

Graphic Design International Business Communications

GRAPHIC DESIGN

Inspiration flows through the streets of Florence. A student in this city is steeped in age-old Florentine culture, modern ideas and international community. At LdM, students are provided the perfect environment to put this inspiration to use in one of the most competitive professional fields today - Graphic Design. Students make use of our multi-functional labs that bring experience in traditional and recent techniques, as well as the department's own library. Our state-of-the-art printing center offers every printing opportunity to our students (who may pursue an internship here), from plotting to binding - even cloth printing! Designing graphic components; illustrating and animating ideas; creating brands, identities and objects and communicating them to the entire world: these are the main skills acquired by our students. LdM students develop the ability to make strategic decisions in professional contexts, read market trends, and formulate dynamic, effective and successful solutions.



INTERNATIONAL BUSINESS

Today, business is more global and challenging than ever and LdM offers great opportunities for international students to prepare for careers in business. Our courses aim to teach students not only about the ways of business management but also about themselves as potential leaders, allowing them to develop their own skills in the fields of international business and management. As a key component to any business, marketing is explored deeply on the international scale, in the fashion field, and in terms of the internet, which has revolutionized many areas of how business is conducted. The presence of a wide range of businesses prominent in their sectors, from the small to the multinational, means that case studies come alive. A wide range of Business courses extend into such fields as supply chain management, human resources, as well as specialized themes like consumerism, international labor law, the economics of the Mediterranean, event planning, and brand management. The extensive liberal arts offerings in History, Politics and International Relations and other Liberal Arts allow students to craft a personal knowledge base.

Given the multicultural character of Italy and Italy's founding role in the EU, LdM is a special place for students to increase and refine their understanding of international business. The European Union - a powerful, debated and resilient force in today's world - is the subject of courses on economics, politics, and policy. Since European countries include many key producers and consumers, to know Europe is a valuable component of a well-rounded business education. But LdM views Europe as part of a wider global mosaic that cannot be ignored, including the international economic organizations such as the WTO, IMF, and emerging or recently emerged markets such as India and China. Courses on global business, the global economy, international project management and others equip students to learn how to be successful in today's changing reality.

Students in LdM International Business courses apply theoretical principles to real-life scenarios. LdM professors provide examples, case-studies and field trips through which students learn about the legal, economic and cultural differences that exist between their home countries and the rest of the world, developing in this way a clear understanding of the new global market. Starting from Fall 2011, internships in Marketing or Business are available in Florence and Rome, respectively.

Business and Economics courses at LdM Florence are offered in collaboration with the University of Florence. Upper-level courses in Business at LdM Rome are offered in collaboration with Marist College's School of Management, which is accredited by the Association to Advance Collegiate Schools of Business (AACSB).



COMMUNICATIONS

Enveloped in a new community and culture, students in Florence are driven to reevaluate preconceived notions of the world. What better time to delve into the field of Communications and learn about one of the most fundamental pieces of society? At LdM, students are given the opportunity to question and examine the many facets of Communications. Whether learning about body language, journalism, public relations or the role of media in war and conflict, students are challenged to open their mind to new perspectives, explore existing perceptions, and assimilate these new lessons into here and now experience in communications. At LdM, students can undertake integrated communication projects in real employment situations. In association with the LdM marketing office, students may carry out Web TV programming, which gives a voice to the student and wider communities. The Communications Department at LdM develops students' ability to comprehend the underpinnings of the field of Communications and translate this understanding into a multitude of real world settings.

Graphic Design Courses at LdM include:

- History of Graphics and Illustration
- Graphic Design
- Digital Graphic Techniques Fundamentals
- Foundations of Visual Communication
- Web Design Fundamentals
- Digital Sketchbook
- Publishing Design
- Introduction to Visual Semiotics
- Creative Processes in Visual Communication
- Dynamic Web Design
- Web Marketing
- Workshop in Creative Advertising
- Graphic Design Project Development
- Professional Blog Design
- Web Animation
- Character Design
- Rendering Essentials
- Commercial Print and Graphic Store Management
- Motion Graphic Techniques
- Advanced Imaging
- Web Authoring
- Mobile Web Design
- Graphic Design for Advertising
- Computer 3D Animation
- Working Group Project in Design for Communication



International Business Courses

at LdM include:

- Introduction to Marketing
- Principles of Microeconomics
- Principles of Macroeconomics
- Introduction to International Marketing
- Wine Business and Marketing
- Human Resources Management
- Integrated Marketing Communication
- Crosscultural Communication in the Workplace
- International Work Regulation
- Global Business and Society
- E-Commerce
- International Art Business
- Event Planning
- European Policies and Law
- Supply Chain Management in the Mediterranean Basin
- The Global Economy
- Workplace Psychology: Building Effective Managers
- Sociology of Consumerism
- Economics of the European Union
- Economic Geography of the Mediterranean Region
- Approaches to Management
- Government and Business
- International Project Management and Fundraising
- Marketing Internship
- Business Internship
- Global Marketing Management
- Advanced International Marketing
- Brand Management and Promotion

Communication Courses at LdM include:

- Introduction to Mass Communication
- Introduction to Journalism
- New Media
- Introduction to Visual Semiotics
- Media Ethics
- Body Language and Communication Techniques
- Advertising Principles
- Public Relations
- Intercultural Communication
- Crosscultural Communication in the Workplace
- War and Media
- Broadcasting: Italian Culture and Television
- Writing for the Media
- Integrated Marketing Communication
- Communications Internship
- Foundations of Visual Communication
- Communication Theory and History

