istitutomarangoni m

**TWO-YEAR MASTER
IN COMMUNICATION DESIGN**

Version 01

ISTITUTO MARANGONI ACADEMIC MISSION

Over the past 85 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and management skills which are subject specific and relevant to the international fashion, design or art fields. Istituto Marangoni Master's courses provide students with a focused and in-depth knowledge and **know-how** for a successful professional career at various levels of the above-mentioned industries. There is a strong focus on project-based, industry-linked teaching methods of delivered by experienced industry specialists and professionals.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Second Level Academic Diploma.
Participants who successfully complete this two-year course will be awarded with a Second Level Academic Diploma. Recognised by MUR (Italian Ministry of University and Research) as an academic diploma equivalent to a university postgraduate level degree, participants will obtain 120 CFA (Crediti Formativi Accademici) equivalent to 120 ECTS credits.

EDUCATIONAL APPROACH

Istituto Marangoni's academic approach is shaped by the following educational aims:
• develop a flexible and updated approach to programme delivery and student support which reflect the needs and expectations of all students;
• provide a supportive and inclusive learning environment which will enable success for all learners;
• encourage and nurture the development of students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and soft skills that will enhance global employment opportunities in all programmes;
• establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
• provide a learning experience that is informed by research, scholarship, reflective practice and engagement with the industry and the professions.

CONTENTS' OVERVIEW

Curriculum
The course approaches an in-depth analysis of the evolution of communication, stimulated by the proliferation of new media, with the aim of training a new generation of communicators, experts in the art of visual storytelling, in perfect harmony with social and cultural changes. The course investigates the complex nature of images through both a historical and critical perspective, and a research-based approach with specific attention to experimental languages and the evolution of their symbolic value over time. Participants become familiar with the main theories of sociology applied to communication in the fragmented landscape of new media, through inspiring lessons of industry professionals and guest speakers. The course refines the ability to combine technical skills and quantitative analysis, with methodological ones, to develop sensitivity for the creation of content and multimedia communication products. By dealing with both the formal and executive aspects of the project, students learn to professionally conceive and manage the strategic dimension of a integrated communication project, whether it is linked to advanced branding or to the coherent declination of an integrated campaign across multiple digital channels.

Final Project (Dissertation)
The final project consists in the development of a theoretical elaboration on a given theme, which will inform an integrated communication strategy, designed on consumer insights, market observation, media planning and deliverables production. The final outcome will be an integrated campaign for a relevant brand in the industry of luxury, technology or design which will feature the extensive use or newest technologies across various touchpoint, which are integrated and relevant to the target audience.

Internship
As part of the didactical experience provided to its students, the Undergraduate programmes include an internship period which is embedded in the Plan of Study of each programme.
This working experience allows students to take advantage of skills and topics learned during lessons, putting them into concrete practice within a real professional environment.
The internship consists of a period of an experience in professional practice through the
realisation of individual or group projects in collaboration with institutions or companies on their premises or on the School premises (internship on campus).

LEARNING OUTCOMES

Students who attend Programmes at Postgraduate level, on successful completion of their course of study, will be able to:
• apply skills of critical analysis to real situations within a defined range of contexts;
• select and define a research topic and implement a research plan using appropriate methodologies – within their specialist field of study;
• demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self-management;
• express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
• critically analyse their results and draw logical conclusions;
• develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives;
• manage their professional development reflecting on progress and taking appropriate action;
• find, evaluate, synthesise and use information from a variety of sources;
• articulate an awareness of the social and community contexts within their disciplinary field;
• exercise initiative and personal responsibility in the work environment;
• continue as a researcher in an academic or commercial setting and have the potential to extend the bounds of knowledge in their chosen field;
• carry out further independent learning or continuing professional development.

Programme-Specific Learning Outcomes
Students who successfully complete this specific Programme shall be able to:
• deepen and assimilate communication history and culture by critically applying its fundamental concepts, in order to interpret contemporary phenomena;
• frame the understanding of communication as a human talent and necessity, through an anthropological and sociological perspective;
• concretely apply a research method that investigates customer behaviour, trends and inspiration by developing a project that highlights a method in communication development;
• choose appropriate media selection and planning methods to deliver effective campaigns; with a remarkable strategic dimension;
• understand, conceive and manage the production of a communication campaign across different outputs and media;
• apply advanced visual design techniques which feature an adaptive yet personal aesthetics;
• approach project development and management with creativity, independence, and a research oriented mindset;
• design disruptive communication campaigns which culturally resonate with the target audience and impact on their behaviour;
• communicate personal projects using advanced digital tools in order to provide a contemporary and experimental vision of creative ideas.

TEACHING AND LEARNING METHODS

Course teaching methods are based around a wide variety of formats, such as frontal lectures, workshops, seminars, case-studies and self-directed study: experienced professionals and visiting specialist Lecturers (industry professionals) make valuable contributions and enrich the learning experience of all students.

Self-Directed Study
This plays a major role in the programme, as students are expected to spend time researching and analysing subject matters independently to support and substantiate taught material.

Frontal Lectures
An integral part of the programme - with formal delivery of subject-specific contents to the whole cohort of students. At this level it is expected that students will use the lectures as a stimulus for further study/reading.

Seminars
Used to build on themes that are connected to the contents part of the Study Plan. Students are encouraged to make an active contribution by sharing in the argument and debate, while expressing their views.

Case Studies
A detailed discussion and in-depth analysis of real-life situations and existing Brands - to substantiate and assess concrete examples of contents and theories studies in class.

Workshop / Laboratory / Practical Sessions
Used to enable and nurture the creative and practical skill development of the student in an environment which simulates what happens in the industry.

Team Work
Requires students to operate as a member of a group or team and they usually have clearly identified roles. The emphasis is on collective responsibility, individual responsibility to the group and joint decision-making.

Study Trips (when applicable)
An exciting opportunity to enhance the students' learning path and consolidate their understanding of specific-subject contents. If assessment is dependent on information collected whilst undertaking the study trip, the trip would be considered mandatory. The cost of study trips can be either the responsibility of the student or on occasion included in the annual study fee. If the visit is within the city students pay for public transport.

ASSESSMENT STRATEGY

The assessment strategy for the programme is designed to incorporate a variety of assessment methods to enable all students to demonstrate their learning in a fair and comprehensive manner.

Assessment Methods
Formative assessment is used as an interim review of student work undertaken at key points during the semester. It provides an indicative measure of progress, allows students to consider their work in relation to that of their peers, allowing students to agree with staff any adjustments that are necessary to make in order to satisfy course requirements. It is designed to help improve student performance.
Summative assessment provides an evaluation of student progress and learning during an entire semester: it generates a final mark, constructive feedback and confirms the conditions (if any) for exam recovery in the allowed modalities.
Peer and Self-assessment requires students to assess their own work and that of fellow students. It encourages:
• a sense of ownership of the process of assessment;
• assists the student to become an autonomous learner;
• helps to develop a range of transferable skills;
• makes assessment part of the learning process rather than an adjunct to it.

Assessment Types
• Portfolio Assessment is used to assess a variety of projects that have been developed.
• Practical and Class Based Projects – allow the students to demonstrate their understanding of a specific subject area and application of practical areas of the programme.
• Written Reports are required in some study areas, where a clear and structured brief is provided and the students are asked to submit work to be marked independently and anonymously by staff.
• Formal Examinations – will be used in some subjects to permit students to demonstrate their understanding of a subject within a constrained timeframe.
• Individual / Group Presentations are used in some subjects to allow the student to develop their professional communication, presentation skills and to argue critical reflection and interpret findings.

Avoiding Plagiarism
Plagiarism is defined as stealing another person's ideas and presenting them as though they were the student's own. The reference framework adopted in all Istituto Marangoni Schools is the Harvard Referencing System - please refer to the Student Handbook for further details.

STUDY PLAN

Year 1

Semester	Subject Title	Lesson Hours	ECTS Credits
1	Communication History and Culture	30,0	4
1	Design Rendering and Communication	75,0	6
1	Business English	30,0	4
2	Image Phenomenology	45,0	6
2	Multimedia Information Technologies	75,0	6
1+2	Communication Skills and Techniques	125,0	10
1+2	Communication Design	125,0	10
1+2	Graphic Design	100,0	8
1+2	Free Study Activities	150,0	6
	TOTAL	60	0

Year 2

Semester	Subject Title	Lesson Hours	ECTS Credits
1	Graphics and Design: Cultural Studies	30,0	4
1	Sociology and Anthropology of Communication	30,0	4
1+2	Art Direction	150,0	12
1+2	Multimedia Design	125,0	10
2	Communication Strategies	60,0	8
2	Internship		12
2	Dissertation		10
	TOTAL		60

CAREER SERVICE FOR MASTER'S COURSES

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work.
Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

STUDENT SUPPORT STRATEGY

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:
• Programme Leaders / Directors of Education: the first point of call to acquaint students with regulations and issues arising on the programme;
• Student Support Officers for student referral where appropriate;
• programme and student handbooks;
• induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
• student group representatives (student voice).

Student Support Officers
A dedicated Student Support Officer is available for all students on the programme.
For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties.
A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress.
For matters of pastoral care the Student Support Officers will help in:
• finding their way around;
• managing their time;
• getting the best from their course;
• understanding and applying the school's rules;
• anything else the officers can advise on.

One-to-one appointments may be made by phone, through the receptionists or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.