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LABA
LIBERA ACCADEMIA DI BELLE ARTI

BACHELOR DEGREES

(3 YEAR COURSES)

GRAPHIC DESIGN & MULTIMEDIA	08
DIRECTION AND VIDEOMAKING	12
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(2 YEAR COURSES)

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AUTHORIZATION TO ISSUE TITLES

D.M. 358 05/30/2017

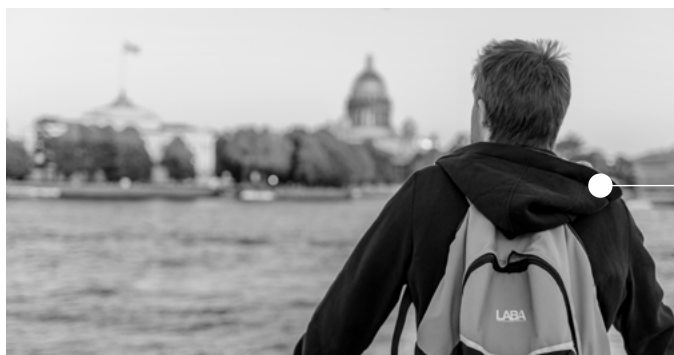
The LABA of Florence is an Academy of Fine Arts authorized by the MUR (Ministry of University and Research) to issue bachelor degrees and Master's degree. An institute of high artistic education that has always focused on innovative paths, which fully exploit the potential offered by new technologies and digital. The academic courses, equivalent to the degree, are structured on the 3+2 model: 1st level study courses (three-year bachelor degree) in **Photography, Graphic Design and Multimedia, Direction and Videomaking, Visual Arts - Painting, Design and Fashion Design**; Master's degree (2 year courses) in **Interior Design** and in **Cinema and Audiovisual**.

EDUCATION AND TRAINING

EXCELLENT RESOURCES, GREAT POSSIBILITIES

LABA is part of a training network present in Italy and abroad with multiple locations. The Florentine branch has been **active since 2001**. The limited number of students enrolled in the courses allows **approximately 800 students** to make optimal use of professional laboratories, equipped with **latest generation multimedia equipment**.

The students come from all over the world: over the years, the Academy has become a place of cultural exchange where young people from countries, even distant ones, meet and compare, enriching their respective wealth of knowledge. The aim of the LABA of Florence is to provide young people with skills that can be used in the world of work and help them to better develop their potential.

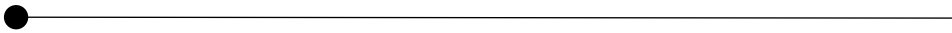


EXTENSIVE EDUCATION

COLLABORATIONS AT INTERNATIONAL LEVEL

The LABA of Florence has always worked to create synergies and prestigious partnerships, involving foundations, associations and public institutions. Collaboration with national and international companies remains fundamental, a collaboration that allows members to test their skills through workshops, seminars and internships and to get involved in the field of industrial production. LABA partners include **Cartiere Fedrigoni, Alessi, Martinelli Luce, Mantellassi 1926, Artemide, Dainese, Alpitour, MBM Biliardi, Peuterey, Ariete and Rimor.**

LABA emphasizes internationalization.. In recent years, LABA has activated international synergies, with a view to making the course of study increasingly open, dynamic and contemporary. The training offer is structured according to the European standard "European Credit Transfer System", useful for facilitating the movement of students not only between Italian university faculties but also within the countries of the European Community. An example? The possibility of completing a three-year training period in Italy and following the following two years in one of the EU member states. Collaborations with foreign countries also extend overseas, with the American campuses of **Stephen F. Austin State University** and **Angelina College**, in Texas. In 2015 LABA curated the **Festival of Italian Culture** in the Czech Republic.



ERASMUS+

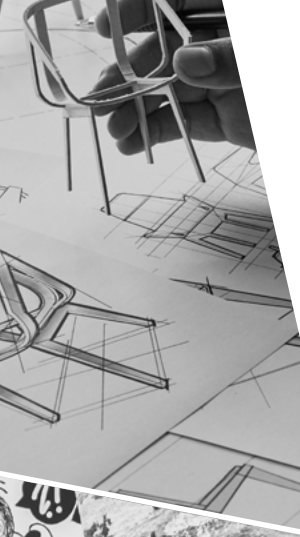
OUT-OF-TOWN OPPORTUNITIES

Erasmus+ represents a fundamental pillar in the European Union's commitment to the education, training and **growth opportunities** of the new generation. It offers university students the opportunity to immerse themselves in exchanges at one or more European universities, benefiting from Erasmus grants during the same study cycle. The main objective of the program is to **promote knowledge and understanding of the culture of the host country**, encouraging integration between students from different national backgrounds.

Training at LABA stands out for its active participation in the Erasmus Project, facilitating engaging **European educational exchanges** for students, teachers and staff. This initiative contributes significantly to enriching the educational experience, favoring the creation of an **international and inclusive academic environment.**

BACHELOR'S DEGREES





DURATION
3 YEARS

ECTS
180

ATTENDANCE
80% (min)

The **bachelor degree** departments are **Photography, Graphic Design & Multimedia, Direction and Videomaking, Visual Arts-Painting, Design and Fashion Design.**



GRAPHIC DESIGN & MULTIMEDIA



BACHELOR'S DEGREE (3 YEAR COURSE)

Authorization from the Ministry of University No. 358/2017

CLASSES WITH
20 STUDENTS

AIMS OF THE COURSE

The **Graphic Design & Multimedia course** at LABA in Florence is structured on the 3+2 model. At the end of the first **three years** of training, the student obtains the bachelor degree.

The course prepares students for a career in the **graphic design sector**, covering everything from **printing techniques to publishing and web design**. The curriculum addresses various aspects of the discipline, from advertising to visual communication, while also developing skills in **digital design and 3D modeling**.

LANGUAGE
ITALIAN

STUDY PLAN

1ST YEAR

HISTORY OF GRAPHIC DESIGN AND ADVERTISEMENT	08 ECTS
COMPUTER GRAPHIC	06 ECTS
BASIC COMPUTER SCIENCE	04 ECTS
COPYWRITING	06 ECTS
GRAPHIC DESIGN 1	10 ECTS
DIGITAL PHOTOGRAPHY	06 ECTS
MARKETING AND MANAGEMENT	06 ECTS
COMIC ART	06 ECTS
ENGLISH LANGUAGE	04 ECTS
TOTAL CREDITS	56 ECTS

2ND YEAR

HISTORY OF MODERN ART	06 ECTS
WEB DESIGN	08 ECTS
USER EXPERIENCE DESIGN	06 ECTS
GRAPHIC DESIGN 2	10 ECTS
MULTIMEDIA COMMUNICATION - BRANDING 1	06 ECTS
DIGITAL MODELING TECHNIQUES - 3D COMP. 1	06 ECTS
DIGITAL VIDEO	06 ECTS
INTERACTIVE SYSTEMS - ARTIFICIAL INTELLIGENCE	04 ECTS
SOUND DESIGN	04 ECTS
TOTAL CREDITS	56 ECTS

3RD YEAR

ADVERTISING COMMUNICATION	06 ECTS
HISTORY OF CONTEMPORARY ART	06 ECTS
GRAPHIC DESIGN 3	10 ECTS
MULTIMEDIA COMMUNICATION - SOCIAL & DIGITAL MARKETING 2	06 ECTS
MULTIMEDIA DESIGN	08 ECTS
DIGITAL MODELING TECHNIQUES - 3D COMP. 2	06 ECTS
PHILOSOPHY OF ART	04 ECTS
VIDEO MUSIC	04 ECTS
TOTAL CREDITS	50 ECTS

INTEGRATIVE ACTIVITIES (WORKSHOPS, SEMINARS, INTERNSHIPS)	10 ECTS
GRADUATION EXAM	08 ECTS

TOTAL	180 ECTS
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UX/UI AND WEB DESIGN

The UX/UI and Web Design program equips students with the essential skills to design **intuitive, accessible, and user-centered digital interfaces**. Through the study of information architecture, usability, and **HTML and CSS** languages, the course guides students in creating dynamic and functional websites. An integral part of the curriculum is also the management of an Internet domain. Through **hands-on exercises and prototyping**, students learn how to turn ideas into clear and effective digital experiences.



BRANDING, COMMUNICATION AND MARKETING

The course focuses on building identity and communication in an increasingly digital and competitive landscape, primarily through the use of the **Adobe** suite. Through a multidisciplinary approach, students develop strategic skills for managing both visual and verbal messaging, exploring tools and techniques in persuasive **copywriting**, **storytelling**, and **editorial planning**. At the core of the activities is **brand design**—the visual and conceptual development of brand identity—applied across various channels and contexts. The program also includes elements of **multichannel digital** communication, providing students with an integrated perspective that covers everything from content creation to distribution, including audience **engagement dynamics**, **data analysis**, and **interaction**.



VISUAL & DIGITAL MEDIA DESIGN

The Visual and Digital Media Design area trains professionals capable of designing and producing complex visual content, with a particular focus on **3D modeling**, **digital animation**, and **multichannel visual communication**. The program is structured around practical workshops and project-based activities, where students learn to use professional software for vector graphics, digital sculpting, and three-dimensional composition. **Rendering**, **lighting**, **texturing**, and **motion graphics** techniques are explored in a creative and experimental context, aimed at producing visual assets for design, advertising, and new media. The training also includes elements of **sound design** and **multimedia production**, offering comprehensive preparation for working in contemporary and interactive visual communication.

DIRECTION AND VIDEOMAKING

BACHELOR'S DEGREE (3 YEAR COURSE)

Authorization from the Ministry of University No. 1045/2022

CLASSES WITH
15 STUDENTS

AIMS OF THE COURSE

The **Direction and Videomaking** course at LABA Firenze is structured according to the 3+2 model. At the end of the first **three years**, students obtain a bachelor degree.

The course prepares students for a career in **film and video production**, covering all the aspects, from **directing techniques** to **cinematography and editing**. The curriculum addresses various aspects of the discipline, including multimedia languages and **post-production**, and focuses on practical skills related to **sound design and video production**.

LANGUAGE
ITALIAN | ENGLISH

STUDY PLAN

1ST YEAR

THEORY AND METHOD OF MASS MEDIA	06 ECTS
HISTORY OF COSTUME	06 ECTS
HISTORY OF CINEMA AND VIDEO	06 ECTS
BASIC IT	04 ECTS
DIGITAL PHOTOGRAPHY	08 ECTS
DIRECTING	10 ECTS
MULTIMEDIA LANGUAGES	08 ECTS
SHOOTING TECHNIQUES	08 ECTS
TOTAL CREDITS	56 ECTS

2ND YEAR

CREATIVE WRITING	06 ECTS
HISTORY OF MODERN ART	06 ECTS
HISTORY AND THEORY OF NEW MEDIA	06 ECTS
PHOTOGRAPHY DIRECTION	06 ECTS
DIRECTING	10 ECTS
CINEMATOGRAPHY	08 ECTS
DIGITAL VIDEO	08 ECTS
ENGLISH	04 ECTS
TOTAL CREDITS	54 ECTS

3RD YEAR

PHENOMENOLOGY OF MEDIA	06 ECTS
SCENOGRAPHY FOR CINEMA	08 ECTS
HISTORY OF CONTEMPORARY ART	06 ECTS
DIRECTING	10 ECTS
CINEMATOGRAPHY	08 ECTS
EDITING TECHNIQUES	08 ECTS
AUDIO AND MIXING	06 ECTS
TOTAL CREDITS	52 ECTS

INTEGRATIVE ACTIVITIES (WORKSHOPS, SEMINARS, INTERNSHIPS)	10 ECTS
GRADUATION EXAM	08 ECTS

TOTAL	180 ECTS
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DIGITAL PHOTOGRAPHY

The course aims to develop the technical and creative skills essential for digital photography, with a specific focus on cinematographic and videographic contexts. Special attention is given on **light manipulation, composition and color theory** to produce visually striking images. Through hands-on sessions, students use professional cameras and software to explore different photographic techniques, **from framing to post-production**. The course also addresses how to tell a story through images, helping students cultivate a personal visual style that can enrich the narrative elements of their film and video projects.



DIRECTION LABORATORY

Students delve into both the theoretical and practical elements of directing, with a focus on **visual storytelling, directing actors and supervising the entire production process** from start to finish. The course promotes an in-depth understanding of **cinematic language, scene composition and narrative structure**. Through practical projects, students experience transforming screenplays into visually engaging stories, acquiring the means necessary to direct a film crew in all crucial aspects, from **set lighting to audio management**. The goal is to provide future filmmakers with the right know how to create unique and impactful visual narratives.



SHOOTING TECHNIQUES

This course provides an in-depth understanding of the technical components of filming, focusing on **camera use, lighting design and the principles of shot composition**. Students participate in hands-on exercises, learning to operate professional video cameras, adjust settings for different lighting conditions, and capture complex scenes with precision. The course promotes a **balance between technical expertise and creative vision**, helping students plan and execute shots that align with the director's narrative goals. Upon completion, participants are prepared to manage the technical demands of various shooting environments, ensuring high-quality footage **both in the studio and on location**.

DESIGN

BACHELOR'S DEGREE (3 YEAR COURSE)

Authorization from the Ministry of University No. 358/2017

CLASSES WITH
20 STUDENTS

AIMS OF THE COURSE

The **Design** course at LABA Firenze is structured according to the 3+2 model. At the end of the first **three years**, students obtain a bachelor degree.

The course prepares students for the profession in the design sector, ranging **from products to interiors** and communication. It addresses various aspects of Design at 360°: from industrial design to furnishing objects, **from light design to ecodesign** without neglecting the aspects of digital design that lead to **solutions for the provision of services**.

LANGUAGE
ITALIAN

STUDY PLAN

1ST YEAR

INTERIOR DESIGN 1	06 ECTS
MODERN ART HISTORY	04 ECTS
TECHNOLOGY OF NEW MATERIALS	04 ECTS
MODEL MAKING 1	04 ECTS
HISTORY OF DESIGN	04 ECTS
DESIGN 1	10 ECTS
PHENOMENOLOGY OF STYLES	04 ECTS
BASIC IT	06 ECTS
ENGLISH	04 ECTS
TOTAL CREDITS	46 ECTS

2ND YEAR

INTERIOR DESIGN 2	06 ECTS
MODEL MAKING 2	04 ECTS
DESIGN 2	10 ECTS
PRODUCT DESIGN 1	06 ECTS
LAND DESIGN	06 ECTS
INFORMATION TECHNOLOGY TECHNOLOGIES	08 ECTS
PHILOSOPHY OF ART	06 ECTS
THEORY OF PERCEPTION AND PSYCHOLOGY OF FORM	04 ECTS
SEMIOTICS OF ART	06 ECTS
TOTAL CREDITS	56 ECTS

3RD YEAR

INTERIOR DESIGN 3	06 ECTS
CONTEMPORARY ART HISTORY	06 ECTS
DESIGN AND ARCHITECTURE TECHNOLOGY	04 ECTS
DESIGN 3	10 ECTS
PRODUCT DESIGN 2	08 ECTS
ECODESIGN	08 ECTS
3D RENDERING	08 ECTS
FUNDAMENTALS OF CULTURAL MARKETING	04 ECTS
ENGLISH FOR ARTISTIC COMMUNICATION	04 ECTS
TOTAL CREDITS	58 ECTS

INTEGRATIVE ACTIVITIES (WORKSHOPS, SEMINARS, INTERNSHIPS)	12 ECTS
GRADUATION EXAM	08 ECTS

TOTAL	180 ECTS
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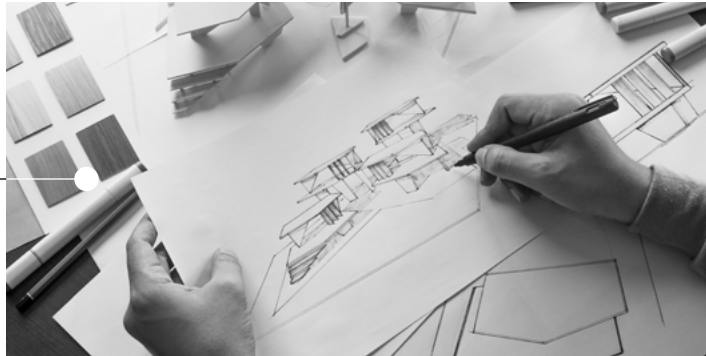
INTERIOR DESIGN

The basic theme that unites the various topics addressed in the course is the **relationship between space and furnishing elements**. By reversing the perspective of the approach to the project, we address the issue of inserting objects in the right context and the relationship that is created between **content and container**. The functional, material and dimensional aspects of the furnishing systems are analysed, with the aim of understanding the useful spaces and investigate the influences between the two sets. Teaching takes place according to a program that includes **both lectures and classroom exercises**. The lessons aim to provide the cultural foundations for the development of projects and follow a path that goes from the design of the object to that of the domestic space.



DESIGN LABORATORY

The study of innovative materials for the development of **eco-sustainable design** is one of the goals of the course, in which the most important **design software for industrial objects and furniture** is used, with specific focus also on **communication and marketing techniques**. The training objective is to provide **critical and operational means necessary for planning at all levels**. The course also aims to train professionals capable of optimizing the production process, facilitating the simulation of appropriate solutions, based on the business context in which they operate.



MARKETING

This is an **introductory course to marketing management** that reviews all the phases and corporate strategies for **creating value for the customer and the company**: from environmental analysis to communication, from marketing techniques to **management and check**. Within the course, the topic of marketing is addressed from time to time, **highlighting its relationships with strategic thinking**, innovation processes and the evolution of managerial theories.

PHOTOGRAPHY

BACHELOR'S DEGREE (3 YEAR COURSE)

Authorization from the Ministry of University No. 1049/2022

CLASSES WITH
15 STUDENTS

AIMS OF THE COURSE

The **Photography** course at LABA in Florence is structured on the 3+2 model. At the end of the first **three years**, students obtain a bachelor degree.

The course **prepares students for the profession in the photography** sector, ranging from the knowledge necessary for the freelance profession to that useful for photography direction. It addresses various aspects of the subject: from **post-production** to **editing**, from **video making** to the **application of the techniques of traditional photography**, **reportage**, **entertainment**, **landscape**, **fashion**, **industrial** and **still-life** photography, without neglecting the aspects related to **digital design** across the entire **Adobe** package.

LANGUAGE
ITALIAN

STUDY PLAN

1ST YEAR

MODERN ART HISTORY	04 ECTS
THEORY AND METHOD OF MASS MEDIA	08 ECTS
PHOTOGRAPHY 1	10 ECTS
DIGITAL PHOTOGRAPHY 1	06 ECTS
HISTORY OF PHOTOGRAPHY	08 ECTS
BASIC IT	04 ECTS
HISTORY OF CINEMA AND VIDEO	06 ECTS
IMAGE PROCESSING	10 ECTS
TOTAL CREDITS	56 ECTS

2ND YEAR

CONTEMPORARY ART HISTORY	06 ECTS
DIGITAL TECHNOLOGIES AND APPLICATIONS	08 ECTS
SOCIOLOGY OF COMMUNICATION	08 ECTS
PHOTOGRAPHY 2	10 ECTS
DIGITAL PHOTOGRAPHY 2	06 ECTS
DIGITAL VIDEO	06 ECTS
PHILOSOPHY OF ART	06 ECTS
ENGLISH	04 ECTS
TOTAL CREDITS	54 ECTS

3RD YEAR

PHOTOGRAPHY 3	10 ECTS
DIGITAL PHOTOGRAPHY 3	10 ECTS
PHOTOGRAPHIC DOCUMENTATION	08 ECTS
PHOTOGRAPHY FOR CULTURAL HERITAGE	06 ECTS
CINEMATOGRAPHY	08 ECTS
PHENOMENOLOGY OF MEDIA	06 ECTS
FUNDAMENTALS OF CULTURAL MARKETING	04 ECTS
TOTAL CREDITS	52 ECTS

INTEGRATIVE ACTIVITIES (WORKSHOPS, SEMINARS, INTERNSHIPS)	10 ECTS
GRADUATION EXAM	08 ECTS

TOTAL	180 ECTS
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DIGITAL TECHNOLOGIES AND APPLICATIONS

The course aims, through theoretical and practical lessons, to provide students with the means to **manage the technique and design of complex digital multimedia**. The journey delves into the various genres with which the moving image spreads in the contemporary world: **narrative, advertising, experimental, artistic**. The course also delves into the themes of visual paths and provides practical examples on: visual storytelling, codes, rules and basic principles, subject and script aimed at audiovisual; direction, the sound environment for cinema and multimedia, the role of photography and scenography in audiovisuals such as **commercials, video art, TV series and cinema**.



PHOTOGRAPHY LABORATORY

The **professional photography** course prepares the student both for independent work and for work resulting from an editorial or advertising commission, with the learning of the **various languages, in the different fields of intervention, of contemporary photography**. The key points of the training concern: the optimization of photographic shooting in the studio, the learning of the main photography post-production techniques, the technologies and materials of fine-art and editorial digital photographic printing. Furthermore, the technique of digital animation of the still photographic image for use in multimedia films with **Adobe After Effects** and **Adobe Premiere** is explored in depth. The topics of **shooting techniques, post-production** and the **diffusion of the photographic image** are also addressed, taking particular account of the recent transformations introduced into **photography by contemporary technological media**.



DIRECTION AND DIGITAL VIDEO

The course provides the conceptual and operational means to create an **audiovisual project**, independently managing the **video shooting and the editing and post-production process**. Today digital has also conquered cinema and there are now many genres in which digital is used as a data and image processing process: short films, films, documentaries, video news, reports, commercials, viral videos, video art and installations, animated videos and motion graphics. You acquire the skills to **manage a video camera** or other equipment capable of producing videos such as some models of reflex or mirrorless cameras, highlighting the differences. The notions regarding audio, filming and sound editing are also covered. Among the main software are **Adobe Premiere CC** and **Adobe After Effects**.

VISUAL ARTS - PIAINTING



BACHELOR'S DEGREE
(3 YEAR COURSE)

Authorization from the Ministry of University No. 358/2017

CLASSES WITH
15 STUDENTS

AIMS OF THE COURSE

The **Visual Arts - Painting** course at LABA in Florence is structured on the 3+2 model. At the end of the first **three years**, students obtain a bachelor degree.

The course prepares students for the profession in the **painting and visual arts** sector, also providing the student with the skills required in the field of digital **applications for the visual arts and multimedia for art**. The course of study addresses various aspects: from **painting techniques** to **video art**, from **performance to engraving**, with insights into the **digital design of visual solutions** for the creativity sector.

LANGUAGE
ITALIAN

STUDY PLAN

1ST YEAR

DRAWING FOR PAINTING	04 ECTS
ANATOMY OF IMAGE	06 ECTS
ART HISTORY	08 ECTS
PAINTING 1	10 ECTS
DESIGN FOR PAINTING	06 ECTS
TECHNIQUES AND TECHNOLOGIES FOR VISUAL ARTS 1	06 ECTS
DECORATION	04 ECTS
BASIC IT	06 ECTS
ENGLISH	04 ECTS
TOTAL CREDITS	54 ECTS

2ND YEAR

ANATOMY OF IMAGE 2	06 ECTS
MODERN ART HISTORY	04 ECTS
PHOTOGRAPHY	06 ECTS
PERCEPTION THEORY AND PSYCHOLOGY OF FORM	04 ECTS
PAINTING 2	10 ECTS
PERFORMATIVE TECHNIQUES FOR VISUAL ARTS 1	08 ECTS
TECHNIQUES AND TECHNOLOGIES FOR VISUAL ARTS 2	06 ECTS
ART SEMIOTICS	06 ECTS
PHILOSOPHY OF ART	06 ECTS
TOTAL CREDITS	56 ECTS

3RD YEAR

CONTEMPORARY ART HISTORY	06 ECTS
PAINTING 3	10 ECTS
PERFORMATIVE TECHNIQUES FOR VISUAL ARTS 2	08 ECTS
TECHNIQUES AND TECHNOLOGIES FOR VISUAL ARTS 3	06 ECTS
CULTURAL MARKETING FUNDAMENTALS	04 ECTS
ART PEDAGOGY AND DIDACTICS	04 ECTS
HISTORY OF CINEMA AND VIDEO	06 ECTS
HISTORY AND MODELS OF ART THERAPY	04 ECTS
ENGLISH FOR ARTISTIC COMMUNICATION	04 ECTS
TOTAL CREDITS	52 ECTS

INTEGRATIVE ACTIVITIES (WORKSHOPS, SEMINARS, INTERNSHIPS)	10 ECTS
GRADUATION EXAM	08 ECTS

TOTAL	180 ECTS
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PERFORMANCE TECHNIQUES

The course's first aim is to achieve the basic training objectives envisaged for the three-year period, following an itinerary in the **artistic languages of contemporaneity** with particular attention to the performative dimension, examining the plurality of meanings that this has assumed in the period to come from the historical avant-gardes up to the 1980s. The course **historically and thematically retraces movements and protagonists** who put their physicality at the center of personal creativity, starting from the interpretation given by fundamental artists such as **Marcel Duchamp, Frida Kahlo, Jackson Pollock, Allan Kaprow, Joseph Beuys**. The transition from traditional artistic languages to performance techniques is analyzed through the transmedia contribution of ideational hotbeds such as the Bauhaus, the Black Mountain College and the Gutai group, moving in a **time span of the history of contemporary art that goes from futurist evenings to festivals**.



PAINTING LABORATORY

The painting course intends to develop some themes and **practices present in the art of our time**. From time to time - through the use and knowledge of different techniques and materials - the fundamental elements that constitute the figurative language are examined: **shape, light, colour, composition**. Each student is followed individually in his specific path, while the general guidelines follow various directions including the in-depth study of the materials (supports, preparations, tools), the **conceptual/aesthetic question** and the **presentation phase of the work** (assembly, dimensions, frames), which is an integral part of that of creation. Various exhibitions are organized during the three-year period.



PHOTOGRAPHY

The photography course within the **Visual Arts - Painting** department constitutes a fundamental element of connection between the **classic training approach and the new technologies**. Topics: elements of light, the wavelength of the visible spectrum, as well as the **formation of an image with a pinhole camera**. It also teaches how to read the light meter, measure incident light and reflected light, and adjust overexposure and underexposure. Through the automatic programs of the camera you acquire the skills to **regulate the color temperature, the white balance and the control of the various settings**. It is also fundamental to teach the technique of reproducing a painting digitally. The course takes place with both practical and theoretical lessons that prepare students for the use of alternative manual photography techniques: **photograms, chemigrams, sabattier or solarization effect, photomontage, toning, cyanotype, liquid emulsion**.

FASHION DESIGN



BACHELOR'S DEGREE (3 YEAR COURSES)

Authorization from the Ministry of University No. 358/2017

CLASSES WITH
15 STUDENTS

AIMS OF THE COURSE

The **Fashion design** course at LABA in Florence is structured on the 3+2 model. At the end of the first **three years**, students obtain a bachelor degree.

The course prepares students for the profession in the fashion sector, ranging **from stylistic design to modeling and trend business**. It addresses various aspects of **fashion design**: from **sketch design to fabric design**, from **trend research to video techniques for communication**. During the training course, students have the opportunity to present their collections during fashion shows.

LANGUAGE
ITALIAN | ENGLISH

STUDY PLAN

1ST YEAR

HISTORY OF COSTUME	06 ECTS
PATTERN MAKING 1	08 ECTS
DESIGN 1	06 ECTS
FASHION DESIGN 1	10 ECTS
CULTURE OF FASHION MATERIALS	04 ECTS
TEXTILE DESIGN	04 ECTS
BASIC INFORMATICS	06 ECTS
FOUNDATIONS OF CULTURAL MARKETING	04 ECTS
SOCIOLOGY OF CULTURAL PROCESSES	06 ECTS
ENGLISH	04 ECTS
TOTAL CREDITS	58 ECTS

2ND YEAR

PATTERN MAKING 2	08 ECTS
HISTORY OF FASHION	06 ECTS
PROJECT METHODOLOGY FOR VISUAL COMMUNICATION	04 ECTS
DIGITAL IMAGE PROCESSING	06 ECTS
HISTORY OF MODERN ART	04 ECTS
DESIGN 2	06 ECTS
FASHION DESIGN 2	10 ECTS
FASHION STAGING	04 ECTS
EVENT MANAGEMENT	08 ECTS
TOTAL CREDITS	56 ECTS

3RD YEAR

HISTORY OF CONTEMPORARY ART	06 ECTS
DESIGN 3	06 ECTS
FASHION DESIGN 3	10 ECTS
PUBLISHING FOR FASHION DESIGN	04 ECTS
TAILORING TECHNIQUES FOR COSTUME	04 ECTS
ACCESSORY DESIGN	04 ECTS
DESIGN MANAGEMENT	06 ECTS
ENGLISH FOR ARTISTIC COMMUNICATION	04 ECTS
TOTAL CREDITS	52 ECTS

INTEGRATIVE ACTIVITIES (WORKSHOPS, SEMINARS, INTERNSHIPS)	14 ECTS
GRADUATION EXAM	08 ECTS

TOTAL	180 ECTS
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TAILORING TECHNIQUES

The course is configured as an in-depth study of tailoring techniques, including the techniques of **manufacturing** an elaborate and complex item of women's clothing, such as outerwear, compared to the simple basic item. During the course the student will learn the most sophisticated **assembly and finishing** techniques of the various types of women's clothing.



FASHION DESIGN LABORATORY

The course facilitates the theoretical and practical learning of the knowledge necessary for the **creation of a clothing collection**, as the result of the development of **creative, technical, organizational and communication skills**. A correctly developed clothing product must meet requirements that make it **credible, acceptable, salable** and adequately contextualized in the **current trend**. The concept of style combines harmoniously with that of wearability and, from a technical point of view, with the **manufacturing requirement**.



ORGANIZATION OF EVENTS

The planning and organization of an event requires specific skills that are offered within this course. The theoretical part concerns the analysis of all the phases concerning the organization: from the **meeting with the client** to the **choice of the location**, from the **coordination of all the actors** up to the creation and **organization of cross-media communication**. The work of designing and planning the events involves evaluating the expectations of the promoting bodies and the interests of possible invited subjects. Success in this sector, as in others that include the creative process, depends on **attention to every detail**. A part of the course is dedicated to the planning of sustainable events, which are increasingly requested on the market. Through the choice of innovative solutions today it is possible to create important events with a notable saving of resources. We talk about "green" events where particular **sustainability criteria are applied in terms of materials, mobility, energy, acoustics and social value**.

MASTER'S DEGREES





DURATION

2 YEARS

LANGUAGE

ITALIAN

ECTS

120

ATTENDANCE

80% (min)

The two-year **Master's degrees**, equivalent to a specialist degree, offered by LABA include study courses in **Cinema and Audiovisual and Interior Design**.

CINEMA AND AUDIOVISUALS



MASTER'S DEGREE
(2 YEAR COURSE)

Authorization from the Ministry of University No. 1919/2021

CLASSES WITH
15 STUDENTS

AIMS OF THE COURSE

The two-year course in **Cinema & Audiovisuals** aims to train the figure of the contemporary filmmaker, with the many nuances and professional applications that the audiovisual field allows today. **Videomaker, digital imaging technician, data manager, colorist**, along with the more traditional roles related to **direction, editing, production, photography and sound design**.

There are many professional figures on set, but equally important are the contributions of those who work in pre-production and post-production. This course of study will allow the student to enter the world of cinema and audiovisual (video clips, documentaries, commercials, fashion movies, etc.) in all its phases of work, developing numerous **practical skills on a solid theoretical basis**.

LANGUAGE
ITALIAN

STUDY PLAN

1ST YEAR

THEORY AND ANALYSIS OF CINEMA AND AUDIOVISUALS	06 ECTS
CREATIVE WRITING	04 ECTS
STYLE, HISTORY OF ART AND COSTUME	04 ECTS
GRAPHICS COMPUTING	04 ECTS
CINEMATOGRAPHY 1	08 ECTS
CAMERA TECHNIQUES	06 ECTS
VIDEO EDITING	06 ECTS
DIRECTING	10 ECTS
AUDIOVISUAL DOCUMENTATION TECHNIQUES	08 ECTS
TOTAL CREDITS	56 ECTS

2ND YEAR

HISTORY OF TELEVISION AND TELEVISION SHOWS	04 ECTS
DIRECTOR OF PHOTOGRAPHY	08 ECTS
VIDEOGRAPHIC	06 ECTS
EDITING TECHNIQUES	08 ECTS
CINEMATOGRAPHY 2	08 ECTS
AUDIO AND MIXING	06 ECTS
ENGLISH LANGUAGE AND LITERATURE	04 ECTS
TOTAL CREDITS	44 ECTS

INTEGRATIVE ACTIVITIES (WORKSHOPS, SEMINARS, INTERNSHIPS)	06 ECTS
INTERNSHIPS/PLACEMENTS	04 ECTS
GRADUATION EXAM	10 ECTS
TOTAL	120 ECTS



EDITING TECHNIQUES

The **post-production of a multimedia project** involves various types of processing, thanks to the use of dedicated software: from **Premiere** to **Da-Vinci Resolve**, there are various tools that the student will be able to master at the end of the course, always tackling the film analysis and the techniques of construction of meaning, typical of the **art of editing**.



CINEMATOGRAPHY AND DIRECTING

The course aims to train versatile and well-prepared professionals in the cinematographic field, capable of tackling all phases of the production of a film project, **from the conception phase to international sales**. Whether it is the director or producer present from start to finish, or other professionals involved for a limited period, students will acquire awareness of their roles and the importance of each individual contribution in the creation of an audiovisual work. Through practical activities and synergies with other courses, students will acquire fundamental skills such as the **relationship between writing and staging, film grammar for creating a style, and organizing a set**.



DIRECTION OF PHOTOGRAPHY

Practical exercises on **lighting a set, control and management of the camera**, the use of various types of shooting equipment (from mirrorless to digital cameras) and the use of different movement systems depending on the chosen set up (gimbal, dolly, dollies or other). The lessons include direct experience also thanks to **guided visits to professional sets or services**.

INTERIOR DESIGN



MASTER'S DEGREE (2 YEAR COURSE)

Authorization from the Ministry of University No. 2158/2019

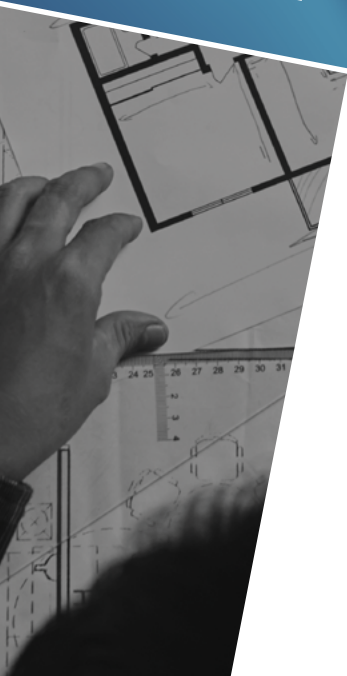
CLASSES WITH
15 STUDENTS

AIMS OF THE COURSE

The two-year course in **Interior Design** at LABA in Florence is structured on the 3+2 model. At the end of the course, the student are issued with a **Master's degree**.

The course aims to train designers capable of **designing spaces and furnishings for interiors** but also **objects for mass production**. The course of study allows you to acquire the knowledge and skills necessary to operate in the world of design, both as a freelancer and as a reference figure within **companies** that deal with **interior architecture** and that use innovative technologies and development software for 3D modeling.

LANGUAGE
ITALIAN



STUDY PLAN

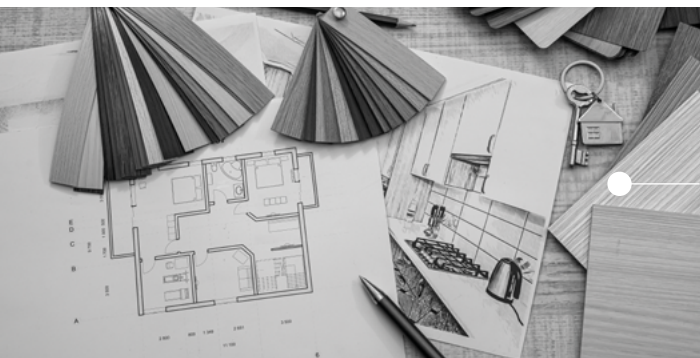
1ST YEAR

INTERIOR ARCHITECTURE 1	07 ECTS
COPY WRITING	06 ECTS
DESIGN 1	08 ECTS
LIGHT DESIGN	06 ECTS
DIGITAL MODELING TECHNIQUES - 3D COMPUTER	06 ECTS
ARCHITECTURAL DESIGN OF STYLE AND FURNITURE	08 ECTS
PHENOMENOLOGY OF STYLES	06 ECTS
MULTIMEDIA TECHNIQUES OF DECORATION	06 ECTS
TOTAL CREDITS	53 ECTS

2ND YEAR

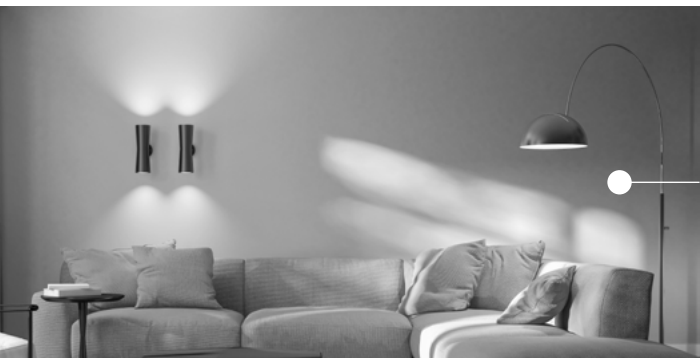
INTERIOR ARCHITECTURE 2	07 ECTS
HISTORY OF CONTEMPORARY ARCHITECTURE	04 ECTS
URBAN DESIGN	06 ECTS
DESIGN 2	08 ECTS
PACKAGING	06 ECTS
3D RENDERING	08 ECTS
EXHIBITION DESIGN	04 ECTS
ENGLISH FOR ARTISTIC COMMUNICATION	04 ECTS
PHENOMENOLOGY OF CONTEMPORARY ARTS	06 ECTS
TOTAL CREDITS	53 ECTS

INTEGRATIVE ACTIVITIES (WORKSHOPS, SEMINARS, INTERNSHIPS)	02 ECTS
GRADUATION EXAM	12 ECTS
TOTAL	120 ECTS



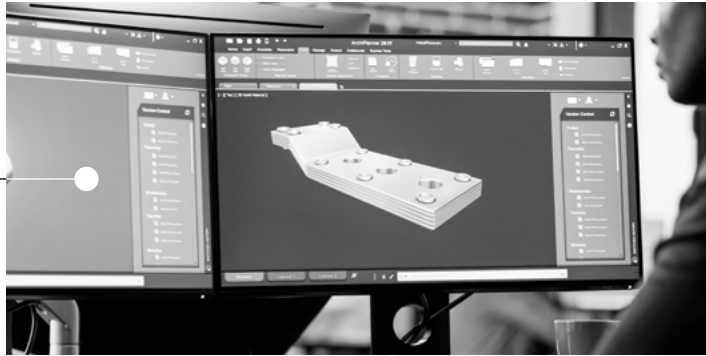
DIGITAL MODELING TECHNIQUES - 3D COMPUTER

The aim of the course is to convey to students the knowledge necessary to **design furnishing elements**, organizing the geometric structure starting from directing curves until arriving at a complete three-dimensional model, correct both from the point of view of the management of the surfaces and of the connections, ready for **3D printing or production** according to other manufacturing and assembly processes. A profound knowledge of **modeling techniques in the digital environment** is essential for the professional interior designer, who must be able to act in the various phases of the project: from the concept to the creation of a finished and coherent model, from the graphic rendering up to the executive drawing.



INTERIOR DESIGN

The course addresses, with a marked **laboratory** approach, the fundamental aspects of **interior design** and the design approaches that identify the profession. The first phase of the course involves the development of the project for an exhibition pavilion, with particular attention paid to the **choice of materials and the study of geometries**. The project must be configured within a natural space through a work of composition of points, lines, surfaces and volumes. In the second phase of the process, we will instead focus on the staging of a temporary event, with a focus dedicated to the communication aspects and **experience design**, the functional organization of the spaces, the exhibition methods, the search for solutions in compliance with the constraints. The interior designer therefore designs for the visitor both the enjoyment of the contents of the exhibition and the architecture that hosts them.



LIGHT DESIGN

The **light designer** takes care of the lighting of the spaces. The contribution of this figure is of fundamental importance for the design of living, industrial or commercial spaces. A **positive visual experience** restores trust in relationships, facilitates verbal communication and enhances the display of objects. The light designer **designs the shape of light** in all its expressions of intensity and tone to make the living experience pleasant.

SERVICES OFFERED BY THE ACADEMY AVAILABLE TO STUDENTS

The LABA of Florence offers a complete range of services for students, including **accommodation searches**, support with tutors for **learning disabilities and special educational needs**, **psychological consultancy** and individual teaching assistance with **specific tutors**.

USEFUL INFORMATION COURSES STRUCTURE

DEGREE AWARDED

The academic courses of the LABA of Florence are set up on the basis of the new system (3+2). With the first three years of basic training, the student obtains the 1st level academic diploma (**Bachelor degree**). During the two-year period, the 2nd level academic diploma (**Master's degree**) is obtained, both equivalent to university degrees.

GROUP CLASSES

The division into small groups, within the technical-practical lessons, allows teachers to plan teaching taking into account the **needs of the individual**. It also facilitates comparisons between students and the companies that collaborate within the courses.

EXAM SESSIONS

The exams take place in the **June, October and February** sessions

ADMISSION REQUIREMENTS

To enroll in three-year courses you must have a **high school diploma**. For those attending the last year it is still possible to register while waiting to obtain the Diploma. To enroll in the Master's courses, you must have a **bachelor degree**.

For students coming from abroad, a **Declaration of Value** (Dichiarazione di Valore) and an official **Italian translation** of the **educational qualification** are also required.

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The LABA of Florence is authorized by the MUR with Ministerial Decree 358 of 30.05.2017 to issue legally recognized degrees equivalent to bachelor's and master's degrees (3+2).