NABA

NUOVA ACCADEMIA DI BELLE ARTI

SUMMMER COURSES

A.Y. 2024-25
SYLLABUS

AI in the creative industries

1st session: July 1st – July 11th 2025

AI in the creative industries

School: Nuova Accademia di Belle Arti Milano (NABA)

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Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

Introductory level

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

COURSE DESCRIPTION

The course delves into how artificial intelligence is reshaping the creative process in the various creative fields as communication, design and art. Designed for both beginners and experienced professionals, the course explores using AI platforms to generate professional-grade visuals while integrating AI into the broader creative workflow. Participants will learn to craft effective prompts, gaining control over style, composition, and tonality, while also exploring how AI can enhance ideation and storytelling.

COURSE OBJECTIVES

*   How AI is revolutionizing the creative process: exploring its impact on ideation, production, and innovation.

*   Integrating AI into creative workflows: understanding AI as a collaborative partner in the artistic process.

*   Exploring AI's role in enhancing creativity: unlocking new possibilities in communication, design and art.

*   Understanding the structure and role of prompts in AI image generation.

*   Learning advanced prompt strategies to control styles and outcomes.

*   Applying AI-generated visuals to creative fields such as marketing, design, art, fashion, and video storyboards.

*   Creative trends prediction and insights: leveraging AI to forecast trends and generate actionable insights.

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ADMISSION REQUIREMENTS

This course is intended for students who have no background in design and for students who are attending or will attend their first year of university studies in art and design.

OUTPUT

By the end of the course, students will develop their own creative project, tailored to their interests and professional goals. The final outcome could take the form of:

- A Key Visual (KV) for branding or marketing campaigns.
- A design product, showcasing innovative use of AI in product or graphic design.
- An artwork, reflecting personal or conceptual creative expression.
- Each project will demonstrate the application of AI-driven techniques and strategies, highlighting the student's mastery of AI for creative purposes.

LIST OF MATERIALS AND TOOLS

- Personal laptop.

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a Certificate of successful attendance only to all students who completed at least 80% of the course.

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated. Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

Learning by doing: a mix of theoretical lessons, field trips and practical workshops.

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Grading

Total number of ECTS assigned for the successful completion of the course: 3 ECTS

GRADING SYSTEM

GRADING WEIGHTS	GRADING SCALE
1. Attendance 30% 2. Participation and creative process 40% 3. Final work / final presentation 30% TOTAL 100%	Excellent = 90-100 Good = 80-89 Average = 70-79 Below Average = 60-69 Poor = 59 or below

	EXCELLENT 90 -100%	GOOD 80 – 89%	AVERAGE 70 – 79%	BELOW AVERAGE 60 – 69%	POOR BELOW 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

Contacts

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1st week

COURSE SCHEDULE*		
DAY		**LESSON-SUBJECT**
Day 1 - Tuesday	NABA Staff	Welcome and Registration
		• Introduction to the course
Day 2 - Wednesday		• How AI is revolutionizing the creative process: Exploring its impact on ideation, production, and innovation.
		• Integrating AI into creative workflows: Understanding AI as a collaborative partner in the artistic process.
		• Exploring AI's role in enhancing creativity: Unlocking new possibilities in communication, design, and art.
Day 3 - Thursday		• Understanding the structure and role of prompts in AI image generation.
		• Introduction to prompt-building best practices and essential elements.
		• Exercises.
Day 4 - Friday		• Learning advanced techniques for crafting prompts to control artistic styles and visual outcomes.
		• Exploring prompt variations for greater control over AI-generated results.
		• • Practical exercises on creating visually compelling outputs with AI.

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2st week

COURSE SCHEDULE*

DAY	LESSON-SUBJECT
Day 5 - Monday	• Designing prompts for branding: Techniques to align visuals with brand identity. • Image fine-tuning.
Day 6 - Tuesday	• How to build a GPT-based AI assistant that mirrors your creative preferences. • Exercise: Design a series of prompts with AI assistant that reflects your personal or professional creative style.
Day 7 - Wednesday	• Creative trends prediction and insights: Leveraging AI to forecast trends and generate actionable insights. • Synthetic personas: Using AI to create targeted synthetic personas with GPT models for design and communication strategies.
Day 8 - Thursday	• Final work assignment: each student or group identifies a specific creative task to tackle using AI crafting an artwork). • Students start to work on their projects with guidance, applying skills learned throughout the course and identifying the role of AI in the specific steps of their creative process.
Day 9 - Friday	• Final presentation.

*The Academy reserves the right to:

• amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location;

• make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.

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