

FACULTY OF LETTERS AND PHILOSOPHY

**CARTOONS AND MANAGEMENT
1ST LEVEL MASTER DEGREE**

Academic Year 2006/2007

II Edition



DIRECTION AND SCIENTIFIC COMMITTEE

Director: M. G. Bianco

Scientific Committee: M. G. Bianco, M. Cantini, G. Ciarlo, F. Cohen Seat, M. Corradi, O. Corradi, M. Gusberti, G. Iasevoli, G. Laganà, G. Marchetti, F. Mozzetti, M. Pagot, A. Romanelli, C. Vasale, Youngki-Lee.

The Scientific Committee is made up of experts coming from the academic, professional and entrepreneurial world. Representatives of leading companies also constitute a fundamental part of the Committee and their presence guarantees students the assonance of the syllabuses with the real demands of the labour market.

PROFESSIONAL PROFILE

The university Master in Cartoons and Management is designed to prepare graduates who can adequately satisfy the creative, productive, organisational and marketing demands generated by the world of animation and cartoons and by the companies working in it.

PROGRAMME

The syllabus, structure and contents of the course use the following guidelines as reference: interdisciplinary approach, flexibility, permanent training, internationalisation, interchange and cooperation with the economic reality.

The single modules can be realised also by means of inter-faculty cooperation and with private and public organisations, subject to the drawing up of special agreements, so as to guarantee the variety of subject areas and the students' preparation for the workplace.

The syllabus is divided into fourteen modules, each of which is taught through 8 hours of lectures and numerous other practical exercises. An internship in one of the leading Italian organisations or project work in the same organisations complete the course.

ENTRY REQUIREMENTS

Admission to the course is subordinate to students having a first four-year degree (old system) or three-year degree (students can enrol who will be graduating in the autumn session), as well as to a positive assessment of their CV by the Master Board and to successfully passing an interview. Basic computing and English language skills are also necessary requisites for admission to the course.

Enrolment for the Master is incompatible with enrolment for other university courses.

STRUCTURE

- Maximum number of students: 40
- Minimum number of students: 30
- The total number of teaching hours is equal to 400; to this must be added internships or project work and individual study hours, for a total of 1,500 hours.
- At the end of each module students will have a written assessment test for which minimum mark of 18/30 must be obtained. At the end of the Master students will present a written paper, based on the experience during the training period, and will have final exams to test the skills acquired. The final mark is out of 110 with the possibility of honours.

LECTURERS

The lecturers mainly belong to the areas corresponding to the following scientific-subject sectors: L-ART/05, L-ART/06, ICAR-17, SECS-P/08 and come from both the academic and professional worlds, in particular from MONDO-TV.

SYLLABUS

The subjects in the syllabus are divided into 14 teaching modules:

- 1) **Story and idea**
- 2) **Screenplay**
- 3) **Character design**
- 4) **Setting design**
- 5) **Story board**
- 6) **Video board**
- 7) **Animation**
- 8) **Editing**
- 9) **Direction**
- 10) **Music**
- 11) **Effects**
- 12) **Dubbing**
- 13) **Opening and closing titles**
- 14) **Commercialisation and marketing**

Each module is taught through at least 8 hours of lectures and numerous practical exercises. A personalised traineeship in one of the leading Italian organisations or project work (12 credits) complete the course with 8 credits conferred also on the basis of the final report.

ADDRESS

The teaching will take place in external structures (theoretical lessons), at the **LUMSA – Faculty of Letters and Philosophy** - Via della Traspontina, 21 - 00193 Rome and at **Mondo TV** - Via Brenta, 11 - Rome.

DURATION AND TIMETABLE OF LECTURES

- 28 November 2006 - 30 October 2007
- Lectures will be held on Friday afternoon and Saturday morning.

Attendance at the Master is compulsory and signatures will be taken. Attendance below 80% of the total number of hours will result in exclusion from the Master and loss of the enrolment fee. Similarly, all the learning phases via internet must be completed.

ENROLMENT

- Last day for enrolment: 15 November 2006
- Admission to the Master, up to the maximum number of places available, will depend on the assessment of the documents received, according to the order of arrival of the applications at the Master's Office
- Candidates will be informed of their admission/non-admission to the Master by e-mail
- The go-ahead for the Master and the beginning of lectures will be published on the LUMSA site
- The application for enrolment, together with the degree certificates must be sent to the following address:

LUMSA - Segreteria Master e Corsi di Perfezionamento

Via Pompeo Magno, 22 – 00192 Roma

Applications without the enclosed documentary evidence of qualifications will not be taken into consideration.

- The application for enrolment can be found at www.lumsa.it
- or at the Masters and Specialisation Courses Office
- **Enrolment for the Master is incompatible with other degree courses, Masters, Specialisation Courses, Specialisation Schools and Ph. D. Courses**

ENROLMENT FEES AND PAYMENT

Cost: € 3.500.00 payable in three instalments

I instalment: € 1.500.00 at the time of enrolment

Reimbursable in the case of failure to start/non-admission to Master

II instalment: € 1.000.00 (by 31.01.2007)

III instalment: € 1.000.00 (by 31.03.2007)

Payments can only be made by bank transfer to:

LUMSA

UniCredit PB

Reference: 7485 – ROMA Parioli

Account No. 60005491 ABI 03223 CAB 03202 CIN J

specifying in the description of payment your name, surname and title of Master.

Copies of the bank receipt of the bank transfers must be taken to the Master and Courses Office.

2 grants are allocated for the total amount of the fees by **Fondazione Corradi** and **Mondo Home Entertainment**.

Once enrolled for the Master, no refund of the instalments already paid is due in the case of renunciation. (The payment of the enrolment fees by instalments is only a concession for students: therefore, any renunciation does not exempt students from the whole amount of the enrolment fee.

AWARDS

- 60 University Credits
- Title of 1st level Master in "Cartoons and Management" (attendance not below 80% of lectures, written paper and final exams)
- The Master, furthermore, allows those students who decide to continue with post-graduate education, to acquire credits that will be recognised (for a maximum of 60 credits) for enrolment to the Specialist Degree in "Publishing and Journalism" and/or "Cultural production" in the Faculty of Letters and Philosophy of the LUMSA.

PROFESSIONAL TRAINING

The period of professional training is indispensable for the education of students doing the Master. Therefore, each student will do an internship in organisations, institutions and companies working in cinema animation, the most important of which is MONDO-TV.

INFORMATION

LUMSA - Masters and Specialisation Courses Office

Via Pompeo Magno, 22 -00192 Roma

Tel. 06-68422467 Fax 06-68422484

perfezionamento@lumsa.it

www.lumsa.it

For information on the course:

Prof. Vasale: vasale@lumsa.it

Prof. Bianco: lettere@lumsa.it

Prof. Iasevoli: iasevoli@lumsa.it

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