



ARS
IN
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ULA

MASTER

NOTICE

Master
in illustration
for publishing

Academic year
2023/2024





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*On front and back cover: details from
illustrations by Master graduated Lera
Elunina, from "La scelta", thesis project
created for Kite Edizioni.*





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ARS IN FABULA

MASTER OF 1ST LEVEL IN
ILLUSTRATION FOR PUBLISHING

NOTICE ACADEMIC YEAR 2023-2024

The Academy of Fine Arts of Macerata activates in the Academic Year 2022-2023 ARS IN FABULA, 1ST LEVEL ACADEMIC MASTER IN ILLUSTRATION FOR PUBLISHING (hereinafter named AIF MASTER) in collaboration with the AIF srl.

The organizational and didactic secretariat of the master is assigned to: AIF srl,
Palazzo Compagnoni Marefoschi, Via Don Minzoni 11, 62100 Macerata - Tel +39 0733 231740
e-mail: info@arsinfabula.com.

OBJECTIVES

The AIF MASTER advanced training is aimed at the training and the professional valorisation of the illustrator, involving leading figures in the publishing world, with whom students can talk about concrete themes and projects. An intrinsic part of AIF MASTER is the relationship with the world of work. Each student will work on an editorial commission (book project) assigned by the publishers who collaborate with the master, selected among the most important in the publishing scene. The work will go through all the stages of a real editorial commission and the students will be guided by the teachers and tutors of the course. The final work will be evaluated by the publishers and with their final decision, the eventual publication will be decided.

In this case, publishers will enter into regular contract and agree with them about fees and royalties. Nothing will be due to the organizers of the master.

ADDRESSEES

AIF MASTER is addressed to those who have a university degree or academic degree of first level, preferably of the artistic, architectural, advertising graphics area, coming from Italian or foreign Institutes of Higher Education (Universities, Academies, ISIA, IED), of which a corresponding qualification is acknowledged.

You may also be admitted to the Master even if you don't have a university degree, in which case the credits/ECTS will not be recognized at the end of the course.

SELECTION

The number of admitted to the Master is 25 students in addition to the winner of the Ars in Fabula Grant Award; the course will not be activated unless the minimum threshold of 15 admitted is exceeded. The selection of the participants will be based on the curriculum vitae et studiorum together with the evaluation of the artistic portfolio and the individual interview.

The selection will be made by the Scientific Didactic Committee of the course remotely via e-learning platform. The dates of the selection will be announced with a special notice both on the website of the Academy (www.abamc.it) and on Ars in Fabula website (www.arsinfabula.com).

DURATION AND TITLE

The master has an annual duration, from October to October of the following year, with a total commitment of 1.500 hours. Passing the final exam will decree the achievement of the title **ACADEMIC MASTER IN ILLUSTRATION FOR PUBLISHING** and the acquisition of 60 credits/ECTS.

The commission for the final evaluation will be formed by the Scientific Didactic Committee (CDS), and by the editors. The vote will be expressed by mediating the evaluations obtained by the candidate (relating both to the attendance to the front lessons and to the results obtained in the partial evaluations of the individual learning modules) with the profit valuation obtained for the final synthesis work presented.

For the title recognition, a minimum of 75% of frontal lessons is required. If you were unable to complete the minimum attendance required at the Master, the Fine Arts Academy of Macerata will recognize the credits acquired through the attended course, but won't grant you the Master title.

PARTNER PUBLISHERS

The publishers who collaborate with AIF MASTER are: Gallucci, Rizzoli, Fatatrac, Orecchio Acerbo, Topipittori, Edizioni EL, Einaudi Ragazzi, Emme Edizioni, Carthusia, Corraini, Zoolibri, A Buen Paso, Edizioni Arka, Kalandraka Italia, Donzelli, La Compagnie Créative, Grasset Jeunesse, Libros del Zorro Rojo, Giunti, Bompiani, Helbling Languages, Mondadori Educational, Sinnos, La Coccinella, Bruaá Editora, Éditions Notari, Kite Edizioni, Eli Readers, Else Edizioni, rueBallu, Barbara Fiore Editora, Feltrinelli Editore, Fatatrac, Settenove, Gribaudo, Vanvere Edizioni, Edizioni Corsare, Terre di Mezzo Editore, Uovonero, Nubeocho, Camelozampa, Lapis, Il leone verde, Franco Cosimo Panini, Pelledoca, Bakemono, La Margherita Edizioni, Pulce Edizioni, Ideestortepaper, Biancoenero Edizioni, Giralangolo, Lupoguido, Fondo Editorial UCV.

TEACHERS

Teaching staff: Mauro Evangelista (illustrator, graphic designer), Alessandra Sconosciuto (Ars in Fabula), Paola Parazzoli (editor), Walter Fochesato (magazine Andersen critic), Fausta Orecchio (Orecchio Acerbo Editore), Simone Tonucci (Orecchio Acerbo Editore), Joanna Concejo (illustrator), Marco Somà (illustrator), Corrado Rabitti (publisher ZOOlibri), Cristiana Valentini (art director ZOOlibri), Roger Olmos (illustrator), Isabella Labate (illustrator), Francesca Chessa (illustrator), Luigi dal Cin (writer), Michela Avi (professor of History of Children's Literature), Luca Tortolini (writer), Simona Castellani (graphic designer),

STRUCTURE OF THE AIF MASTER COURSE

Lessons will be held in e-learning for the entire duration of the course.

The course is structured in four modules of training activities. **First module** Front lectures in e-learning: from October to November. **Second module** Interactive teaching, guided study in e-learning: from December to May. **Third module** Front lectures: stage in e-learning the months of May and June. **Fourth module** Final synthesis work: individual and guided study from July to October. The course calendar and the timetable will be officially communicated to students after their enrollment. The beginning of the lessons is set for Monday the 9th October 2023.

TEACHING PROGRAMME

FIRST MODULE.

Planning and Techniques of the Illustration (250 total hours. October-November).

Planning I (front lectures in e-learning).

The relation between text and image; the visual translation; Preparatory exercises.

Planning II (front lectures in e-learning).

The storyboard; Subdivision of the text; The composition; Graphic and pictorial techniques.

Illustration Techniques I (front lectures in e-learning). The graphic and stylistic line; Graphic and pictorial techniques.

Illustration Techniques II (front lectures in e-learning) Study and characterization of characters and settings; The point of view and the cut of an image; Illustrate an action.

Publishing (front lectures in e-learning). Assignment of the book project. Catalogues of the leading publishing houses; Analysis of assigned book projects; Relation between author and publisher; The editorial production.

SECOND MODULE.

Culture of Image (700 total hours. December-May).

Planning III / Illustration Techniques III (front lectures in e-learning). Coordinating teachers. Revisions of book-project's progress about the narrative; graphic and pictorial technical aspects.

Publishing (Meeting with publishers). Coordinating teachers. Verification with publishers.

Text Analysis (e-learning). Expression and Communication – Invention of literary form– Plot and movement – Repetition and variation – Empty and full of the plot – Choice of the narrator – Narrative description – Characters' characterization – Discursive categories – What is the point of a book.

History of Children's Literature (e-learning). The birth of literature for children – The periodicals of the early 1900s – Il Giornalino della Domenica – Carlo Collodi.

History of Illustration (e-learning). Historical path – What is illustration – Illustrating is narrating – The function of figures – Relation between text and illustration – To get into figures – Childhood and its representations.

Chromatology (e-learning). Color terminology – Warm cold contrast – Contrast of quality – Contrast between dark and light – Contrast of quantity – Contrast between pure colors – Contrast between complementary colors – Simultaneity contrast.

THIRD MODULE. STAGE.

(350 total hours. May-June. Front module ine-learning).

Editorial Design

(50 hours. Front lectures in e-learning, May).

The illustrated book – The graphic cage – The font – The paper – The parts of a book – The layout.

Stage in e-learning, about illustration (300 hours. May-June).

Delivery of the illustrations for the book project (September 2024).
Evaluation by the Scientific Teaching Committee and Publishers.

**FOURTH MODULE. FINAL SYNTHESIS WORK.
(individual and guided study 160 hours. July-October).**

Finalisation of the book project (illustration and graphics) and packaging of the maquette for the thesis.

Teaching Units	Training credits
Design and illustration techniques	cf 10
Culture of the image	cf 28
Publishing	cf 2
Verifications	cf 2
Stage	cf 12
Final summary report	cf 6
TOTAL	cf 60

ARRANGEMENTS FOR ADMISSION AND SELECTIONS

The application for admission (Attached A and B), must be received by 6:00 p.m. on **September 11th 2023 at the Ars in Fabula Master Secretariat via e-mail at info@arsinfabula.com.**

The application must be accompanied by the following simple paper documents:

- 1) *Curriculum vitae et studiorum;*
- 2) *Only for those who have an academic degree: a certificate of first level university or academic degree (or Attached D - substitute declaration of self-certification under the Article 2 of Law 15/68 and art. 46 of D.P.R. 445/2000) from which result the date of achievement and the final vote;*
- 3) *Only for those who have an academic degree: title of the graduate thesis or academic degree thesis and list of any publications relevant to the Master's content (Attached B);*
- 4) *Titles of specific training activities in the publishing sector (Attached B);*
- 5) *Photocopy of a valid identification document with the original signature of the candidate;*
- 6) *Receipt of the payment of the 60.00 euros for Selection Competition (payment for administrative charges and admission procedures to be carried out on bank account)
IBAN IT97A053871340100003590290 payable to AIF srl + filled form for secretariat fees.*
- 7) *Portfolio of up to ten illustrations, color and/or black and white in jpeg format, (300 dpi) and titled with the first name's initial, plus last name and number in sequence (ex: M.Rossi 01);*
- 8) *Attached C in case of request for payment in instalments.*
- 9) *Attached D in case of substitutive declaration of the academic diploma certification.*

Foreign students will have to make, in addition to the admission's application on the appropriate form, the document mentioned at point 2, accompanied by an official italian translation and provided with legalization and declaration of value on-site by the Italian Representation responsible for the area, in the country to whose legislation belongs the institution which issued

the title. However, the enrolment of these students remains subordinated to the valuation, by the academic bodies, of the eligibility of the title for the admission to the Master and the passing of the tests established by the notice for admission.

The selection interviews will be held in September 2023 (date to be confirmed) from 10.00 a.m. via the e-learning platform. Candidates must introduce their full portfolio in original on that occasion. The list of admitted will be made public within 48 hours after the interviews, in the register of Academy of Fine Arts in Macerata, on the Academy website (www.abamc.it), under heading didactic – master and training courses and on www.arsinfabula.com – under heading news. The publication has value as official communication to the candidates.

PROVISIONAL ADMISSION

Those who have not yet graduated at the time of the first admission test, that is the valuation of titles, will be admitted “with reservation” and will have to promptly notify, on pain of exclusion, the achievement of the title, which must happen undelayable by the December 2023 session.

REGISTRATION OF ADMITTED AND REGISTRATION FEE

To the Master will be admitted those who, in relation to the available places, have been classified in a useful position on the corresponding ranking list. This is affixed to the board of the Academy, as well as published on the Academy and Ars in Fabula websites, with the value of official communication to the interested, who from that moment can provide for the registration.

The first twenty-fives students of the list will receive from the secretariat and the information to do the registration. Therefore, they will be able to pay the master and regional and state fees (by October 1st 2023). In the case of an ex-aequo in ranking, the youngest will prevail. The form and registration information will be provided by the secretariat to the selected students as soon as the ranking list is officialized. In the case of unregistered students within the specified time limit or explicit withdrawal of those entitled, the eligible candidates will step in, according to the ranking list order. Interested parties will be notified with the written communication of the deadline for registration. ***The cost of the master is 5.500 euros (VAT included). The fee concerning the right to study and the registration and frequency fee is 258,93 euros.***

FACILITATIONS AIF MASTER

AIF Master allows you to apply for regional vouchers that may cover until the full cost of the master. Information from the region where you belong.

AIF GRANT AWARD

Every year, MASTER AIF and Bologna BOOK FAIR confer the AIF GRANT AWARD to a young “unpublished” illustrator selected at the Book Fair Illustrator Exhibition in Bologna. The winner, selected by the Scientific Teaching Committee of the master, shall be designated at the Book Fair (regulation on the website www.bookfair.bolognafiere.it and on www.arsinfabula.com).

**Overview of
taxes and charges**

A) Administrative charges (Request for admission)	€ 60,00
B) Stamp (Request for admission)	€ 16,00
C) Right to study fee	€ 140,00
D) Registration and frequency fee	€ 102,93
E) Management charges (VAT included)	€ 5500
TOTAL	€ 5.818,93

METHOD OF PAYMENT

A) Administrative charges: payment method: Bank transfer on bank account registered to **AIF srl** (causal: Selection Contest, Master ARS IN FABULA + surname and name of the student).
Bank Coordinates: **IBAN: IT97A0538713401000003590290**

P.S. The payment can be made starting from the publication of this notice. The proof of payment + secretariat fees form, duly completed (for the download on Ars in Fabula website, on the Master page), must be sent to info@arsinfabula.com simultaneously with the date of payment.

B) - C) - D) Stamp, right to study fee, registration and frequency fee: the information to enrolment will be communicated later by the secretariat to the 25 winners in the ranking.

E) Payment method: Bank transfer on bank account registered to **AIF srl** (causal: Master ARS IN FABULA registration fee + surname and name of the student).
Bank Coordinates: **IBAN: IT97A0538713401000003590290**

PAYMENT IN INSTALMENTS

Students who will request it will be able to pay the master's cost (5.500 euros) in up to four instalments (see Attached C).

prot. n. 3031 del 05/05/2023

IL PRESIDENTE
Dott. Gianni Dessì



LA DIRETTRICE
Prof.ssa Rossella Ghezzi



Pursuant to Law no. 675 of 31st December 1996, the Academy of Fine Arts of Macerata undertakes to respect the confidential nature of the information provided by the candidates: all data will be processed only for the purposes connected and instrumental to admission to the course. and any management of the relationship with the Academy in compliance with the provisions in force.



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Attached B

The undersigned _____

declares to have a degree / be graduated in _____

title issued by: _____

Country _____ in date _____ final vote achieved _____

- Title already declared equivalent to Italian Diploma / Academic Degree with rector decree n. _____ University of _____ in date _____
- Title not yet declared equivalent to Italian Diploma / Academic degree and for which applies for equivalence, for the only purpose of admission to the course.
- Not in possession of a degree, asks for admission as an auditor.

SHORT CURRICULUM VITAE

1) Specific editorial activities in the publishing industry:

2) Publications (list up to three most relevant publications):

Date _____ Signature _____





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Attached C

REQUEST FOR PAYMENT IN INSTALMENTS

The undersigned asks to pay in instalments the cost of the ARS IN FABULA master (euro 5.500), choosing the marked formula.

Surname _____ First name _____

The form of instalments I prefer is as follows:

- 1) Two instalments of 2.750 euros , the first of which at the time of the enrolment and the second one by April 21th 2024.
- 2) Three instalments of which the first of 2.750 euros at the time of the enrolment, the second of 1.375 by December 10th 2023 and the last of 1.375 euros by April 21th 2024.
- 3) Four instalments of 1.375 euros each, the first of which at the time of the enrolment, the second by December 10th 2023, the third by February 27th 2024, the latest by April 21th 2024.

The failure to pay the instalments will mean the immediate blocking of the career up to the regularization of the administrative position; the late payment of one instalment will instead charge a penalty of 30,00 euros for each month of delay, as provided by the current regulation of fees and contributions. The service is automatically revoked in case of termination of the career (renunciation to the studies) and the student will be required to pay the remaining amount.

Date _____ Signature _____





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Attached D

SUBSTITUTE DECLARATION OF SELF-CERTIFICATION

(art 2 L. 04/02/1968 n. 15 as modified and integrated from the art. 3 L. 127/97, D.P.R. n. 403/98 and D.P.R. 445 of 28/12/00)

The undersigned _____ born _____ in _____
_____ and resident in _____
(prov. ____) Street _____ n. _____

aware of the penal sanctions of the art. 26 of L. 15/68 and following modifications and integrations for the mendacity of the acts and false declarations, authorises the collection of data for the enactment of the administrative act as the law 675/96 and following modifications and integrations.

DECLARES

to be in possession of the following qualification:

_____ achieved on the _____ at _____
with the final vote of _____ / _____

to be not to be
enrolled in another course of academic diploma or degree or secondary school. (cross the corresponding position)

Date _____ Signature _____





The picture book academy

Ars in Fabula – Illustration School
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