



ARS
IN
FAB
ULA

ENTRY-LEVEL

ENTRY LEVEL

On-line course
in editorial
illustration

Edition 2027





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 Editorial Director 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
Simone Rea,
"Non avrò più paura",
Giralangolo, 2025.*

*Beside: illustration by
Alicia, Baladan,
"Mondi Onirici", Comics
Battles vol. II, 2025.*

COURSE TEACHERS A.Y. 2027

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.



Above: illustration by
Lorenzo Sangiò,
"Le Lac des Cygnes",
Mijade, 2026.

Beside: illustration by
Veronica Ruffato,
"L'ospedale
dei giocattoli",
Salani, 2025.

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
(Editorial Director ZOolibri)



Claudia Palmarucci
(illustrator)



Veronica Ruffato
(illustrator)



Marco Lorenzetti
(illustrator)



Sonia Maria Luce Possentini
(illustrator)



COURSE STRUCTURE A.Y. 2027

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: Project review with Editorial Director ZOolibri.
Painting Techniques (Project finalization).

Cover by
Claudia Palmarucci,
"Attraverso il libro",
Il Leone Verde Piccoli,
2023.



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).

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).



*Illustration by
Anna Forlati,
"El silencio
de Floridor",
Planeta Sostenible,
(to be release).*

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).

*Illustration by Chiara
Ficarelli, "Tutto troppo",
Pulce edizioni,
to be published in 2026.*

*Beside: illustration by
Michelangelo Rossato,
"La favola dei tarocchi
o il meraviglioso
viaggio di Chisone",
L'ippocampo edizioni, 2025.*





PERSONAL STYLE AND COMPOSITION

MODULE 3



MAY

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

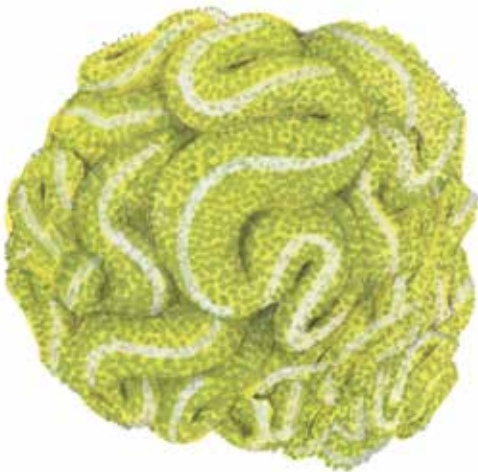
FRIDAY
FROM 09:00 TO 18:30 REALITY AND REPRESENTATION.

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

REVISION (WEEKLY).

*Illustration by Marco
Lorenzetti, "I Promessi
Sposi siamo noi", theatre
production by Luciano
Roman.*

*Illustration by Alicia
Baladan, "Cactus",
Marinonibooks, 2025.*



MODULE 4

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 PROJECT REVIEW WITH EDITORIAL DIRECTOR



REVISION (WEEKLY).

*Illustrazione di
Alicia Baladan,
"Alì Babà e i
quaranta ladroni",
Nuages, 2025.*

*Illustration by Veronica
Ruffato, "Piccoli tesori",
Collettivo BaldoBranco,
2025.*

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 1.952 € (VAT included).

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.

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 6th,
3°) by May 6th, 4°) by June 6th.

*Please contact the secretariat before paying the registration fee to verify there's a place available. Ars in Fabula Secretariat:
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.

WAIVER AND REFUNDS

The cancellation from the course and the reimbursement is provided for, according to Italian law, within ten days from enrolment. 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.

*Illustration by
Sonia Maria
Luce Possentini,
"Poesie d'inverno",
Animamundi, 2026.*





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The picture book academy

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