



FLORENCE INSTITUTE OF DESIGN INTERNATIONAL

BA Graphic Design

Degree by Goldsmiths, University of London

3-year programme In Florence, Italy



Goldsmiths
UNIVERSITY OF LONDON

Programme overview

The programme instils an appreciation for the fusion of artistry, research, and technical expertise which is then reinterpreted to develop your own creative voice and cultural perspective. The overarching teaching method is for the development and progression of your unique creative voice and style. During the programme you will have the opportunity to investigate a range of disciplines and contexts associated with contemporary graphic design, visual communication, semiotic theory and typography. The programme has an emphasis on how Italian context provides an invaluable foundation to navigate contemporary design.

The programme draws from the rich cultural heritage of Florence together with its legacy of twentieth century Italian and international design. You will learn how to analyse graphic design from a cultural, historical, ecological and societal perspective, through the exploration of connected disciplines such as film, photography, visual communication and multimedia. You will gain a deeper understanding of the correlation between graphic design, technology, politics and visual culture along with the influence and impact that graphic design imposes on society and contemporary culture.

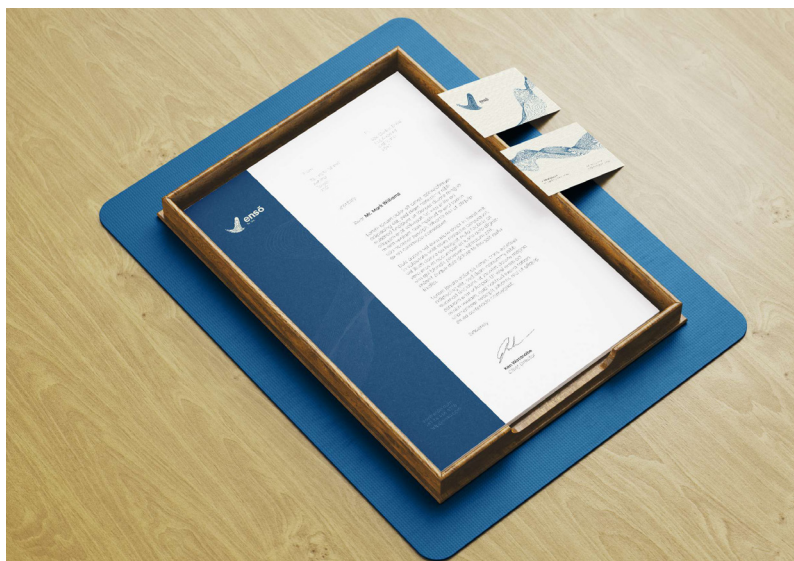


Aims of the Programme

Through the exploration of a broad range of disciplines and processes including; design concepts and ideas, typography, historical and contemporary design, visual communication, societal influences and trends, you will have the opportunity for the development of independent design thinking, critical analysis and transferable skills. The teaching and learning style will encourage you to become confident practitioners of graphic design with the ability to work either independently, or as part of a collaborative team with the knowledge and skills required to approach a range of design problems and disciplines confidently and professionally.

During the three years, your ability will advance incrementally through increasingly complex assignment briefs that will challenge and consolidate your learning. This incremental approach is designed to encourage your development as a designer, enabling you to undertake a more self-directed learning and independent approach in your final year.

This degree reflects the demands of contemporary graphic design business, as understood by the Institute who have extensive contacts within the industry. The BA(Hons) Graphic Design programme — through an understanding of traditional design principles and digital technology — provides and supports you to develop the necessary skills, knowledge and understanding to enter professional practice.

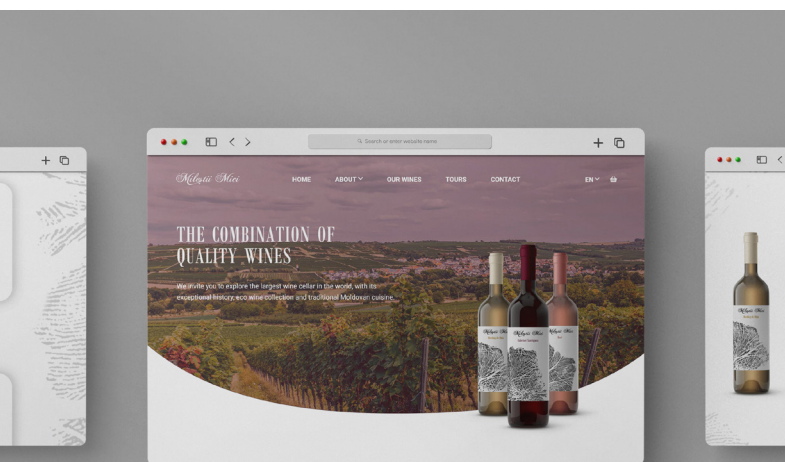


Programme entry requirements

Applicant's qualities and skills are assessed through examination of: Proof of artistic studies, certification of English skills and academic ability. Applicants may be required to have a telephone or video interview before an offer of a place can be made. Mature students would be considered and be expected to show evidence of recent study and/or relevant industry experience.

Entry to Level 4 requires:

- Academic ability - A minimum of 112 UCAS points from 3 GCE A-Levels [BBC/BCC] or equivalent.
- Studies in visual arts - The visual arts training should be during one of the two final years of high school (A2 Level Art Design, Fine Art or Photography.) or a portfolio of visual arts at the correct skill level through 150 hours
- Proof of English skills - IELTS of 6.5 or IELTS score of 6.0 with no less than 5.5 in any band or PTE, TOEFL, TOEIC equivalent. UK, USA, Antigua, Barbuda, Australia, Bahamas, Barbados, Belize, Canada, Dominica, Grenada, Guyana, Ireland, Jamaica, Malta, New Zealand, St Kitts and Nevis, St Lucia, St Vincent and the Grenadines, Trinidad and Tobago, *Students who are not nationals of the above but have completed high school in the above nations may also request a waiver. Students from Scandinavia and Germany may present high school English scores as GCSE equivalent



What you will be expected to achieve

The BA (Hons) in Graphic Design programme seeks to expand your knowledge, skills and abilities as practitioners of graphic design through incremental progression across levels 4, 5 and 6 [years 1, 2 and 3 respectively]. As a graduate of the university you will be expected to achieve the required number of credits for each year of study in order to progress through the course. Upon successful completion of the programme, you will have attained four key learning outcomes (PLOs), and successfully passed all the required modules for the course. Once these factors have been approved and verified you will become a graduate of the university and be awarded a Bachelor's Degree in Graphic Design.

Programme learning outcomes:

- Knowledge and understanding
- Cognitive and thinking skills
- Subject-specific skills and professional behaviours & attitudes
- Transferable skills



Instruction Methodology

- **Lectures, Class Discussion, and Studio Critiques:** You will attend lectures delivered by instructors, engage in class discussions to explore design concepts and theories, and participate in studio critiques where your design work will be reviewed and analyzed by instructors and peers.
- **Field Trips:** Field trips will be organized to provide you with opportunities for information gathering and site analysis. These visits to relevant design spaces or events will enhance your understanding of real-world applications of graphic design and inspire your creative thinking.
- **Reading Assignments and Written Reports:** You will be assigned reading materials, including textbooks, handouts, and reserved books. You will be expected to cover the assigned material and submit written reports that demonstrate your comprehension and critical analysis of the content. Various design exercises may also be included in the reading assignments to apply the knowledge gained.
- **Design Exercises:** You will be given design exercises that allow you to apply the principles and techniques learned in the programme. These exercises will encourage your creativity, problem-solving skills, and application of design theories. Feedback and guidance will be provided to help improve your design work.
- **Independent Research:** You will be encouraged to conduct independent research on graphic design topics. You may be assigned specific research projects or given the freedom to explore areas of interest within the field. Outside research is also encouraged to broaden your knowledge and understanding of contemporary trends and practices in graphic design.

The instructional methodologies adopted in the graphic design programme aim to provide a comprehensive learning experience by combining theoretical knowledge, practical application, and critical thinking. Through lectures, discussions, critiques, field trips, reading assignments, and design exercises, you will develop your skills, creativity, and understanding of graphic design principles and practices.



Computers

Although the institute is well equipped with computers, it is required that you bring a laptop computer with mouse for studio time, rendering, drafting, and other assignments. A full size mouse is **mandatory** for courses where computer software is taught. MAC or PC computers can be used for Graphic Design students.

We suggest purchasing PCs with a minimum of 8GB of memory and 64bit Windows 10 or 11 operating systems. The computer should be suitable for the use of rendering and graphics programs. Since over time technology degrades or becomes outdated, students enrolling for more than 1 year should expect to purchase a second computer during their 2nd year.

You already need to have installed a cloud backup system /subscription before your arrival.

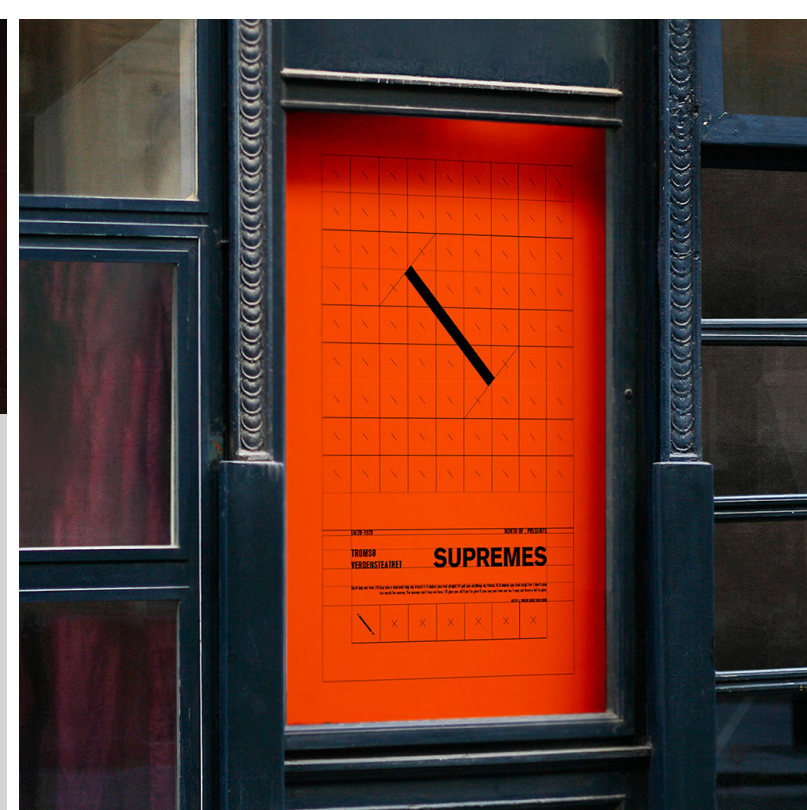
Optional Italian Classes:

Throughout the three years, we offer Italian classes which will be held once a week. The classes will focus mainly on spoken conversational Italian, with themes relating to common life, travel and business. Greetings, days of the week, asking for directions, food, making plans, telling time, purchases and dealing with money and numbers are covered.

Year 1: Basic level

Year 2: Intermediate level

Year 3: Advanced level



First year

Introduction to Graphic Design – **60 UK credits** – compulsory non-compensatable

In this module you are introduced to the basics of graphic design practice through a balance of functional and conceptual assignments. Graphic design is central to visual communication and as such, bridges the gaps inherent in verbal and literal expressions. It serves as a cultural commentary, both reflecting and shaping societal values and opinions throughout history; advertising, web, guerrilla marketing, protest, infographics or brand/product identity have all had a role to play in the development of modern society.

Graphic Design Principles and Processes – **15 UK credits** – compulsory

The module will include guidance on the fundamental principles and processes of creative thinking and will enable you to build skills and techniques you can use in response to set design assignment briefs. Knowledge and skills developed within this module will provide a foundation for all successive studies in visual communication. Through investigation and subject study, you will be able to identify and disassemble existing design projects exploring colour theory, proportion, geometrical and organic shapes, perspective, alignment, scale and texture. You will be able to describe the aesthetic, technical and critical context of design and the relevant approaches utilised in contemporary graphic design.

Typography – **15 UK credits** – compulsory

This module introduces you to the knowledge and skills required for the design and development of typeface concepts. You will critically explore a range of working methods that use type as an effective communication methodology, the origins of typography, and the development of the numerous typefaces that have been designed and created throughout history. Beginning with the fundamentals of typography, you will explore printmaking, investigate the origins of moveable type and the impact this had on learning in Europe.

Art and Design Theory 1 – **15 UK credits** – compulsory

This module provides you with a comprehensive understanding of the historical and theoretical underpinnings that have shaped the evolution of Italian art and design practices. Through in-depth analysis, critical discussions, and practical applications, you will gain an understanding of traditional art and design theory with its significance in contemporary artistic contexts. Key principles of design theory will be researched, including aesthetics, form, function and visual communication to comprehend the fundamental concepts driving design practices.

Analytical Drawing – **15 UK credits** – compulsory

In this module you will be given the opportunity to investigate the practice of drawing across a wide range of media and techniques. These investigations will involve the development of preliminary studies using observational techniques, experimentation, preliminary ideas and interpretations of objects, architecture and compositions in a studio setting. You will be involved in the investigation of drawing and mark-making techniques that will enable you to collate and build the portfolio of work that will be assessed for this module. Using explorative drawing and interpretation you will learn how to express observations, interpretations and ideas of 2D and 3D objects. These observational drawings will be created using a wide range of media, materials and techniques and your exploration and experimentations will enable you to develop an analytical approach to seeing and recording, enabling you to develop skills in observational mark-making.

Second year

Graphic Design Studio – **60 UK credits** – compulsory non-compensatable

In this module you will tackle more complex design challenges and develop independent ways of working. In the second year, you will investigate graphic design as a methodology for communication to client and audience. The work undertaken during this module will expand and develop the theories of graphic communication and semiotic signs and symbols studied at level 4. The incorporation of skills from the Interactive media, Moving images, and Design theory modules fosters the development of critical thinking, research, and analytical skills within a practical context.

Interactive Media Design – **15 UK credits** – compulsory

This module provides an introductory approach to the world of interactive communications; offering a comprehensive overview of the creation of media elements, combining interactivity and design. You will explore advanced methodologies for incorporating media in web pages; critically review/select design elements and components for use in multi-media outcomes. You will be able to explore a range of technologies required to produce successful transfer of information via differing formats and evaluate and choose the appropriate technologies required for blended media processes. With emphasis on the user experience, this module focuses on planning a final project with the needs and expectations of users in mind.

Moving Images – **15 UK credits** – compulsory

This module introduces you to the hardware and software required to produce moving images. You will be able to explore a range of motion media and processes including; studio lighting, sound, composition, music, atmosphere and mood. Investigation into the underpinning theoretical and technical issues will enable you to develop your own working vocabulary through the use of narrative, storyboarding and the utilisation of video in the context of a communicated design artefact.

Art and Design Theory 2 – **15 UK credits** – compulsory

This module extends the investigation undertaken in module level 4 art and design theory. You will engage in more specialised and focused research on design theory topics, critically analysing design principles, methodologies, and philosophies to understand their impact on design practice and aesthetics. Through the exploration of art, architecture and object design theories, you will cultivate your own design philosophy, integrating historical knowledge and contemporary perspectives into the creative processes. The module will teach you to synthesise diverse perspectives from art history and design theory to create innovative and contextually relevant design theory, reflecting a nuanced appreciation for historical and cultural influences.

Experiential Learning – **15 UK credits** – optional

You will identify a relevant placement internship among a diverse array of design fields and disciplines, including but not limited to Graphic Design (printmaking, marketing, merchandise, packaging, publication, illustration, motion graphics etc.), Interior Design (commercial, residential, hospitality, healthcare, exhibition, visual merchandiser, etc.), Furniture Design (buying and selling, manufacturer, mass production, client based, etc.), Photography (lens-based media or digital media) and Fine Art (gallery work, curation, display and design, conservation and documentation). The workplace will need to provide relevant mentoring by a senior staff member to oversee your experiential learning on a regular basis.

Digital Photography – **15 UK credits** – optional

This module explores lens based digital imaging for use within the fields of graphic and interior design. You will examine space, light, and vantage point when capturing images to be applied to your relevant field of study. There will be specific emphasis on the creation and production of oversized large-scale work suitable for public display and exhibition systems. You will create a body of photographic work that will be incorporated into your design work.

Third year

Design Research Project for Graphic Design – 60 UK credits – compulsory non-compensatable
In this module, during the final year, you will refine both creative and analytical aspects of your practice and work on self-initiated design projects. The incorporation of skills from Multimedia, Professional practice and Digital illustration modules fosters the development of critical thinking, research, and analytical skills within a practical context. This module requires you to undertake a complex graphic design project where you will be working autonomously with minimum supervision. The choice of subject matter will be made by you in discussion with your tutors to verify suitability and complexity.

Digital Illustration – 15 UK credits – compulsory

In this module digital illustration is considered in a broad and wide-ranging framework. You will be given the opportunity to develop greater levels of autonomy in relation to your approach when investigating and producing illustrative outcomes. The work that you produce will be indicative of your future career pathways. You will be encouraged to investigate and research a wide range of illustrative responses, both historical and contemporary, enabling you to define, refine and position yourself in context within your own practice as a digital illustrator.

Multimedia – 15 UK credits – compulsory

This module will build upon the previous knowledge and skills previously developed during interactive media at level 5. This module builds design awareness, allowing you to explore the use of image, sound and animation to convey ideas and facilitate interaction with digital media to effectively communicate a message or idea, utilising a range of media software and hardware. You will propose a self-generated project requiring negotiation with your tutor's to determine project suitability for this level. Following approval, you will produce an assignment that may be based on one of the following: an issue or subject personal to you which enables you to create a piece of work responding to a strongly held idea, a subject that you wish to promote, a current or contemporary issue that is trending that you feel strongly about. The choice of subject matter must be robust enough to sustain research and investigation at this level of study.

Professional Practice – 15 UK credits – compulsory

This module serves as an exploration into the skills of professional practice, equipping you with fundamental knowledge necessary for effective engagement with your respective design field. Through this module, you will gain insight into the relationship of ethical, legal, and financial factors within a professional practice. This module will cover professional techniques of self-promotion, interview skills, and real-life experiences of a design-practice. You will develop presentation and communication skills relative to discussing your work, which will enable you to create a set of personal marketing materials to establish a strong personal brand.

Experiential Learning – 15 UK credits – compulsory

Throughout this module, the notion of studio practice or a compatible activity will be promoted in a diverse range of relevant work places. Students will actively engage in the process of securing internships that align with their specific area of design study. You will critically evaluate potential placement opportunities and select those that best match your programme goals. During this experience, you will apply theoretical knowledge gained in previous coursework to practical, real-world scenarios. This hands-on experience will allow you to witness and actively contribute to the inner workings of professional design environments. Under the guidance of industry experts, you will participate in design projects, collaborate with teams, and gain insights into the day-to-day responsibilities of design professionals.





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