



ARS  
IN  
FAB  
ULA

**ENTRY-LEVEL**

# ENTRY LEVEL

Course in  
editorial  
illustration

Edition 2022









# 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) 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 presence or e-learning, on weekends aims to meet the needs of university 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 programme is divided into modules characterized by frontal lectures, in presence or 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. Through the frontal teaching and the help of audiovisual contributions, 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  
Marco Somà,  
from "Che cos'è  
la scuola?",  
Terre di Mezzo  
Editore, for release  
in September 2021.*

*Beside  
Palazzo Compagnoni  
Marefoschi, school's  
head office.*

# COURSE STRUCTURE A.Y. 2022

## 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.

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## MODULE 2 THE NARRATION THROUGH IMAGES

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

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

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## 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.

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## MODULE 4 TECHNICAL AND STYLISTIC IMPROVEMENT

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

*Ars in Fabula  
adopts the G  
SUITE platform  
FOR EDUCATION  
by Google for  
e-learning.*

*Illustration by  
Claudia Palmarucci,  
from "L'isola delle  
ombre", Orecchio  
Acerbo, 2021.*















# 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 (E-LEARNING / WEEKLY).

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### 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 (E-LEARNING / WEEKLY).

*Above illustration  
by Michelangelo  
Rossato, from "Il  
cuore di Giovanna  
D'Arco", edizioni  
Arka, 2019.*

*Beside illustration  
by Anna Forlati, da  
"Banvard e Geof", Kite  
edizioni, for release  
in October 2021.*

# 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 (E-LEARNING /WEEKLY).

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### 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, PAINTING TECHNIQUES.

REVISION (E-LEARNING /WEEKLY).

*Below illustration  
by Marco Lorenzetti,  
from "Rime  
indovinelle", Gallucci  
editore, 2019.*

*Beside  
illustration by  
Simone Rea, from  
"Oggi", Orecchio  
Acerbo, 2021.*











# 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 (E-LEARNING / WEEKLY).

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### 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 (E-LEARNING / WEEKLY).

*Above illustration by  
Anna Forlati, from  
"Banvard e Geof", Kite  
edizioni, for release  
in October 2021.*

*Beside illustration by  
Marco Somà,  
from "La Divina  
Commedia – il primo  
passo nella selva  
oscura", Einaudi  
Ragazzi, 2021.*













# TECHNICAL AND STYLISTIC FINALISATION

## MODULE 4

### JULY

#### THURSDAY

FROM 09:00 TO 13:00 PAINTING TECHNIQUES  
(project finalization).

#### FRIDAY

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

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*Above illustration by  
Claudia Palmarucci,  
from "L'isola delle  
ombre", Orecchio  
Acerbo, 2021.*

*Beside illustration  
by Alicia Baladan,  
from "La bambina  
e l'armatura",  
Topipittori, 2021.*



EDITORIAL REVIEW WITH THE ZOOLIBRI PUBLISHER  
REVISION (E-LEARNING / WEEKLY).





## RULES

### DURATION

The course runs from January to July.

Frontal teaching, in presence or 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 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](mailto:info@arsinfabula.com).

### PAYMENTS

It is possible to pay in one solution or, on request, pay in four installments of 400 € 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 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: [info@arsinfabula.com](mailto:info@arsinfabula.com).*





### **PAYMENT METHOD**

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

IBAN: IT61B0615013400CC0320093736

Bic/Swift: CRFEIT3F

Carifermo, agenzia di Macerata.

In the reason for payment specify only the student's name and the name of the course. Send the receipt of the bank transfer to the email address [info@arsinfabula.com](mailto: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 € 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.*

Above illustration  
by Chiara Ficarelli,  
from "Lorenzo  
passatempo",  
Pulce edizioni,  
for release  
in May 2021.





# The picture book academy



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