

SCHOOL	Innovative Technologies in the Field of Art
ACADEMIC YEAR	THREE-YEAR PROGRAM I - 2025/2026
SUBJECT	1022 Computer Graphic (nuove tecnologie - Photoshop + Illustrator) A+B
TYPE OF SUBJECT	Theoretical-Practical
NUMBER OF HOURS PER LESSON	3
NUMBER OF ECTS CREDITS	5
DISTRIBUTION OVER THE ACADEMIC YEAR	I SEMESTER

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The objective of the course is to furnish foundational knowledge of Adobe Photoshop and Adobe Illustrator, delineating their respective resources (digital image processing and vector graphics) and introducing their application across various domains of New Art Technologies. The objective is to furnish students with the tools and capabilities of the programs to cultivate their artistic creativity, acquire fundamental digital skills, and initiate a design approach that will be consolidated throughout their studies. During the Computer Graphics course, the necessary practical skills will be imparted to facilitate the creation of finished projects and the utilization of software, with a view to enabling communication with other digital tools, including 3D modeling, audiovisual production, game design, and multimedia graphics. Special attention will be given to maintaining an orderly and non-destructive workflow, a necessary condition for effective operation, particularly in teamwork contexts. The anticipated educational outcome is the ability to apply the fundamental principles of the two software programs to optimally express one's creativity, while developing a critical awareness of images and design decisions. Students will be encouraged to develop independent judgment, to communicate and present their projects clearly, and to cultivate an attitude of continuous learning, which is essential in a sector that is constantly evolving.

Knowledge and understanding	Students will acquire a solid foundational understanding of Adobe Photoshop and Illustrator software, comprehending their operational logic and the distinctions between raster and vector graphics. They will be able to navigate the interface independently, recognize the primary functions, and understand how the tools can be applied across various domains and projects.
Applying knowledge and understanding	Students will be able to apply the acquired knowledge in practical exercises and creative projects during the lessons, consciously selecting the most appropriate tool. They will be able to establish a coherent workflow, from the initial idea, through research, to the practical development of the concept. This involves importing materials, processing them with integrated skills in photo editing, photocomposition, and vector graphics, and ultimately exporting the final project.
Making judgements	The course will foster the development of a critical perspective on images and visual design processes. Students will be encouraged to evaluate the strengths and limitations of their own and others' work, to recognize the relevance of the tools employed, and to make informed decisions, including in relation to contemporary issues such as the use of images generated by artificial intelligence.
Communication skills	Students will acquire the skill of developing a visual project, beginning with an idea and conducting a thorough study of the project prior to its execution. They will develop the ability to present it in a clear and informed manner, justifying the formal and design choices, and providing guidance on the process and the steps involved.
Learning skills	Through a practical and project-based approach, students will develop the necessary skills to continue updating their knowledge independently. They will be able to consult guides and manuals, explore new software features, and maintain a continuous learning attitude.

CONTENTS	Students will acquire a comprehensive understanding of the fundamental features of the reference software, as well as some of the most prevalent practical applications for the tools they have learned. The topics to be addressed will include: Introduction to programs and interfaces (tools, menus, and control panels) - the distinction between raster and vector graphics - color perception and methods of representation - explanation of non-destructive techniques and organization of the work file (layers, groups) - professional tools - image processing (layer styles, blending methods, transformations, filters, advanced objects) - typography and vector graphics - creative workflow - exports - Generative AI within programs and in comparison to traditional software functions
ADOPTED METHODOLOGY	[X] In Person The course will be conducted in person, alternating between theoretical lessons and practical activities to enhance skills and technique. In each lesson, various tools will be introduced and utilized in specific exercises.
ASSESSMENT METHODS	Upon completion of the course, students will be expected to demonstrate the ability to apply the concepts learned throughout the year in a series of practical exercises. The final assessment will comprise the partial evaluation of ongoing tests, one for each software in question, which must be submitted to the instructor in digital format no later than 10 days from the examination date. Requirements for the Adobe Illustrator project: Creativity and formal and aesthetic correctness, adherence to the provided specifications, and functional work organization (ordered layers and groups). Requirements for the Adobe Photoshop project: Creativity and formal and aesthetic correctness, adherence to the provided specifications, functional work organization (utilization of non-destructive filters and adjustments, clear document structure). The paper must be accompanied by a presentation and effective exposition that clearly and coherently articulates the design and technical choices employed, in light of the contents of the bibliography. The knowledge acquired will be assessed through a test that will be conducted during the final lesson. The papers will be made available for any necessary clarifications and verifications during the examination session.