



Tiltan profile

Tiltan School of Design and Visual Communication was founded due to an increasing demand for professionals in the various fields of Design. Along the years we have grown to 6 Schools: Graphic Design, Games and Application Design & Development, Copywriting and Advertising, Animation, Interior Design and the school of Photography.

Tiltan offers a large variety of unique courses, built by experienced professionals in various fields. The students are given the option of day or evening studies or a combination of both. Compulsory fundamental introduction courses start periodically. Also available a professional library, cafeteria, workshop and recreation areas.

First year students take part in all Core Design courses: History of Art, History of Design, Basic Drawing, 2D & 3D Composition, Typography, Color Theory Concept in Design and Communication to ensure they acquire fundamental knowledge of Design. In 2nd and 3rd year students continue studying advanced Design, specializing in one or more of the disciplines: Graphic Design: Packaging & Exhibition Design/Illustration/Multimedia/Photography, Animation & Maya, Copywriting, Web Development, Postproduction, and Interior Design. In addition all students will learn the most up to date Computer Programs along their studies . All studies lead to Diploma Certificate or European Degree.

Tiltan President

Tiltan was founded to fulfill a dream. A personal dream that over the years has become the reality of many talented young people with great expectations. They leave Tiltan equipped with the very best tools to enable them to become the next generation of designers and innovators.

The major advantage of the school is the modular set-up of the curriculum, which allows flexibility in choosing courses to suite individual needs. The program is designed to take into consideration student's outside obligations, while still adhering to high professional standards.

Tiltan is authorized to give its graduates EBSc in Design.

I am proud that Tiltan was the sole institute chosen by the Israeli Ministry of Foreign Affairs to exhibit its students' projects in the Expo Milano 2015 and lead an International Workshop in the Israeli Pavilion.

Tiltan has always drawn an awareness to social issues, encouraging students to express educational and community values in their work. As a result, students have participated in many exhibitions of cultural issues.

I enjoy watching our students become professional, socially aware and creative designers and i'm sure many more of our excellent students will join them in the future.



Erez Issacharoff

President



Tiltan- School of Design and Visual Communication is the first institute in Israel which gives European Degree in Design

Tiltan-School of Design and Visual Communication was authorized and supervised by E.A.B.H.E.S to give European degree according to the standards of the ECTS. The degree is EBSc in Design, major specialization in Graphic Design plus minor specialization in one of the following:

- Packaging and Exhibition Design:
- Illustration
- Multimedia
- Photography

In addition, Tiltan has applied for recognition for EBSc degree in Interior Design and Game Design, Development and Art.

STUDY PLAN

1st year

Basic studies of art and the design fields, introduction to basic design tools and visual communication. As part of his major studies in Graphic Design, the student will achieve the ability to design creative thinking, developing his artistic talents and getting to know the advertising and design world. During the second semester the student will study courses of introduction to various design specializations in order to choose his minor field of design.

2nd+3rd years:

Professional courses in design including branding, advertising and marketing, philosophy and ethics in order to give wide attitude and practical tools for clever and up to date design solutions.

Along this period the student will define his own design style which will create his unique design resulting in a rich portfolio.

In these years the student will combine his major studies in graphic design with the studies of his minor specialization.

The student will work with real clients and go through the whole process from the first briefing meeting to the final designed product and will participate in several international design workshops.

The graduated students will receive EBSc in Design - European Bachelor of Science in Design plus a diploma supplement which allows the possibilities of advanced studies for second and third Academic Degree.

Accredited by

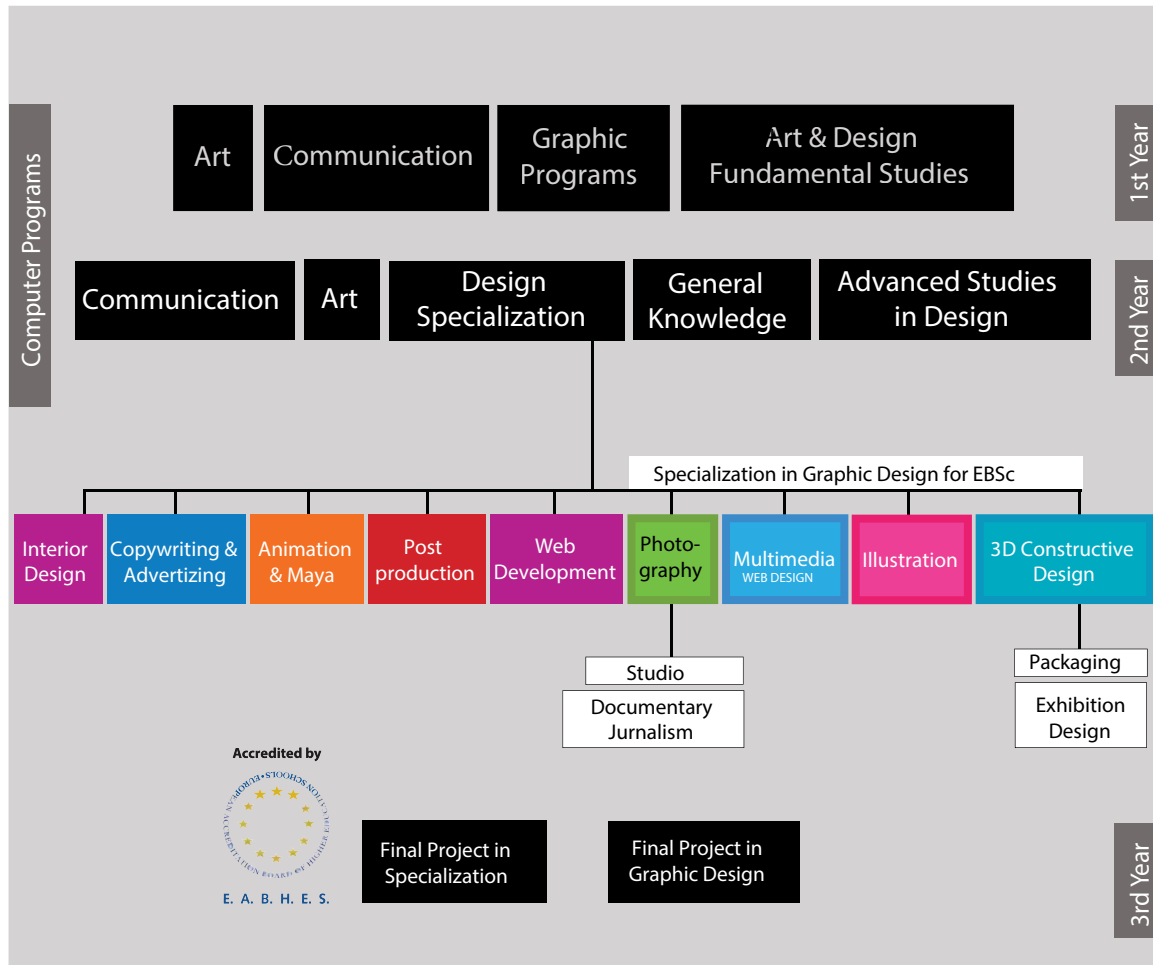


E.C.T.S:

European
Credit Transfer and
Accumulation System

STUDIES STRUCTURE

for Bachelor Degree and Diploma Studies in Design



COURSES

1st Year

OBLIGATORY STUDIES

Fudamental Drawing
Form & Colour
Typography Principles
History of Art & Culture
Concept in Design
Printing Process
History of Design
Computer Studies
Intro. to 3D
Constructural Studies

OPTIONAL STUDIES

Interior Design A
Intro. to Illustration
Intro. to Multimedia
Intro. to Photography

ADDITION FOR DEGREE

Media Communication
Art Techniques
Basic Graphic Design
Communication Strategies

2nd Year

OBLIGATORY STUDIES

Branding
Editorial Design
Advertising
Design Projects
Advertising Design projects
Typographics Design
Publicity
Computer Studies
Advanced Specialization in Design

OPTIONAL SPECIALIZATION

Packaging & Exhibition Design
Illustration
Multimedia
Photography
Animation & Maya
Postproduction
Web design
Copywriting
Interior Design

ADDITION FOR DEGREE

Design Philosophy
Multidisciplinary projects
Design Projects Community/
Industry
Multidisciplinary Workshop
Advanced Drawing
Graphic Design History
Communication Culture

3rd Year

OBLIGATORY STUDIES

Art Direction
Promotion
Advanced Design Specialization
Computer Studies
Final Project in Graphic Design
Final Project in Specialization

ADDITION FOR DEGREE

Digital Presentation
3D Moduling for Presentation
Special Design Projects
Design Thinking
Rules & Regulations
MultidisciplinaryWorkshop



- The Studies will include proffessional visits according to specializations.
- It is possible to integrate courses from various specializations.
- Morning and evening Studies.



GRAPHIC DESIGN

Packaging & Exhibition Design

3D Structural Design presents the adaptation and use of Graphic Design in 3D physical design items. Using package as a structure enables the designer to combine 3D plus 2D creative visuals into effective merchandise by using various design techniques, practice working according to a fixed time table, using contemporary production techniques and presenting a digital and physical models.

Exhibition design demands from the designer knowledge of spacial and printed graphics, manufacturing and production processes, creating together a visual experience expressing the companie's values.

The student learns to define the combination between 2D and 3D design, obtaining the knowledge of materials such as various types of paper and cardboard, building systems and point of sale. The aim is for the students to identify and analyze market and audience demands, giving total design solutions of the exhibition environment including its exhibits in the most updated professional way.



GRAPHIC DESIGN

Illustration

Illustration is an integral part of the graphic designed product and visual language. The aim of using illustrations as a visual tool is to develop the overall conceptual thinking, focusing on the ability to develop a concept, own style, managing time, and understanding the actual requirements from an illustrator in the actual.

The student will be conversant in a wide range of inspiration sources as literature, theater, cinema, art and work in the environmental surrounding of social culture. learning practical and various illustration technics using tools such as: pencil, ink, oil crayons and collage, Adobe Photoshop/Illustrator, for creating visual language. understanding the psychological and visual means and methods to convey messages with illustration. The student will have to obtain working habits, experience a critical review on the dialogue between text and illustration, deep acquaintance with illustrators from different streams in the past and present and their reciprocal influence and experience in the various illustration techniques.



GRAPHIC DESIGN

Multimedia

Learning and practicing the methodology for creating better screens and better user experience, will create better and more advanced visual designers. The Graphical User Interface (GUI) is a field which encompasses a design process that can lead to a complex user experience (UX). Often, the experience of the user is determined by how well the interface is designed.

Measuring the real estate of the screen in responsive manner, design data architecture and application of a product, analyze subjects themes of goal- function- flow- foundation. The main focus is web design, converting print graphics to digital format. Photoshop will be the main tool for creating digital graphics. Students will learn about the digital medium, landing pages, commercial websites, understanding of marketing on the web, one-pager websites, learning useful tools for building websites.

Understanding of interface design and user experience - UI, UX, obtaining vast knowledge of designing various types of websites such as personal and community websites. Gaining the ability to plan strategies and flows for an interface product, creating wireframes and prototype structures, visual data design and design analytics. Responsive design, commercial design, application design for the web / tablets / mobile devices and desktops. As well as learning information architecture, setting application goals and functionality and integrating all of the fundamental components using the appropriate graphic design.



GRAPHIC DESIGN Photography

Understanding the creative power and opportunities of Studio and Documentary/ Journalism Photography for using the knowledge as part of designing an item for commercial use and working as a team in the various assignments in a photography project. Learning theoretical study with practicing photography, including demonstrations of lighting and technical operation (operating cameras, creating a set, the photographer's responsibility, managing studio, distributing work etc.), tools, techniques for studio photography and professional documentary. Introduction with the studio environment. The principles in photography, equipment and basic concepts in the photography field. Experimenting with lighting effects, angles and different compositions in the frame.

The students will gain experience in studio and documentary photography projects. Emphasis will be placed on the complete process, from getting a Brief, analysis of the role of the photographer team work, contribution to the brainstorming and formulating the idea and concept and producing a work plan for the studio environment or outdoor missions. Some projects combine graphic design with a photography to simulate a real design project: manage time, co-production requirements, teamwork, and technical arrangements like choosing a location and suitable equipment.



Interior Design

Interior design can be found almost in every kind of structures, house and building. It is a multidisciplinary profession, in which creative solutions are given to buildings and structure in order to improve the quality of life, attract the eye esthetically and raise the building value.

Residential building design

We emphasize the Residential building design studies, matching the creative solutions to the inhabitants, family changing needs, fashion, materials and work process.

Sketching and visualization

Obtaining tools and various possibilities, theoretical and practical as an ultimate expression of ideas in 3D dimension from the planning stage to the computer visualization for a client presentation.

Learning topics

Design basics and introduction to environment design (including basic knowledge in manual sketches and drawing)

Designing space tools

Designer work fields

Project plan

Architectural sketching

Structure systems and finishing materials

Analyzing Architectural design styles and different characteristics

Three-dimensional sculpture

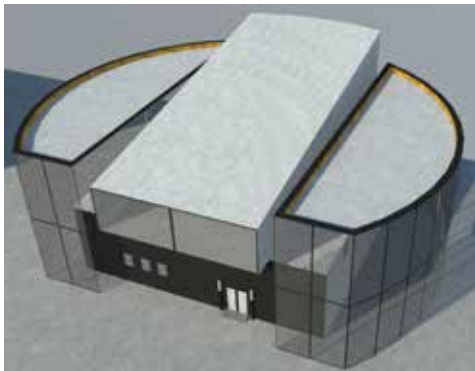
Developing creation process focused in residential building design

Planning and ergonomics

Engineering graphics

furniture functional aspects, texture and materials technology

3D visualization



GAD (Games Art & Development)

Everyone plays. It's a fact. On cell phones, tablets, PC's or consoles, everywhere. Today the gaming industry is making more money than the film industry, and Tiltan is proud to be the first school in Israel to have opened comprehensive and professional courses of study to help usher their alumni through the doors of the gaming industry.

The GAD (Game Art & Development):

school is split into two programs:

Art: this course of study focuses on the visual aspects of game creation: designing characters and backgrounds, 3D modeling, 2d and 3D animation, special effects, lighting, visual elements in game engines, and more.

Development (Dev):

This course of study focuses on the "behind the scenes" aspect of games, learning programming languages from scratch, correct coding practices, planning and applying systems within the game, with an emphasis on an intimate knowledge of various game engines.

While Tiltan's unique and challenging courses excel at teaching the 'design' aspect of game design: we also take great care and focus to imbue our students with hands-on practical skills as well, so that by the end of their studies they can start making real games.

Objects of study :

Unity Game engine

UNREAL Game engine

Concept art (Art)

Texturing and Modelling in 3D (Art)

Animation in 2D and 3D (Art)

Programming for Computer games (Dev)

Mathematics for computer games (Dev)

Uploading content to the digital markets (Dev)

And much more...

Tiltan is recognized by EPIC, producer of the UNREAL game engine, as an academic partner and cooperates with the leading companies and learning institutions in the world.



International Relations

Tiltan leads academic and professional relationships with some of the leading Design Institutes from all over the world, including mutual projects, permanent yearly workshops, student and lecturer exchange programs and exhibitions.

Tiltans' students have designed, illustrated and photographed posters for "The Jewish Way of Life" exhibition, the products of which were presented in museums all over the UK. Another project students took part in was a collaboration between Tiltan and the School of Visual Arts in New York. The students created short animation, typo based, films based on the theme "Cultural Integration".

Affiliates of Tiltan:

- School of Visual Arts, New York, USA
- Hochschule Mannheim, Mannheim, Germany
- Portsmouth University, Highbury College, Portsmouth, UK
- IAAD, Torino, Italy
- Politecnico Milano, Italy
- New Bulgarian University, Sofia, Bulgaria



Lord Mayor Councillor Mrs Paula Riches, The City of Portsmouth and Mr. Erez Issacharoff, Tiltan President



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Mr. Erez Issacharoff, Tiltan President, signing Academic Cooperation Contracts with: 1. 2. President of Highbury College 3. President of Mannheim Hochschule and Haifa & Mannheim Lord Mayors 4. Portsmouth University Head of Art, Design & Media Department



MILANO 2015



שולחן
TABLE
TAVOLO

DALLA TERRA, DAL MERCATO E DAL NEGOZIO,
IN CUCINA, SUL TAVOLO E FINO AL PIATTO
מהשדה השוק והחנויות
אל המטבח השולחן והצלחת
FROM THE FIELD, MARKET, SHOP,
TO THE KITCHEN, TABLE, PLATE



L'AGRICOLTURA ISRAELIANA
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Production sponsored by HP Sales



המכללה לעיצוב ולתקשורת חזותית

TILTAN INTERNATIONAL WORKSHOP @ EXPO MILANO DESIGN FOR FOOD

Tiltan School of Design and Visual Communication is the only educational institution in Israel that was selected by the Ministry of Foreign Affairs to present its work at the Israeli booth at the exhibition. Tiltan's project "Products Of the land" provides a variety of design solutions on the exhibition's main issue 'Feeding the planet-energy for life' and dealt with the process agricultural products goes in Israel from the field to the plate. As part of its stay in expo Milan Tiltan Managed on international workshop with more than 40 students and hosted by international schools of design and visual communication, Web & Application Design.





שלחן
TABLE
TAVOLO

DALLA TERRA, DAL MERCATO O DAL NEGOZIO:
IN CUCINA, SUL TAVOLO E FINO AL PIATTO.
מנהיגים הישראליים והיטלקיים
אל המסעדה והמלון - היטלקיים
FROM THE FIELD, MARKET, SHOP,
TO THE KITCHEN, TABLE, PLATE



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שוק
MARKET
MERCATO

SOLUZIONI PROGETTATE PER IL
TRASPORTO, ESPOSIZIONE E
UTILIZZO DEI PRODOTTI AGRICOLI
פתרונות עיצוב לזרימת הקלחת
למשלבים, זרימה ושימוש
AGRICULTURAL PRODUCTS,
CARRYING, PRESENTING AND USE



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צלחת
PLATE
PIATTO

DALLA TERRA, DAL MERCATO E DAL NEGOZIO:
IN CUCINA, SUL TAVOLO E FINO AL PIATTO.
פתרונות עיצוב היטלקיים והישראליים
אל המסעדה והמלון - היטלקיים
FROM THE FIELD, MARKET, SHOP,
TO THE KITCHEN, TABLE, PLATE



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