

ROME THROUGH DESIGN

Rome is not the backdrop.

Rome is the source.

A three-week communication-design program that uses Rome as a classroom, archive, production site, and living communication system.

ICONIC ROME × LIVING DESIGN ROME

Students turn direct study of the city into focused design research and resolved work.

Created and developed by John De Santis

Two Romes. One Communication-Design Curriculum.

ICONIC ROME

Trajan's Column
Mercati di Traiano
Terme di Diocleziano
Museo dell'Ara Pacis
Centrale Montemartini

Students examine how typography, image, monument, material, and public space established authority, preserved knowledge, and shaped collective memory

LIVING DESIGN ROME

Istituto Centrale per la Grafica
ICPAL
Leporello Photobooks
Numero Cromatico
MAXXI · MACRO

Students encounter how communication is created, produced, exhibited, distributed, and interpreted in Rome today.
These are not two separate subjects.
Students investigate both through one communication-design method.

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Rome Generates The Work.

Across six **Field Investigations** and **nine Site Visits**, students gather evidence through direct observation, drawing, photography, mapping, comparison, discussion, and critique.

A **64-page physical fieldbook** carries that research across **Iconic Rome** and **Living Design Rome**.

Four investigations become **Fieldbook Assignments**.

THE RESEARCH BECOMES A RESOLVED DESIGN OBJECT

Each student connects research from two investigations to produce either:

One four-page Rome publication

Or an eight-page Rome mini-zine

**Every design decision must be traceable
to evidence gathered in Rome.**

ROME THROUGH DESIGN

Rome Programs Often Miss Communication Design

The program's reviewed provide substantial study in architecture, art history, archaeology, studio art, media, and Italian culture.

Rome Through Design approaches the city differently. One course connects Rome's historical communication systems with the contemporary practices that create, reproduce, preserve, distribute, and interpret communication today..

DISTINCTIVE ENOUGH TO ATTRACT STUDENTS.

DEVELOPED ENOUGH TO EVALUATE SERIOUSLY.

For institutions, the program provides:

- A clear communication-design distinction
- A focused three-week field-research and studio model
- Resolved student work with clear portfolio value
- A developed curriculum, assessment structure, and itinerary
- Adaptable formats connecting Rome, Lazio, and selected Italian design centers

ROME THROUGH DESIGN

The Program Is New. The Experience Behind It Is Not.

John De Santis

Communication Design Educator • Creative Director •

More than ten years teaching communication design, typography, design history, and design theory—and more than one hundred courses taught across Pratt Institute, Parsons, New York Institute of Technology, St. John's University, and City University of New York, City Tech College.

Approximately thirty years of Italy–U.S. Professional work, including board leadership with the Italy-America Chamber of Commerce and collaborations with the Italian Trade Commission New York, Italian Cultural Institute of New York, and Milan and Naples Chambers of Commerce.

His experience also includes United Nations public-information design, museum and historic-site publishing, and the international Type Talks lecture series. He is a dual American–Italian citizen.

Interested in bringing Rome Through Design to your institution?

Let's begin the conversation.

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