



**ENTRY-LEVEL**

# ENTRY LEVEL

Course in  
editorial  
illustration

Edition 2023









# 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.



*On cover  
illustration by  
Simone Rea, from  
"Quando il gatto suona  
i cani obbediscono",  
unpublished.*

*Above: front of  
Palazzo Compagnoni  
Marefoschi, school's  
head office.*

*Beside: illustration by  
Marco Somà, from  
"Abbiamo un problema!",  
for release in 2022 with  
Kite Edizioni.*

## 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. 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.

# COURSE STRUCTURE A.Y. 2023

## 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 Alicia Baladan, from  
"L'uovo nero", Uovonero, 2020.*











# 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.

*Beside: illustration  
by Michelangelo  
Rossato, from  
"La favola di Amore  
e Psiche", Arka  
Edizioni, 2022.*

#### SATURDAY

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

REVISION (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.

*Below:  
illustration by  
Marco Lorenzetti,  
from "Maga  
Oibò e il segreto  
della musica",  
Casa Musicale  
Eco-Edizioni  
Volontè, 2022.*

#### SATURDAY

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

REVISION (WEEKLY).





# 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).

*Beside:  
illustration by  
Simone Rea, "Stop",  
made for Stop,  
contest by Tapiru-  
lan, 2021/22.*

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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 (WEEKLY).

*Above:  
illustration by  
Chiara Ficarelli,  
from "Vieni  
con me?",  
for release in  
June 2022 with  
Pulce Edizioni.*













# 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.

*Beside:  
illustration by  
Anna Forlati, from  
"My Dad My Rock",  
Linguacious  
USA, 2022.*

#### 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).

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### JUNE

#### FRIDAY

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

*Above: detail from  
an illustration by  
Alicia Baladan,  
from "La bambina  
e l'armatura",  
Topipittori, 2021*

#### SATURDAY

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

REVISION (WEEKLY).









# TECHNICAL AND STYLISTIC FINALISATION

## MODULE 4

### JULY

*Beside: illustration  
by Claudia  
Palmarucci, from  
"Storie della  
buonanotte per  
bambine ribelli",  
Mondadori, 2021.*

#### THURSDAY

FROM 09:00 TO 13:00 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.

*Above: detail from  
an illustration by  
Alicia Baladan,  
from "La bambina  
e l'armatura",  
Topipittori, 2021*

**zoo**libri

REVISION (WEEKLY).





ARS  
IN  
FAB  
ULA

# ENTRY-LEVEL

## 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).

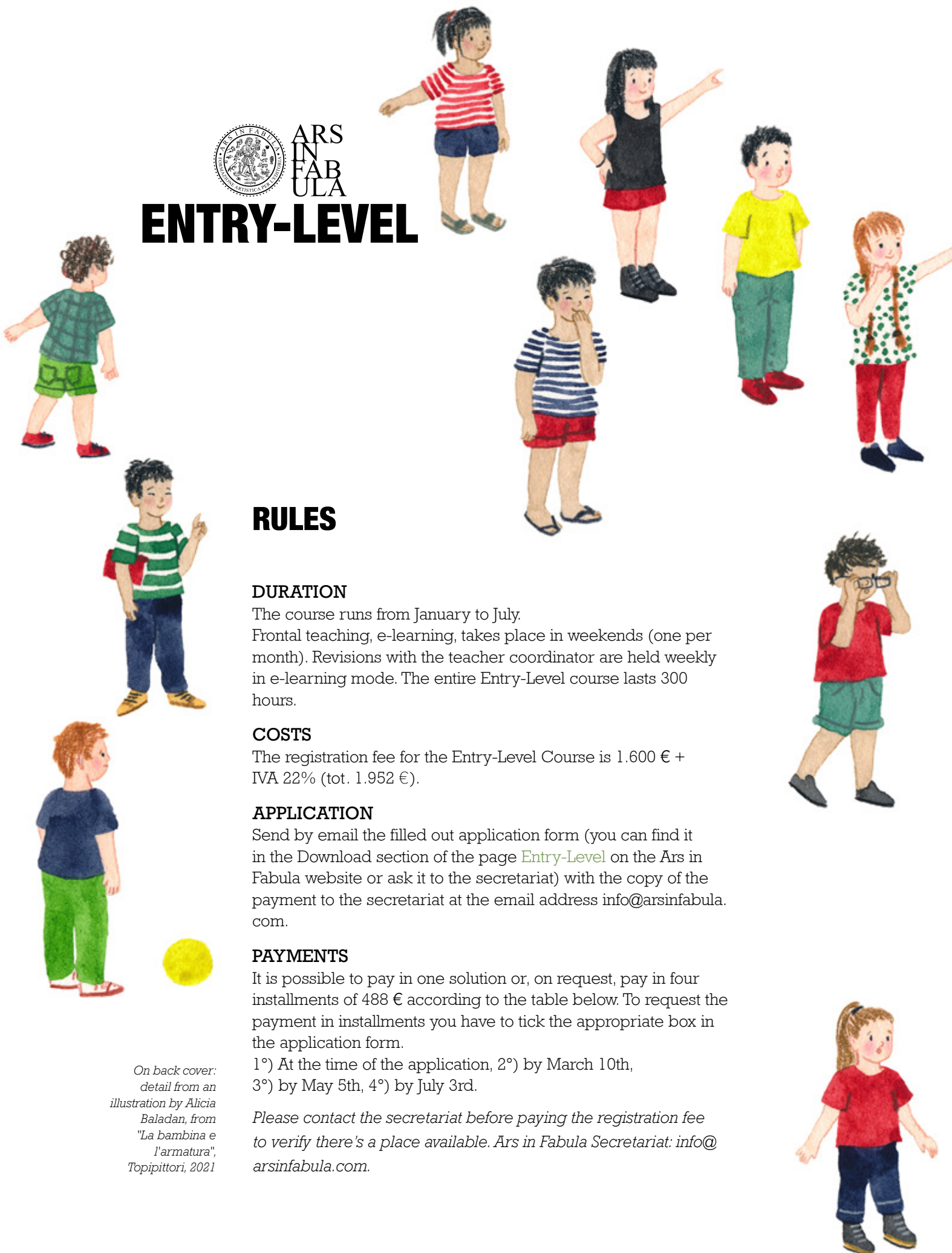
### PAYMENTS

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 10th,  
3°) by May 5th, 4°) by July 3rd.

*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).*

*On back cover:  
detail from an  
illustration by Alicia  
Baladan, from  
"La bambina e  
l'armatura",  
Topipittori, 2021*







### **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

Codice SWIFT 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.*

*On these pages:  
details from an  
illustration by  
Chiara Ficarelli, from  
"Vieni con me?", for  
release in June 2022  
with Pulce Edizioni.*





## The picture book academy



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