

ARS  
IN  
FAB  
ULA  
**ENTRY-LEVEL**

# ENTRY LEVEL

On-line course  
in editorial  
illustration

Edition 2025





# ENTRY-LEVEL COURSE IN EDITORIAL ILLUSTRATION

The Entry-Level Course in Editorial Illustration is designed for those who wish to undertake an educational path in the artistic publishing industry starting with the main basis. The course is open to everyone and does not require an entrance test.



## AIMS

The Entry-Level Course intends to offer an artistic and professional structured training programme, facing all the stages of the planning of a picture book and providing the basis of a personal and artistic research methodology.

## TARGET AUDIENCE

The course is open to all those who wish to approach the publishing sector with professional aspirations, without limitations of age and qualification. The course is designed as a first training cycle, in order to provide students with all the design and methodological tools and then move to deepening (Advanced-Level) and to specialization (Ars in Fabula Master), but also to give a chance to those who have already started their own independent path to bridge gaps or deepen single issues. The development of frontal lessons in e-learning, on weekends aims to meet the needs of university students or workers. The issued certificate for the entire Entry-Level course grant access to Advanced-Level course without any selection needed and allows the recognition of five points as "Educational Qualification for Specific Education" in the ranking for selection at the Master in Editorial Illustration Ars in Fabula.

## STRUCTURE OF THE COURSE

The programme is divided into modules characterized by frontal lectures in e-learning, held by established professional illustrators. The course includes the presence of a teacher (coordinating teacher) who follows the development of each student throughout the course through constant reviews on the narrative and technical-artistic side. In addition to the specific themes of the design of the picture book, the main painting techniques are treated, like: watercolor, oil, pastels, acrylic, ink, digital techniques. The last module is characterized by the revision of the students' works entrusted to the publisher ZOOlibri.

## TEACHERS

The faculty is composed of professionals and experts in the publishing industry selected both for their artistic and professional level and their consolidated teaching experience.

*On cover:  
illustration by Alicia  
Baladan, from "Bestian",  
Edizioni Gruppo Abele,  
2023.*

*In this page: cover and  
detail from an illustration  
by Chiara Ficarelli,  
from "Non voglio essere  
mostro", Pulce Edizioni,  
to be released in October  
2024.*

# COURSE TEACHERS A.Y. 2025

The central idea about teaching, that connects the different souls who constitute the teaching staff of the school Ars in Fabula, is the firm belief they don't have to transmit preconceived formulas, ready-made recipes.



*Detail from an illustration by Anna Forlati, from "What makes us human", Eerdmans Pub. Co., 2024; The White Ravens selection 2023. Italian edition: "La cosa più preziosa", Terre di Mezzo Editore, 2024.*

Above all on the artistic side, when a personal style comes to light, it is also the result of internal investigation, the work on one's own limitations and strong points. The teacher is the one who is able to motivate the emergence of this interiority. It is also imperative to be able to lead the work of the student in the right direction so that one's own technique, graphical or pictorial, is the result of a stylistic achievement, the most suitable tool for an expressive need. Indeed Ars in Fabula has stood out for the diversity and originality of their students style, attributable neither to their teachers nor to transitory trends.



**Chiara Ficarelli**  
(illustrator)



**Simone Rea**  
(illustrator)



**Michelangelo Rossato**  
(illustrator)



**Alicia Baladan**  
(illustrator)



**Lorenzo Sangiò**  
(illustrator)



**Anna Forlati**  
(illustrator)



**Corrado Rabitti**  
(ZOOlibri publisher)



**Claudia Palmarucci**  
(illustrator)

# COURSE STRUCTURE A.Y. 2025

## MODULE 1 PLANNING OF THE EDITORIAL WORK

**January:** Text analysis. Editorial planning. Study of the character.  
Painting techniques.

**February:** Correlation between text and image. Study of character  
and settings. Painting techniques.

---

## MODULE 2 THE NARRATION THROUGH IMAGES

**March:** Children's literature and illustration. Story-board.  
Painting techniques.

**April:** From the story-board to the layout. Painting techniques.

---

## MODULE 3 PERSONAL STYLE AND COMPOSITION

**May:** Publishing and illustration. The spatial view. Framing and  
depth of field. Light up the scene. Painting techniques.

**June:** Reality and representation. The transfiguration of reality.  
Painting techniques.

---

## MODULE 4 TECHNICAL AND STYLISTIC IMPROVEMENT

**July:** Editorial review with ZOOlibri.  
Painting Techniques (Project finalization).



Cover and illustration by  
Anna Forlati, from  
"Before I forget", chinese  
edition edited by LOOK  
BOOK, korean edition  
edited by Woori School,  
soon to be released.



# THE PLANNING OF THE EDITORIAL WORK

## MODULE 1

### JANUARY

FRIDAY

FROM 09:00 TO 13:00 TEXT ANALYSIS.

FROM 14:30 TO 18:30 EDITORIAL PLANNING.

SATURDAY

FROM 09:00 TO 18:30 STUDY OF CHARACTER,  
PAINTING TECHNIQUES.

REVISION (WEEKLY).

*Detail from  
an illustration by  
Michelangelo Rossato,  
from "Marco Polo. Il  
viaggio delle  
meraviglie", edizioni  
ARKA, 2018.*



### FEBRUARY

FRIDAY

FROM 09:00 TO 11:00 CORRELATION BETWEEN TEXT AND IMAGE.

FROM 11:00 TO 18:30 STUDY OF CHARACTER.

SATURDAY

FROM 09:00 TO 18:30 STUDY OF SETTINGS,  
PAINTING TECHNIQUES.

REVISION (WEEKLY).

*Covers by  
Michelangelo  
Rossato from  
"Il cuore di  
Giovanna d'Arco"  
and "Marco Polo.  
Il viaggio delle  
meraviglie",  
edizioni ARKA,  
reprint 2024.*

# THE NARRATION THROUGH IMAGES

## MODULE 2



### MARCH

FRIDAY

FROM 09:00 TO 13:00 CHILDREN'S LITERATURE AND ILLUSTRATION.  
FROM 14:30 TO 18:30 STORY-BOARD.

SATURDAY

FROM 09:00 TO 18:30 STORY-BOARD, PAINTING TECHNIQUES.

REVISION (WEEKLY).

---

### APRIL

FRIDAY

FROM 09:00 TO 18:30 FROM THE STORY-BOARD TO THE LAYOUT.

SATURDAY

FROM 09:00 TO 18:30 LAYOUT, PAINTING TECHNIQUES.

REVISION (WEEKLY).



Cover and illustrations by  
Claudia Palmarucci, from  
"L'incanto del buio.  
Racconto di Natale",  
Orecchio Acerbo, 2022.

# PERSONAL STYLE AND COMPOSITION

## MODULE 3

### MAY

Cover and  
illustration by  
Simone Rea, from  
"XUXUDUODUO  
MAGAZINE", 2024.

#### FRIDAY

FROM 09:00 TO 13:00 PUBLISHING AND ILLUSTRATION.  
FROM 14:30 TO 18:30 SPATIAL VIEW.

#### SATURDAY

FROM 09:00 TO 13:00 FRAMING AND DEPTH OF FIELD.  
FROM 14:30 TO 18:30 LIGHT UP THE SCENE, PAINTING TECHNIQUES.

REVISION (WEEKLY).

### JUNE

#### FRIDAY

FROM 09:00 TO 18:30 REALITY AND REPRESENTATION.

#### SATURDAY

FROM 09:00 TO 18:30 THE TRANSFIGURATION OF REALITY,  
PAINTING TECHNIQUES.

REVISION (WEEKLY).



# TECHNICAL AND STYLISTIC FINALISATION

## MODULE 4

### JULY

THURSDAY  
FROM 09:00 TO 18:30 PAINTING TECHNIQUES  
(project finalization).

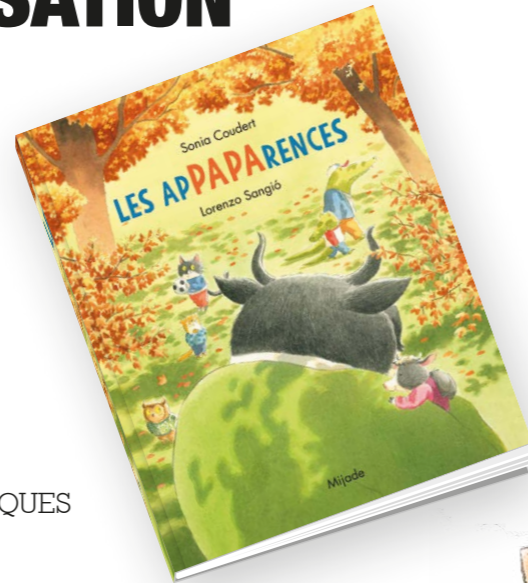
FRIDAY  
FROM 09:00 TO 18:30 PAINTING TECHNIQUES  
(project finalization).

SATURDAY  
FROM 09:00 TO 18:30 EDITORIAL REVIEW WITH ZOOlibri PUBLISHER.

On the right: cover and illustration by Lorenzo Sangiò, from "Les apPAParences", Mijade, to be released on September 2024.

# zoolibri

REVISION (WEEKLY).



Publishing news from ZOOlibri, illustrated by Ars in Fabula Master graduates; from the left: "Vola!", by Giulio Noccesi, "Uno spettacolo grandissimo", by Valentina Corradini, "Il pulcino e l'uovo", by Elisa Cavaliere.



# RULES

## DURATION

The course runs from January to July. Frontal teaching, e-learning, takes place in weekends (one per month). Revisions with the teacher coordinator are held weekly in e-learning mode. The entire Entry-Level course lasts 300 hours.

## COSTS

The registration fee for the Entry-Level Course is 1.600 € + IVA 22% (tot. 1.952 €).

## APPLICATION

Send by email the filled out application form (you can find it in the Download section of the page [Entry-Level](#) on the Ars in Fabula website or ask it to the secretariat) with the copy of the payment to the secretariat at the email address [info@arsinfabula.com](mailto:info@arsinfabula.com).

## PAYMENTS

It is possible to pay in one solution or, on request, pay in four installments of 488 € according to the table below. To request the payment in installments you have to tick the appropriate box in the application form.

1°) At the time of the application, 2°) by March 6<sup>th</sup>, 3°) by May 6<sup>th</sup>, 4°) by June 6<sup>th</sup>.

*Please contact the secretariat before paying the registration fee to verify there's a place available. Ars in Fabula Secretariat: [info@arsinfabula.com](mailto:info@arsinfabula.com).*

## PAYMENT METHOD

Bank transfer to current account payable to **AIF srl** (purpose: ENTRY-LEVEL + last name and first name of the student)

### BANK ACCOUNT DETAILS

IBAN IT97A0538713401000003590290

SWIFT Code: BPMOIT22XXX

Current account in the name of **AIF srl**.

BPER Bank, Macerata Agency, Corso della Repubblica n° 38. Send the receipt of the bank transfer to the email address [info@arsinfabula.com](mailto:info@arsinfabula.com).

## WAIVER AND REFUNDS

The cancellation from the course and the reimbursement is provided for, according to Italian law, within ten days from enrollment. In case the student finds it impossible to complete the cycle of studies, for proven reasons, the course can be recovered in the following year. The student is however obliged, in case payment in instalments was chosen, to pay the entire course according to the preset schedule.

*Management reserves the right to modify anything considered necessary, in its sole discretion, for the success of the course or due to unexpected needs of any kind.*

*In this page:  
illustration by  
Lorenzo Sangiò,  
from "Les  
apPAPArances",  
Mijade, to be  
released on  
September 2024.*

*On back cover:  
detail from an  
illustration by  
Chiara Ficarelli  
from "Non voglio  
essere mostro",  
Pulce Edizioni, to  
be released on  
October 2024.*





## The picture book academy



Ars in Fabula – Illustration School  
Palazzo Compagnoni-Marefoschi  
Via Don Minzoni 11, Macerata 62100  
tel. 0733 231740 – [info@arsinfabula.com](mailto:info@arsinfabula.com)  
[www.arsinfabula.com](http://www.arsinfabula.com)