

Visual and Innovation Design

Imagine and design the future.

Become a communication design professional, learning to master the areas of visual design, advertising and the complex world of multimedia communication, connecting design techniques and digital innovation.

Become a Visual Designer, the 'problem-solver' of contemporary communication, a professional figure capable of bringing together the role of the creative, the technological expert and the strategic designer, in other words the director of the entire communication platform.

Choose specialised training in traditional communication and the new frontiers of multimedia.

Qualification:

Second Level Academic Diploma, equivalent to a Master's degree

Duration:

2 years, full time

Language:

Italian and English

Credits:

120 ECT

Location of attendance:

Rome

Field:

Visual design, Advertising, Multimedia Communication

Requirements:

Italian students

Bachelor's degree or equivalent
Portfolio

International students

Bachelor's degree valid for the Italian Education System
Portfolio

Course language B2 certificate

Upon admission non-UE students have to fulfill the procedure to obtain a Student VISA

Main subjects:

Branding, Advertising, UX/UI, Digital Copywriting, Visual Culture and Media

Future careers:

Visual designer, Art director, Copywriter, Social media manager, Web designer, Information designer, UX designer, UI designer, Exhibit designer, Interaction designer, Brand manager, Type designer.

Study plan

COURSES		ECT	H
1 YEAR	Visual and media culture	6	45
	Advertising:		
	Art Direction for ADV	4	50
	Social Marketing	2	25
	Unconventional ADV	2	25
	Digital Copywriting	2	25
	App Design	8	100
	Visual Design 1	10	125
	Information Design	8	100
	Brand design and dynamic identity	8	100
	Advertising photography	6	75
	Language skills - Internships - Workshops	4	/
2 YEAR	Digital animation techniques and visual effects	6	75
	Web design and user experience	6	75
	Visual Design 2	10	125
	Wearable technology	6	75
	Multimedia exhibit	6	75
	Interaction design	6	75
	Elective educational activities	6	75
	Language skills - Internships - Workshops	4	/
	Thesis	10	/
Total credits		120	



Admission test

The admission test is designed to assess students' aptitude and motivation to undertake the RUFA education project. Admission to RUFA is open to all graduates of the various types of high school, each with their own specific admission procedures.

How will the test take place?

A motivational interview supported by a portfolio and/or, in absence of that, your graduation thesis.

How will the committee be composed?

The committee will be composed of some of the course lecturers.

Payment method

Italian students

€ 1'200 Annual enrolment fee / to be paid upon enrolment each year.

The remaining part of the annual tuition fee and educational contribution can be paid in:

- **a one off payment** by 30 November, with a 5% reduction;
- **3 payments** (30 November, 31 December, 31 January);
- **4 payments** (30 November, 31 January, 31 March, 31 May);
- **6 payments** (30 November, 31 December, 31 January, 28 February, 31 March, 30 April);
- **12 payments** using 0% interest financing (The last pay slip or tax return is required, as well as a photocopy of the guarantor's ID and tax code).

Early bird*

Direct matriculation by 31 July:
- € 1'200 with annual fee payment no later than 30 November.

International students

€ 1'200 Annual enrolment fee / to be paid upon enrolment each year.

The remainder of the annual tuition fee and educational contribution must be paid no later than 10 September.

Early bird*

Payment of the annual tuition fee and educational contribution:

- by 31 May: - 15%;
- by 31 July: - 10%.

The Early bird initiative is **valid for the first year only and cannot be combined with scholarships and/or other financial benefits.*

Tuition fees

INCOME / 000€	COURSE TAUGHT IN ITALIAN - €	COURSE TAUGHT IN ENGLISH - €
0 → 40	7'500	10'000
40 → 70	8'300	11'300
70 → 100	9'500	12'500
> 100	12'800*	13'500*

*For **non-EU students**, only the income bracket over 100 is considered, except for Turkey.

The following are excluded from the above costs:

- Fee for admission tests (1st year): international students €100, Italian students € 50 or €100 (depending on the session);
- Regional tax for the right to university studies (Ente Regionale per il Diritto allo Studio e alla Conoscenza – DiSCo): € 140.;
- Fee for the Diploma Examination (2nd year): € 400;
- Graduation fee (2nd year): € 90,84 Ufficio del Registro Tasse CC.GG. – Roma – Tasse Scolastiche – c.c.p. 1016.

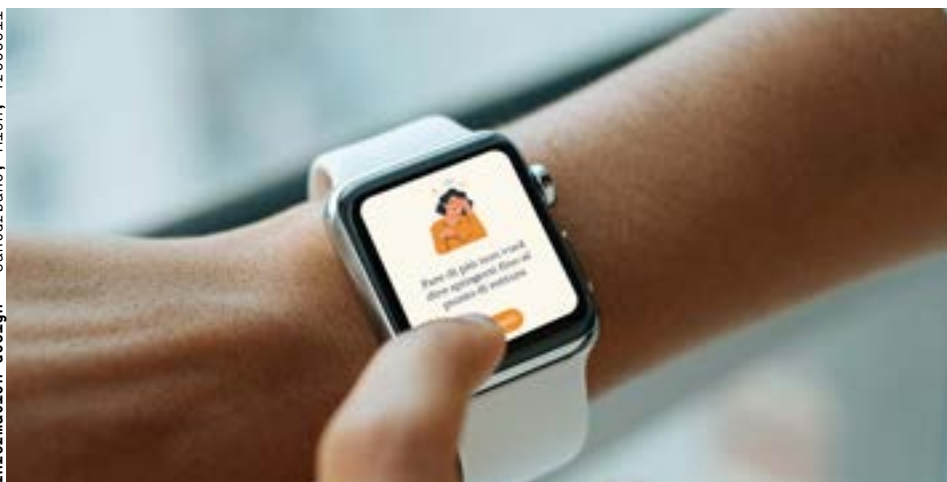
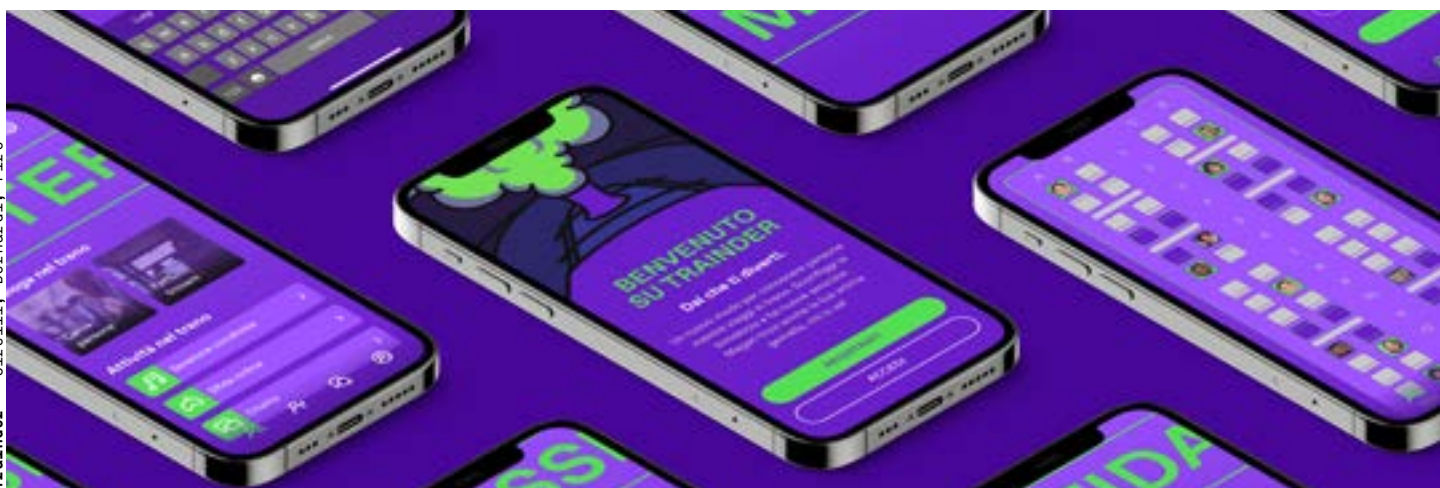


EXPLORE RUFA

Openday ↗
Live the RUFA experience

Open Call ↗
Book your individual meeting

Meet RUFA ↗
Sign up for the Guidance day



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**RU
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University
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