR) within the AFAM system since 1990**, and has been promoting training in the fields of fashion, art, design and the conservation and restoration of cultural heritage for over 40 years. **Since 2010, the Academy has been part of the IED network – Istituto Europeo di Design.**

## WHY COMO?

Como, worldwide renowned tourist destination for Lake Como and charming villages such as Bellagio, Varenna, and Menaggio, the town, is also famous for its long tradition in textile production, historically being the heart of the Italian silk industry. With its points of interest, from churches to villas, from gardens to shopping streets, Como is a town with multiple faces, the perfect destination for a memorable summer experience where to enjoy the nature and the history of a beautiful location surrounded by the stunning backdrop of Como Lake .

# ITALIAN CREATIVITY & DESIGN THE COURSE

## AIM

This course offers a multidisciplinary introduction to the fields of Fine Arts, Design, Fashion and Textile in three basic didactic areas: Cultural Studies, Workshops and Creativity Labs, Italian Language and Culture. The program language is English; however, some subjects are taught in Italian in order to encourage the practice of the Italian language through conversation and cultural exchange during classroom hours.

**The goal is to reach the necessary cultural, methodological and language level to enrol for a Bachelor of Arts degree course.**

In particular:

- Basic understanding of Photoshop, Illustrator and Indesign;
- Basic knowledge of history of art, design, fashion;
- Education in the culture of Design, Fashion and Visual Arts;
- Basic understanding of the tools and expressive languages of design, fashion and visual arts;
- Reaching of B1 as a minimum level of Italian
- Individual coaching and advisory path;
- Approach to project culture and methodology.

## TARGET

This course is targeted to international students with less than 12 years of education who want to obtain the necessary requirements to enrol in a Bachelor of Arts three-year course, as well as to anyone with no previous education in the creative and artistic fields. Moreover, the Academic Foundation is open to candidates with a degree based on the US and British education systems that don't meet the current ministerial requirements.

## ADMISSION REQUIREMENTS

- High school degrees or other degrees achieved after at least 11 years of study.
- Minimum level of English: B1.
- Turning 18 before the 31st of December of the enrolment year.
- A2 as a minimum level of Italian is highly recommended.

# METHODOLOGY

This course allows to approach the visual arts, design and fashion system, to develop a portfolio of personal projects and works through laboratories and targeted workshops, and creates the ideal conditions for the students to choose their next study course.

It includes learning experiences based on:

- Theoretical introduction modules on history of art, design, fashion (cultural studies).
- Practical implementation of methodologies through workshops and theme labs focused on the different scopes of visual arts, design and fashion and on the acquisition of basic skills and languages.
- Dedicated module for the understanding of Photoshop, Illustrator and Indesign basics.
- Italian language modules, with cultural mediation and integration activities.
- Individual coaching and advisory meetings with a personal tutor.

The teaching method sees a mix of first-hand experience, front lessons, demonstrations, special lectures and visiting; it includes workshops and project labs where the participants, divided in groups, work to apply the acquired knowledge and skills and to develop interactive dynamics with teachers and colleagues. There will be a final exam at the end of each didactic module. Tutoring, language support and advisory services are provided.

In order to be admitted to the final exams, attendance to each course (including Italian language) needs to reach at least 80% of the total number of hours.



# PROGRAMME

## HISTORY OF ART

An historical and critical analysis of modern and contemporary artistic movements including artists of the 19th and 20th century. Impressionism, post impressionism, art nouveau, expressionism, cubism, surrealism will all be covered.

## HISTORY OF FASHION AND ACCESSORIES

The fashion world and its evolution from the second part of the 19th century till today; introduction to the most significant rudiments of history of costume from the Italian renaissance to Napoleon; the relationships between political and social changes and costume development; the fundamental role of fashion and accessories designers in these changes, the ability to translate all with their own abilities and understanding of fashion.

## HISTORY OF DESIGN

This course offers a broad overview of the beginnings, the evolution, and the modern and contemporary development of Design through the analysis of relevant moments, places, movements and characters, in order to give the students a comprehensive theoretical understanding of the subject as necessary for the subsequent study and projects development.

## COMPUTER DESIGN APPLICATIONS (PHOTOSHOP, ILLUSTRATOR AND INDESIGN)

Mastery of Photoshop, Illustrator and Indesign in order to complete projects. Introduction to the software basic tools used for the design and the communication of a project, developing various techniques applied to fashion design, visual languages, design.

## WORKSHOP

### Language: Italian

#### 1 - Drawing *Shapes and colours*

Through laboratory activities and the experimentation with different tools and technologies, this workshop has as its main focus a practical approach to the world of drawing, of the main illustration techniques and to the use of colour.

#### 2 - Building *Models and materials*

This workshop allows to experience and apply the fundamental methods for the creation of a prototype. The experimentation with techniques, materials and tools targets the world of product design as much as the Fashion industry, approaching the areas of pattern making and tailoring.

#### 3 - Looking *Images*

With practical, direct experience the students are guided into the discovery of the many meanings of what appears as "images", with the aim of training the sight to catch creative suggestions, subtle shades and sources of inspiration. Specifically, images will be experienced both as static (photography) and as moving elements (video).

#### 4 - Thinking *Ideas and projects*

By practicing the definition of goals, research, analysis of the outcomes and synthesis, this workshop guides the students towards the understanding of what "designing" means, supporting them from the early conception of ideas to the proposal of a "product" that solves an issue. Specific attention will be devoted to the research methodology, and to the creation of a reference scenario and a comprehensive and effective moodboard in relation to the project goals.

#### 5 - Telling *Thoughts and strategies*

Through the study and the analysis of specific examples of contemporary design, art, and fashion, the students are guided into the definition of "brand" and of the main marketing ad communication strategies that today characterize successful iconic cases. From products to brands, from objects to experience-related values, from advertising to digital devices and social networks: the goal is to understand the fundamental ideas, processes and roles involved with the marketing and communication strategies.

## ITALIAN LANGUAGE AND CULTURE

The course enables the empowerment of the students' language skills, in order to allow satisfactory interaction and communication in particular within the academic and university context. The content of the students' interactions will be inspired both by their personal backgrounds and by the academic environment. By focussing on grammar, vocabulary, pronunciation and spelling, the course gives the students the opportunity to get closer to the Italian culture and lifestyle through the language, and to analyse their icons and symbols. Monthly tests will be taken to allow both the students and the teacher to track the learning progress. The tests will cover all skills (reading comprehension, listening comprehension, writing, speaking) and will be based on the content of the lessons. All tests will be taken and corrected in the class, to answer all questions. Final test of Italian language: assessment of the achieved level (minimum expected level: B1).

## COACHING AND ADVISORY

### Language: Italian

This experience-based path encourages the students to get in touch with their own sense of creativity, the expectations and the needs that characterize the choice of their study course in relation to their broader life projects. In particular, through targeted work and individual or group exercises, the students are encouraged to talk about themselves in a creative way, to share their personal histories and to focalize their identities by playing with images, objects and words. This phase includes a detailed explanation of the different professional roles that are shaped by the Academy. Main traits, roles, interactions and possible developments will be highlighted.

## FINAL EXAM

The final exam consists in the comprehensive assessment of the portfolio created during the workshops.

# FURTHER STUDIES

At the end of the Academic Foundation study course, the students will have achieved all the necessary requirements to access undergraduate courses, and will be able to apply to any Fine Arts Academy, University or Educational Institution in Italy.

Depending on the Academy or University, students might be required further language certifications in order to take the admission test. The acceptance of the enrolment request is totally up to the recipient Academy, University or Institution.

As for students with a US or British study system background, upon completion of the Academic Foundation course and of the acquisition of the missing requisites (skills to integrate APs or A-Level requisites), the acceptance of the enrolment request is only granted by Accademia Galli.

The attendance and passing of the course for students that require a schooling integration grants the admission to the first year of the Three-year Undergraduate courses of the Accademia di Belle Arti Aldo Galli and of the IED Italia network. For the Five-year course in Conservation and Restoration of Cultural Heritage there will be a specific admission test.

At the end of the Foundation Academic Year students will get 60 ECTS. These credits are exclusively aimed at integrating the previous school career. They will therefore have no value in reducing the following academic path or the number of exams of the course chosen by the student.



# HOW TO APPLY

A deep understanding of the contents, as well as of the values and opportunities offered by a specific didactic course, the focalization of inclinations, talents and aspirations are fundamental steps to find a personal path.

The Accademia di Belle Arti Aldo Galli guides you through this process and offers you the support of an advisor to help you mindfully choose your study career. They will provide all the information regarding the Academy premises, the laboratories and the services to the students including the agreements with the La Presentazione residence, located near the school. Besides the rooms, the residence features common areas such as kitchen, laundry room, cinema and gym.

Book your **free advisory meeting** with your personal advisor to find out what course suits you better, based on your expectations, or to obtain all the information on the course of your choice and start the **admission procedure**. Interested students will have a motivational interview and a written test aimed at assessing their interest for the subject.

**We are waiting for you!**

