



# QUASAR SUMMERSCHOOL

HISTORY DEPT.

## Shoot Rome, design a Photobook

“Twenty-five centuries of Beauty, Harmonies  
and Geometries are waiting for you”

<b>When</b>	13 july 2015 - 26 july 2015
<b>Duration</b>	two weeks session (80 hours of lesson over 9 days) II session: 24 august 2015 – 6 september 2015 from 10:00 AM to 19:00 PM (with 1 hour break)
<b>Credits</b>	(recommended) 8 ECTS

### ORGANIZING INSTITUTION

QDU Quasar Design University – via Nizza 152 Rome ITALY  
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tel. 0039 06 8557078

### INTRODUCTION

Rome is one of the most photographed city all over the world, however it offers always new sides to be discovered: its centuries-old beauty, inhabitants, life and its unique atmosphere.

Through a fascinating photo journey, the workshop is aimed at realizing of a photobook, developed by participants under tutors' supervision.

### TOPICS

- Guided visits and collective analysis
- Collective brainstorm, critical analysis of the subjects and iconographic materials

- Tips and Tricks to produce a book: study of the graphic layout, grids, texts and images editing
- The basics of a photobook: selection, sequencing and editing of the book structure
- Development of the concept and definition of design guidelines, intermediate rough presentation, finish layout of the maquette
- Digital printing methodology of the book

A collective show of all the participants' projects will take place at the end of the course. Do you know how does an Art Director work?

Would you like to know the steps they go through to create the appeal fashion spread you find in a photobook? This course will guide you through the processes, the study, the theoretical and practical phases of work and will prepare the right approach to the editorial design and publishing.

The project is developed through three suggested itineraries:

- Ancient Rome
- Rome in the Renaissance
- Rome in the twentieth century

## TEACHING STAFF

This course is led by the tutors of our Graphic Design department. Every tutor is a well known designer with several year of experience.

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### Gianmarco Longano

*Art director, graphic designer, head and teacher of the graphic design department. Gianmarco is an expert in design and coordinator in charge on the department course of Graphics consultancy for visual communication company, web design and web marketing. He is graphic design professor in Quasar Design University since 2008.*

### Stefano Baldassarre

*Art director, graphic designer focused in editorial design and publishing. He worked for Romaeuropa Festival, City of Rome, Teatro di Roma, National Institute for Graphics, WWF and many others. He is graphic design professor.*

### Sofia Piomboni

*Graphic designer, assistant.*

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## TARGET GROUP

Graphic design students that have an interest in photography and creativity.

### Entry criteria

To attend this practical course the participants must have the required equipments: an ordinary digital camera with accessories.

## COURSE AIM

The student will realize a digital print of a personal photobook.

## CREDITS INFO

Upon successful completion you will receive a certificate to say you have attended and achieved a level of attainment expected by our academic staff. If you wish to receive credit, you will need to arrange this with your faculty at home before you attend. QDU can supply module specifications to assist in calculating a credit equivalency.

As a guide the summer programme is equivalent to 4 ECTS per week.

## TUITION FEES

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|--|------------|
| • Course + course materials + Q-card                         | € 1.290,00 |
| • REDUCED PARTICIPATION for students from other universities | € 1.090,00 |
| • REGISTRATION BONUS UNTIL 13 June 2015                      | € 1.090,00 |
| • GROUP DISCOUNT AT LEAST N° 5 PARTICIPANTS                  | € 790,00   |

Not included: tickets for exhibitions or museums, transportation, final realization in digital print of the photobook, and all topics not specially described.

## SCHOLARSHIP

QDU one scholarship for every 10 participants is provided for this course.

The amount is one half of the participation fee.

The scholarship will be assigned to the author of best final work.

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