

SCHOOL	Graphic Design and Communication
ACADEMIC YEAR	TWO-YEAR PROGRAM I - 2025/2026
SUBJECT	1468 Tecnologie e applicazioni digitali I
TYPE OF SUBJECT	Theoretical-Practical
NUMBER OF HOURS PER LESSON	3
NUMBER OF ECTS CREDITS	10
DISTRIBUTION OVER THE ACADEMIC YEAR	ANNUAL

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The course aims to provide a comprehensive and professional 360-degree education in the fundamentals of DIGITAL COLORING.

Knowledge and understanding	The course provides a structured pathway for the acquisition of theoretical and practical skills, aimed at the creation of digital artwork and illustrations. Commencing with foundational techniques and advancing through a step-by-step approach, while concurrently establishing a robust theoretical foundation in composition, theory, and color psychology, it will be possible to acquire and internalize both the technical procedures essential for the creation of artwork and the communicative mechanisms underlying visual storytelling.
Applying knowledge and understanding	The theoretical and practical background acquired during the course will enable the attainment of full awareness and professional autonomy in managing workflow and creating final artwork, from design to actual implementation.
Making judgements	As the mechanisms are learned, progressing along the path will gradually require an increasing level of decision-making and planning autonomy, which will be realized through informed and consistently justifiable creative choices.
Communication skills	Students will acquire the non-verbal language of communication through the use of color and composition, a fundamental aspect of all graphic arts. Nevertheless, they will acquire the specialized technical language of digital coloring, which can be applied professionally in managing clients, customers, and colleagues.
Learning skills	In light of the knowledge acquired during the course, students will be able to independently pursue a professional career as a colorist and/or digital illustrator, further developing and personalizing the foundational skills provided.

CONTENTS	Through targeted exercises and progressive pathways, we will commence with foundational techniques and progressively advance to sophisticated and intricate effects, utilizing Photoshop software and a graphics tablet, or an iPad Pro with Apple Pencil and Procreate. The training program encompasses the following macro-topics: - Fundamentals of coloring (layer management, creation of flat areas, shadows, and highlights); - Lighting and special effects; - Digital Painting and Speed Painting; - Theory and psychology of color aimed at visual storytelling; - Development of complex artwork.
ADOPTED METHODOLOGY	[X] In Person Given the nature of the subject matter, the lectures will be complemented by ongoing targeted exercises, designed to facilitate the acquisition of the necessary manual skills and expertise for the creation of artwork. [NB. The course is designed for in-person delivery, but it can be adapted to remote learning without significant challenges.]
ASSESSMENT METHODS	• Written Examinations • Assessment Questionnaires • Practical Exercises The final grade is determined by a combination of assessments: in addition to the tangible results expressed through the presentation of a final portfolio containing the assigned exercises, the quality of attendance throughout the year, punctuality, and adherence to deadlines are also evaluated, as well as participation and the completion of both practical and theoretical interim tests to be agreed upon during the year.