Politecnico di Torino

ACADEMIC REGULATIONS

Bachelor's degree programme

in

CINEMA AND DIGITAL MEDIA ENGINEERING

Department of Control and Computer Engineering

Collegio di Ingegneria Informatica, del Cinema e Meccatronica

Academic Year **2025/2026**

The English translation of this document is provided as a support to the student community and has no legal effects. The Italian version shall constitute the sole authentic text and will be referred to for any legal matter.

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Art. 1 - Specific learning objectives and career prospects

1.1 Specific Learning Objectives

The Bachelor's degree programme in Cinema and Digital Media Engineering, unique in the Italian and European context, combines the technological and applied skills typical of Engineering with knowledge related to communication and cultural industries. Its goal is to train professionals who are able to work in the media sector and respond to the innovation challenges that characterise businesses and new digital production contexts.

Graduates acquire a multidisciplinary background: knowledge from the fields of social sciences, media, cinema, and marketing is directly applied and tested through the learning of tools typical of information engineering, such as programming languages, computer graphics, 3D modelling, and sound design.

The teaching provision addresses communication in its different aspects: from languages to the socio-economic context, from business-related issues to technological infrastructures, from media and film formats to user analysis techniques.

Graduates will be able to:

- plan the different stages of a multimedia product and draft a communication project (e.g. for a website, a mobile application, a television or film format, cross-media and transmedia products, etc.);
- define a marketing plan, with a specific focus on media enterprises, and identify promotion strategies for an audiovisual product (both film and television);
- use systems for the development of 2D and 3D graphics applications and user interfaces, working with clients to define the technical specifications and coordinate the implementation of 2D and 3D graphics applications.

This educational profile enables graduates to work in the design, engineering, and production of media content across various economic sectors, including cinema, television, web, and multimedia. Through the well-established practice of curricular internships, students also have the opportunity to engage with the world of business from the early years of their studies, working with over 80 media and IT companies collaborating with the degree programme.

Particular importance is given to leading national and international enterprises with which the degree programme has developed privileged partnerships for internships and educational projects.

1.2 Career prospects

The Bachelor's degree programme aims to train a variety of professional profiles. The career prospects and main functions and competencies associated to each profile are illustrated below.

Professional Profile	Main functions and competencies
Multimedia Designer	Functions: The multimedia designer is responsible for defining the creative concept, designing and producing a multimedia communication product (such as a website, a mobile application, a television or film format, cross-media or transmedia products). In addition to developing the storyboard of a multimedia product and drafting a communication project, they coordinate the different teams involved in the product's development, thereby taking on a position of responsibility. They also interact with the web designer, programmer, developer, and other professionals such as intranet system specialists, database managers, video makers, etc. Competencies: • Knowledge of the basics of hardware and software architecture, computer graphics, web design, 3D systems for special effects/animations, corporate communication, multimedia, cross-media and transmedia communication, publishing legislation, marketing and communication technologies, and intellectual property regulations (copyright law). • Ability to analyse communication needs, apply advertising design techniques, develop multimedia products, use creative thinking techniques, apply storyboarding methods, and produce cross-media and transmedia products for different media.

	• Ability to use tools for prototyping and multimedia presentation. • Knowledge and application of tools for video and audio production. • Ability to coordinate teams of professionals with different backgrounds, by interacting effectively with both the creative and technical areas. Potential employers: The multimedia designer can work in the advertising sector, in companies specialising in software, multimedia or publishing products, as well as in marketing and video production.
Web Producer	Functions: The web producer is a professional with the knowledge required to manage the production processes involved in developing a web environment for companies, institutions, and other organisations. Competencies: Knowledge of market dynamics and the main requirements and constraints related to the production, distribution, and marketing of web products. Ability to define a market positioning strategy for a web environment according to client requirements and target audience (general public, brand community, non-profit, etc.). Ability to coordinate a production team, managing both technical implementation and organisational aspects. Ability to create professional illustrations and presentations. Ability to define optimal Internet solutions from both a communication and technological perspective. Knowledge and use of advanced IT tools for image acquisition and processing. Knowledge of the main software packages for web page development and layout, and vector graphics software. Potential employers: The web producer can work in the web production, advertising, and marketing sectors, within companies that develop software, multimedia (cross-media and transmedia) or publishing products.
Computer Graphics Analyst	Functions: The computer graphics analyst evaluates and develops systems for creating 2D and 3D graphics applications and user interfaces, interacting with clients to define implementation specifications. They coordinate the implementation and maintenance of 2D and 3D graphics applications, which are oriented towards the multimedia product market, such as desktop publishing and web design. Competencies: Ability to model virtual 3D environments, create computer-generated images, develop graphic user interfaces, and develop interactive 2D graphics applications. Ability to apply programming knowledge in C and Java languages. Potential employers: The computer graphics analyst can work in web production, advertising, and marketing, within companies developing software, multimedia or publishing products, and in the video production sector.
Preparation for Further Studies	**Knowledge Required for Further Studies**
Background required for admission to the Master's degree programme in Cinema Engineering and Digital Media or other Master's degree programmes in the ICT field	• Knowledge and competencies provided by the learning areas of computer engineering, electronics, and communication disciplines. • Ability to deepen the theoretical and methodological aspects of computer engineering, electronics, and communication disciplines (communication sociology, economics and marketing, communication law). • Ability to undertake and carry out innovative projects with a high technological content. • Ability to apply general knowledge of computer science, communication, and ICT to a wide range of situations and problems. • Autonomy in work and project management. • Ability to manage collaborative work supported by network technologies. • Ability to communicate, directly or through appropriate documents and means, technical information even to people outside the fields of computer science and ICT.

1.3 Professional profiles (ISTAT codes)

With reference to the list of professional profiles classified by ISTAT (Italian National Institute of Statistics, https://www.istat.it/en/), a graduate from this Bachelor's degree programme can work as:

ISTAT code	Description
3.1.2.1.0	Tecnici programmatori
3.1.2.2.0	Tecnici esperti in applicazioni
3.1.2.3.0	Tecnici web
3.1.7.2.1	Tecnici degli apparati audio-video e della ripresa video-cinematografica
3.4.3.2.0	Tecnici dell'organizzazione della produzione radiotelevisiva, cinematografica e teatrale

Art. 2 - Admission requirements

To be admitted to this Bachelor's degree programme, applicants must hold a high school diploma (as required by current regulations) or an equivalent qualification obtained abroad, recognized as valid. Additionally, they must have or attain an appropriate level of initial background knowledge.

The number of admissible students is determined annually by the Governing Bodies of Politecnico based on locally programmed admissions, considering the available facilities and the student-to-faculty ratio.

The number of available places and admission procedures are specified in the official Call for applications for admissions published at https://www.polito.it/en/education/applying-studying-graduating/admissions-and-enrolment/bachelor-s-degree-programmes/calls-for-application-regulations-and-ranking-lists .

In particular, for enrolment in this Bachelor's degree programme, applicants must take an admission test (TIL-I), administered in different sessions according to a specific calendar published on the recruitment web pages.

The test is conducted using the technical equipment available in the computer laboratories of the University.

The minimum score required to be included in the ranking list is set at 30% of the total score. Applicants may take the TIL-I test up to a maximum of three times. In the event of multiple attempts, the highest score obtained by the applicant will be considered valid. The test consists of answering 42 questions in 1 hour and 30 minutes. These questions are divided into four sections covering four different subject areas: Mathematics, Reading Comprehension and Logical Reasoning, Physics, and Basic Technical Knowledge.

Applicants who score below 30% in the Mathematics section will have to fulfil some supplementary academic obligations (in Italian, Obblighi Formativi Aggiuntivi - OFA).

They will be invited to attend tutoring math classes during Year 1 and they must attend a supplementary course. This course, called C.I.A.O. - Corso Interattivo di Accompagnamento Online (Interactive Online Support Course), is normally offered in the week before the beginning of classes. It seeks to help applicants fill in the gaps in their Math knowledge through specific online tutoring sessions.

The OFA requirements will be considered fulfilled if, by the end of Year 1, at least one of the following conditions is met:

- students pass one of the two Mathematics exams of Year 1 (Mathematical Analysis I or Linear Algebra and Geometry);
- students pass the final test of the CIAO course by correctly answering at least 10 out of 15 questions. This test will be offered three times during the academic year.

Any exemptions from taking the admission test are specified in the Call for applications for admissions to the Bachelor's degree programmes of Politecnico di Torino.

Students with a non-Italian educational qualification who intend to enrol in the programme, which is delivered entirely in Italian, must hold, at the time of enrolment, a certificate of Italian language proficiency at level B2, as defined by the Common European Framework of Reference for Languages (CEFR).

For more information regarding the Call for applications, the number of admissions, the admission test registration and enrolment procedures, please visit https://www.polito.it/en/education/applying-studying-graduating/admissions-and-enrolment/bachelor-s-degree-programmes/calls-for-application-regulations-and-ranking-lists .

Art. 3 - Programme curriculum

3.1 Programme overview

The programme includes core subjects common to various courses in the ICT sector and is strongly oriented towards multimedia and multidisciplinary learning, integrating technological, scientific and engineering courses with communication, economics, literature, arts and social sciences.

The first year, common to engineering courses, focuses on core subjects in mathematics, physics, chemistry, and computer science. The programme also includes English language studies.

The second year builds on training in computer science and electronics, with additional mathematics, and includes courses in multimedia production techniques, media economics, and the languages of cinema and performing arts.

The third year concentrates on the specific content of this programme, integrating computer science courses—such as computer graphics, databases, and web applications—and telecommunications courses with studies in social sciences, transmedia, and communication law. During the third year, students may choose to undertake an internship within a company.

3.2 Organization of educational activities

The list of courses (compulsory and optional), curricula, possible organization of courses into modules, any pre-requisites and exclusions and the list of the faculty members responsible for the courses are available at: https://didattica.polito.it/pls/portal30/sviluppo.offerta_formativa_2019.vis?p_a_acc=2026&p_sdu=37&p_cds=487

The list of the Scientific Disciplinary Fields (Settori Scientifico Disciplinari) for each activity (specific subjects and complementary subjects) is available at: https://didattica.polito.it/pls/portal30/sviluppo.vis_aiq_2023.visualizza?sducds=37487&tab=0&p_a_acc=2026

Art. 4 - Student career

The Student Guide is published on the Teaching Portal every year before the beginning of the academic year. There is a specific Student Guide for each Bachelor's degree programme. The Student Guide is available on the web site of the degree programme.

It contains information and deadlines on:

- academic calendar;
- supplementary academic obligations (Obblighi Formativi Aggiuntivi - OFA);
- Personal Study Plan and Annual Personal Study Plan;
- free choice credits;
- internships;
- tuition fees;
- dual career;
- classes and exams;
- class delivery;
- foreign language learning;
- studying abroad/mobility programmes;
- exam rules;
- transfers in/out and internal transfers;
- interruption, suspension, withdrawal, forfeiture;
- credit transfer.

Art. 5 – Final Examination

The final examination may only be undertaken after the student has earned at least 90 ECTS credits at the time of registration for the academic year.
The final examination is worth 3 ECTS credits and involves in-depth study, analysis, development, or application of the knowledge acquired in the course units of the degree programme, or other topics consistent with the educational objectives of the programme.
The purpose of the final examination is to verify the student's ability to integrate the knowledge acquired across different course units, apply it in a practical context, critically analyse the results, and communicate the work carried out.

The assessment involves preparing a concise report (Final Project) on a topic chosen from a list of subjects proposed within the teaching unit related to the final examination. The topics are consistent with the educational objectives of the degree programme. The Final Project must be submitted to the examining board of the teaching unit responsible for evaluating it.

Students must submit their request online using the dedicated procedure available on their personal page of the teaching portal in the section entitled "Graduation and Final Examination", respecting the deadlines for the relevant session published in the Student Guide – Thematic Calendar Section.

The overall workload required for the Final Project is approximately 75 hours. There is no public discussion. The Final Project may be prepared in English.

The final grade is determined by the Graduation Examining Committee, which evaluates the overall average grade of the exams on a scale of 110 after having subtracted the 16 worst credits.

To this average, the committee may normally add up to 5 additional points, based on:

- the number of years it took the student to complete his/her studies;
- the evaluation of the educational path partially or totally in English;
- other information about the student's course of study (for instance, the number of exams passed with honours, experience abroad, extracurricular activities etc.).

Students enrolled at Politecnico for the first time starting from a.y. 2022/2023 (and following aa.yy.) who pass their first-year courses and the core courses offered in Year 2 (Mathematical Analysis 2 and Physics 2) by the end of the examination session which immediately follows the semester of first course attendance will get a bonus (0.5 points for each exam) that will be added to the final grade, up to a maximum of 4 points.

Honours (*cum laude)* may be awarded upon achieving a score of 110,51 at the discretion of the Committee.

More Information and Deadlines:

- Student Regulations
- Student Guide

Diploma Supplement:
In compliance with article 11, paragraph 8, of Ministerial Decrees No. 509/1999 and 270/2004. Politecnico di Torino issues the Diploma Supplement, a document that can be attached to a higher education qualification. It is designed to improve the transparency of international qualifications, as it provides the description of the curriculum successfully completed by the student. This certificate follows the European model developed by the European Commission, the Council of Europe and UNESCO – CEPES: it is issued in two languages (Italian-English) and it is composed of approximately 10 pages.

More information at: https://www.polito.it/en/education/applying-studying-graduating/academic-experience/certificates-and-other-documents

Art. 6 - References

6.1 Student Regulations

The Student Regulations define the rights and responsibilities of students and set out the administrative and disciplinary rules that all students enrolled in a degree programme or in a single learning activity at Politecnico must abide by.

6.2 Other Regulations

Particular aspects of students' academic progress are governed by specific Regulations or Calls for Applications published on its website.
In particular:

- The Tuition Fee Regulations specify the annual tuition fees that students must pay. The procedure for requesting a tuition fee reduction is explained in a dedicated guide.
- The University Regulations on Funds for Student Mobility Abroad outline the principles and rules for awarding and disbursing mobility grants. Standard procedures apply to all types of mobility programmes with unified Calls for Applications published twice a year at https://www.polito.it/en/education/applying-studying-graduating/studying-abroad
- The Code of Ethical Conduct also applies to students.