

ARS
IN
FAB
ULA

ENTRY-LEVEL

Edition 2020



The illustration on the cover is by Marco Somà for "L'infinito", Einaudi Ragazzi, 2019.

On this page: facade of Palazzo Marefoschi. On the page on the right: interior and exterior of the school and the front yard.



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 all 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 first three modules are on weekends and the fourth in the summer in order to meet the needs of off site students or workers. The issued certificate for the entire Entry-Level course allows the recognition of five (out 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 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) 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 programme is divided into modules; each module is composed of two courses. In addition to the specific thematics of the planning of a picture book, the main pictorial techniques will be faced, such as: watercolour, oil, pastels, acrylic, ink, digital techniques.

TEACHERS

The faculty is composed of professionals and experts in the publishing industry including: Mauro Evangelista, Marco Somà, Claudia Palmarucci, Simone Rea, Alicia Baladan, Anna Forlati, Michelangelo Rossato, Marco Lorenzetti, Felicità Sala, Veronica Ruffato (illustrators), Michela Avi (professor of history of children's literature and illustration), Corrado Rabitti (ZOOlibri editor), Luca Tortolini (writer).



Illustration by Anna Forlati.



COURSE STRUCTURE A.Y. 2020

MODULE 1: PLANNING OF THE EDITORIAL WORK

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

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

MODULE 2: THE NARRATION THROUGH IMAGES

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

B) **April:** From the story-board to the lay-out, Painting techniques.

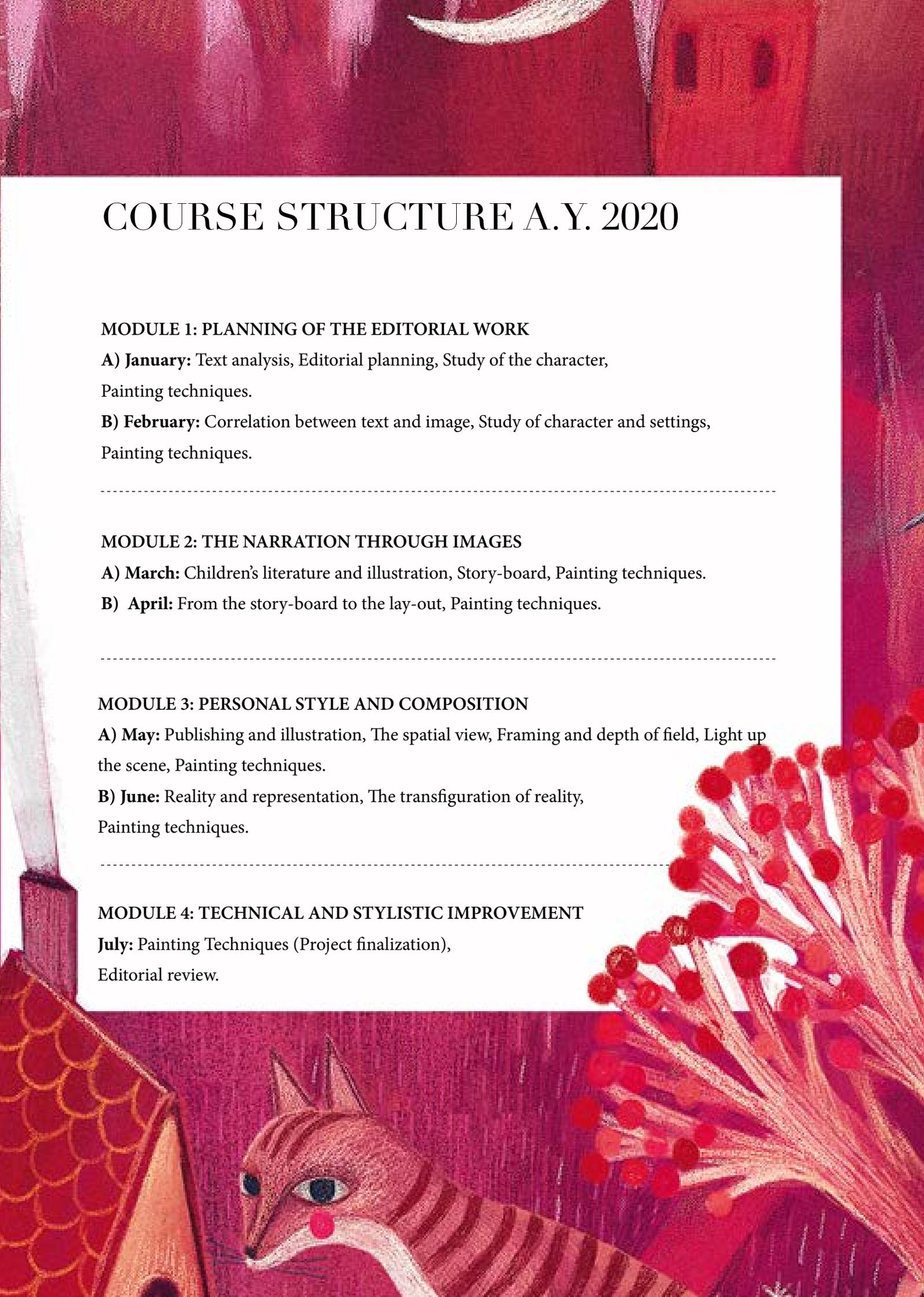
MODULE 3: PERSONAL STYLE AND COMPOSITION

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

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

MODULE 4: TECHNICAL AND STYLISTIC IMPROVEMENT

July: Painting Techniques (Project finalization), Editorial review.





*Illustration by Felicità Sala
"Il posto segreto", LupoGuido, 2019.*

*On the top right: Michelangelo
Rossato for "Frida Kahlo nella sua
Casa Azul", Edizioni Arka, 2019.*

MODULE 1



THE PLANNING OF THE EDITORIAL WORK

COURSE A: 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.

SUNDAY

From 09:00 to 13:00 PAINTING TECHNIQUES.

COURSE B: 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.

SUNDAY

From 09:00 to 13:00 PAINTING TECHNIQUES.



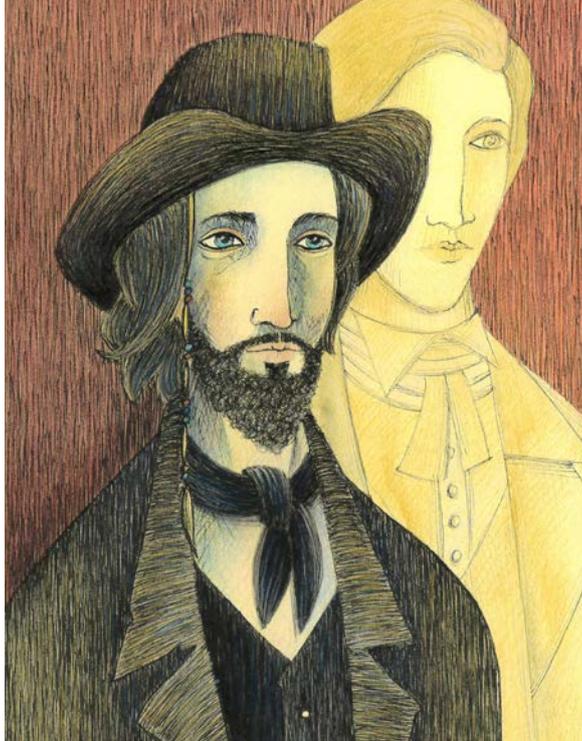


Illustration by Marco Lorenzetti "Lo scarabeo d'oro", Lisciani, 2018.

On the right an illustration by Simone Rea.

MODULE 2

THE NARRATION THROUGH IMAGES

COURSE A: MARCH

FRIDAY

From 09:00 to 11:00 CHILDREN'S LITERATURE AND ILLUSTRATION.
From 11:00 to 18:30 STORY-BOARD.

SATURDAY

From 09:00 to 18:30 STORY-BOARD.

SUNDAY

From 09:00 to 13:00 PAINTING TECHNIQUES.

COURSE B: APRIL

FRIDAY

From 09:00 to 18:30 FROM THE STORY-BOARD TO THE LAY-OUT.

SATURDAY

From 09:00 to 18:30 LAY-OUT.

SUNDAY

From 09:00 to 13:00 PAINTING TECHNIQUES.



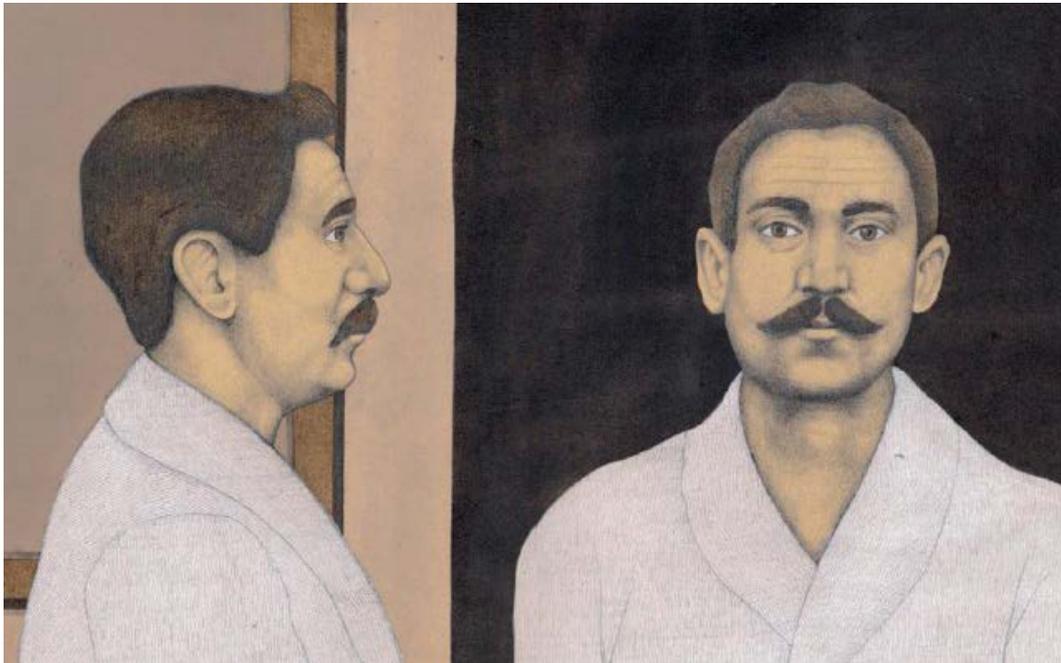
Illustration by Anna Forlati.

On the right an illustration by Claudia Palmarucci for "Le double", Editions Notari, 2015
Italian edition: "Il doppio", Kite edizioni.



MODULE 3

PERSONAL STYLE AND COMPOSITION



COURSE A: MAY

FRIDAY

From 09:00 to 11:00 PUBLISHING AND ILLUSTRATION.
From 11:00 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.

SUNDAY

From 09:00 to 13:00 PAINTING TECHNIQUES.

COURSE B: JUNE

FRIDAY

From 09:00 to 18:30 REALITY AND REPRESENTATION.

SATURDAY

From 09:00 to 18:30 THE TRANSFIGURATION OF REALITY.

SUNDAY

From 09:00 to 13:00 PAINTING TECHNIQUES.





TECHNICAL AND STYLISTIC FINALISATION

JULY

MONDAY - THURSDAY

From 09:00 to 18:30 PAINTING TECHNIQUES (Project finalization).

FRIDAY

From 09:00 to 18:30 EDITORIAL REVIEW WITH THE ZOOLIBRI PUBLISHER.

zoolibri

*Illustration by Alicia Baladan for
"Un cielo di lentiggini", Settenove.*

*On the right: illustration by Veronica
Ruffato for "A Christmas Carol", Eli
publishing, 2018.*







On the right an illustration by Alicia Baladan for "Un cielo di lentiggini", Settenove.



RULES

DURATION

The first three modules will take place on weekends (one per month with the following schedule: Friday 09:00-13:00, 14:30-18:30, Saturday 09:00-13:00, 14:30-18:30, Sunday 09:00-13:00) for a total of 20 hours for each course, therefore 40 for each module. The fourth module will have instead a weekly duration (from Monday to Friday for a total of 40 hours). The duration of the entire Entry-Level Course is 160 hours of frontal lessons.

HEADQUARTERS

ARS IN FABULA – Illustration School, Palazzo Compagnoni Marefoschi, via Don Minzoni n°11, 62100 Macerata, Italy.

COSTS

The registration fee for the Entry-Level Course is 1600 €

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. The applications to the course will end when the maximum number of participants has been reached (25 students).

PAYMENTS

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

1°) At the time of the application, 2°) by March 11th, 3°) by May 6th, 4°) by July 1st.

Please contact the secretariat before paying the registration fee to verify there's a place available.

Ars in Fabula Secretariat: 0733 231740

PAYMENT METHOD

IBAN IT61B0615013400CC0320093736

Bic/Swift: CRFEIT3F

Bank account in the name of Ars in Fabula Ass. Cult.

Banca Carifermo, Agenzia di Macerata.

Send the receipt of the bank transfer to the email address info@arsinfabula.com.

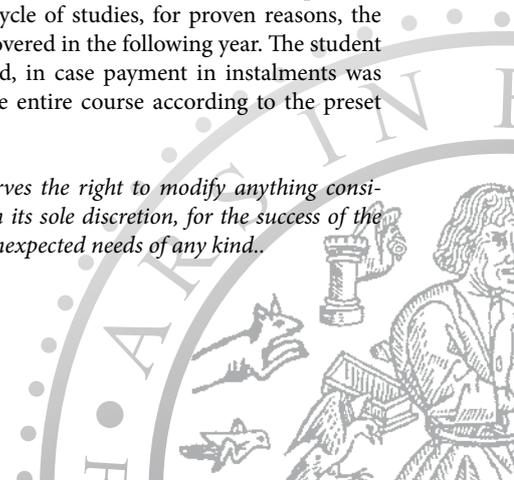
ARS IN FABULA MEMBERSHIP CARD

The Ars in Fabula courses are destined to the associated to the cultural association Ars in Fabula. In order to participate it is necessary to be up to date with the payment of the annual membership card. Registration and renewal must be made before the start of the activity. The cost of the card is of 15 euro a year.

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..





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The picture book academy

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Illustration school
Palazzo Maresfoschi
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