



Certified Quality System in compliance with the  
UNI EN ISO 9001:2000 Certificate n° SQ.41823



# Learn Italian in Florence

Individual Customised Courses for Foreigners

[www.italiancoursesflorence.com](http://www.italiancoursesflorence.com)



## About Us

### School Profile

Pixel is a training institute based in **Florence** (Italy).

Pixel specialises in organising **customised individual Italian language courses** for foreigners. The courses are **highly personalised and flexible**, responding to the **specific needs** of the student or of small groups of students in terms of training contents and time.

When enrolling, students are asked to specify the type of language skills that they intend to develop and in which professional sector they operate. This allows the teaching staff at Pixel to design a **completely personalised course** which is supported by learning material (in the form of hand-outs) developed ad hoc.

The teachers are also chosen according to their specific skills and background so as to be able to carry out a language course that responds in its entirety to the **student's specific interests**.

### Experience

Pixel was founded in 1999 by a team of professionals with over 10 years experience in the field of transnational cooperation for education and training.

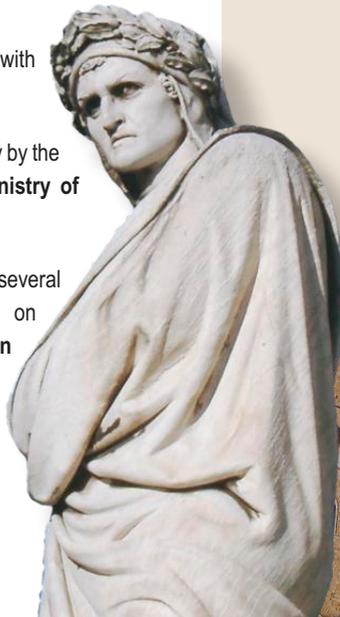
Pixel has vast experience in the organisation of professional language courses aimed at individuals who intend to acquire Italian language communication skills.

### Credentials

Pixel's **quality system is certified** in compliance with the **UNI EN ISO 9001:2000 standard**.

Pixel is **accredited** as a specialised training agency by the **Tuscan County Council**, and by the **Italian Ministry of Education**.

Pixel is involved as promoter or partner in several **transnational cooperation projects** focusing on language learning, **funded by the European Commission** and carried out in transnational cooperation with European universities and Language training centres.



## Types of Course

Pixel designs and creates customised individual language courses, which are completely personalised.

The individual courses organised by Pixel allow students of all levels to reach excellent results in a short period of time.

The contents of the course are **entirely personalised**: the students specify the type of **language skills** that they intend to acquire as well as their **area of interest** and **time availability** and are presented with a **tailor-made programme** which responds totally to their language learning objectives.

The courses offered aim to improve both the written and oral communication and comprehension. The course topics are discussed and agreed upon directly with the student, as are the number of hours.

Courses which have already been developed have focused on the following themes:

- **Basic Communication in Italian:** greetings and presentations; describing people and situations; everyday life communication; shopping; eating; etc.

- **Italian Language for Business:** presenting one's own company; travelling for business; receiving business partners; participating in meetings; making presentations; business correspondence etc.

- **Italian Language for Marketing:** promoting one's own company; presenting a product; negotiation; sales; participating in a trade fair.

- **Italian Language for Tourism Management:** written and oral communication and comprehension in a tourism-hotelier environment.

- **Italian Language for Travelling in Italy:** asking for directions; means of transport; eating in Italy; finding accommodation; planning a tour etc.

- **Italian Language for Art and Architecture:** written and oral communication and comprehension in the field of the history and theory of art and architecture as well as for the practice of art and architecture.

- **Italian Language for Fashion:** written and oral communication and comprehension in the fashion sector, which therefore includes clothing; leather ware; accessories etc.

- **Italian Language for Cookery:** written and oral communication and comprehension for Italian cooking and eating.

- **Italian Language for the Medical Sector:** written and oral communication and comprehension in the field of medicine, which therefore includes: communication between the doctor and the patient; social relations in the field of medicine; medical terminology etc.

- **Working in Italy:** written and oral communication for the Italian labour market, curriculum vitae; job interview technique; socialising in a business environment; researching the Italian job market.



## Cultural Activities

As an integration to the course, Pixel can organise integrative ways of language learning in Florence:

**Italian History of Art Courses:** The student can learn Art Italian History with an expert of the subject who would deliver the course in Italian. Therefore the student would learn, at the same time, language terminology related to the history of art and the specific contents.

**Drawing and Painting Courses:** The student can learn to draw and/or paint with an expert of the subject who would deliver the course in Italian. Therefore the student would learn, at the same time, language terminology related to the field and the practical activity of drawing and/or painting.

**Photography Course:** The student can learn and understand the different types of cameras and photography techniques, and at the same time, learn the Italian language terminology related to the photography field and the practice of photography.

**Italian Cookery Courses:** The student can learn the Italian way of cooking according to typical Italian recipes and at the same time, language terms related to the field.

**Lunch in a restaurant with the teacher:** The student can learn Italian with the teacher while enjoying a typical Italian lunch in a Florentine restaurant, so as to practice the language related to food and dining.

**Guided tour of Florence with the teacher:** The student can learn Italian with the teacher while visiting the historical and cultural sites of Florence. The teacher will guide them to visit the main Florentine monuments, buildings and museums. Therefore the student will have the opportunity to learn and practice spoken Italian and at the same time, learn about the Florentine art and culture.

**Shopping in Florence with the teacher:** The student can learn Italian with the teacher while going shopping in the centre of Florence. The teacher will guide them to visit the most interesting Florentine shops and department stores.

**On-line course of Business Italian:** As an integration to the classroom based course, the student can learn business Italian on-line following the course developed ad hoc which is accessible via the school PCs.

**Internship in an Italian company:** Pixel offers the opportunity for individuals to carry out work experience in a Tuscan company. This allows the student to participate in the daily business activities of an Italian company by carrying out an unpaid internship. The internship can last from a minimum of 1 month up to 6 months.



# Methodology

## Teaching Strategies

The learning methodology proposed by Pixel adapts itself to the personal characteristics and requirements of the student. The focus, independent of the level, is on the development of **both written and oral communication and comprehension skills**.

**Grammar is developed in a functional way and relates to the linguistic contents** which the students intends to develop.

The **learning approach** adopted is **highly practical** and makes continual use of simulations and learning games with the aim of making everything learnt immediately applicable and efficient.

The **learning material is personalised**, in fact it is developed ad hoc to respond to the needs and objectives of every individual student.

## Target Group

The courses are addressed to individuals and to already established groups where the members share the same specific interests (e.g. small groups of tourists who wish to learn Italian for travelling throughout Italy or groups of students interested in a particular subject) in order to guarantee that all courses are tailor-made.

Pixel's training offer is aimed at:

- **Adults and young people** who wish to learn Italian for specific purposes: e.g. tourism, art, fashion, study, work etc.
- **Managers and professionals** who wish to learn a lot in a short period of time and require a tailor-made approach.

## Teaching Staff

The courses are taught by mother-tongue Italian speakers with a university degree.

All teaching staff have **consolidated experience** in teaching Italian as a foreign language. Each teacher is specialised in different contexts (e.g. business language; tourism; art; fashion; administration and finance etc.).

The teacher follows the student individually and continually with both skill and patience.

## Additional Services

As an integration to the language course, Pixel offers:

- **Free access to an Internet Point** at Pixel for sending and receiving e-mail
- **Accommodation finding** service
- Museum bookings
- Organisation of **guided tours to Florence tourist attractions/museums**.
- Assistance for any problems which the student may meet during their stay in Florence.



## Accommodation

Pixel provides its students with an accommodation finding service in Florence.

Possible accommodation solutions are:

- A single room in a shared flat, with use of the kitchen.  
Average price: € 125 per week
- A single room in a Florentine Family apartment  
In this case it is possible to choose between "half-board" which includes breakfast and dinner or the "bed and breakfast option".
  - ▶ Average price for the "bed and breakfast" option": € 150 per week
  - ▶ Average price for the "half-board" option": € 220 per week
- A private apartment  
Average price: € 350 per week
- A single room in a Hotel.  
Average price for the "bed and breakfast" option: from € 70 to € 150 per day

All accommodation is in Florence. Pixel can be easily reached by bus or on foot.

## Location

Pixel is located in Florence, near the city centre which is easily reachable on foot in about 15 minutes.

## Dates and Prices

### Course Dates

The **dates and duration** of the course are **established by the student**, in collaboration with the teacher, according to the **time available** and the **level of language skills** which he/she intends to achieve.

**The course can start on any day** and can be scheduled **during all periods of the year**. Each course can last from a minimum of 2 hours up until a maximum of 8 hours per day. Courses can be carried out every day or on alternate or selected days from Monday to Saturday.

### Prices

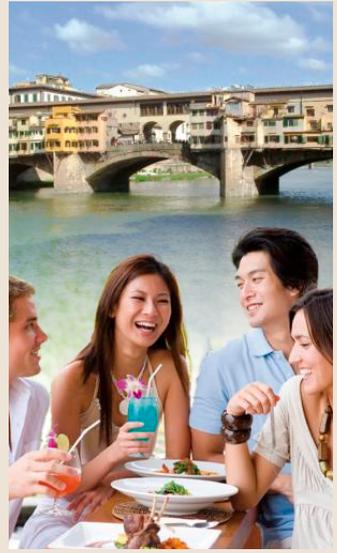
Customised Individual Course: € 35 per hour  
Enrolment Fee: € 30

### Discounts:

Courses of more than 80 hours: 10% discount  
Two participants in the same course: 40% discount each

Prices include:

- Tailor-made teaching materials
- Notepads and stationery
- Access to an Internet Point at Pixel
- Attendance certificate



## Testimonials

The course was very well organised. The teacher is excellent! All the staff at Pixel is very friendly. Thank you for the course!

*Jürgen Pauschenwein Linz (Austria)  
February 2007, Course of Advanced Communication in Italian with Lorenzo*

It has been a wonderful week, I have improved my Italian and I have known a very beautiful city. All details were well considered. Thank you for everything.

*Javier Diaz, Merida (Mexico)  
March 2007, Course of Basic Communication in Italian with Andrea*

Thank you! Everything was perfectly organized from the very beginning. Congratulations on the course and for being so professional. It was very nice to learn with teachers who are so dedicated and committed.

*Silke Eras, Halle (Germany)  
April 2007, Course of Basic Communication in Italian with Andrea and Cristina*

The teachers are highly qualified. The course has been clear, well-structured and it has covered all the topics of my interest. It exceeded my expectations. I will come back. Thank you!

*Jean Marc Plan, Brest (France)  
June 2007, Course of Italian for Business with Marco and Lorenzo*

A very professional approach to everything: course, teaching material, services. Staff was very kind and helpful. Excellent work!

*Roger Hudson, St. Catharines (Canada)  
July 2007, Course of Italian for Business with Marco*

Thank you very much for everything! I enjoyed every single lesson. The course was exactly what I needed. The teaching material was perfect for me. I think my Italian improved a lot. Thank you!

*Irma Virta, Helsinki, (Finland)  
September 2007, Course of Italian for Marketing with Stefano*

When I arrived I could not speak the language and now I can. It was an excellent course, very useful. Congratulations.

*Sean Rodgers, Cambridge (USA)  
November 2007, Course of Basic Communication in Italian with Lorenzo*

Thanks to this course I improved my Italian. Cristina was the perfect teacher for me. An excellent experience.

*Antonio Cortez Amaro, São Paulo (Brazil)  
January 2008, Course of Italian for Business with Cristina*

The course was very good. The learning material was also very good and useful. I really appreciated the integration between grammar and practice during the course. I thank my teacher who was very patient, nice, and able to teach a large amount of material in a short space of time.

*Marita Hertzberg, Helsingfors, (Finland)  
February 2008, Course of Basic Communication in Italian with Antonio*

I learned far more than I anticipated and would absolutely recommend the course.

*Mike Burton, Santa Barbara (USA)  
April 2008, Course of Advanced Communication in Italian with Antonio*

I will definitely recommend the school to my friends and colleagues. The course was completely customized for me and therefore it was really useful. I learned far more than I anticipated. Thank you.

*Miguel Ballesteros, Zaragoza, (Spain)  
May 2008, Course of Italian for Fashion with Maria*

I am very happy with my Italian course. The program was tailor made to fit to my learning needs. Andrea is an enthusiastic teacher, very supportive, and prepared. It was exactly what I need.

*Are Guldvik, Sortland (Norway)  
June 2008, Course of Basic Communication in Italian with Andrea*

The course was excellent. Many thanks! I appreciated all the material prepared and the way in which it was delivered.

*Jean Paul et Odile Simon, Liège (Belgium)  
July 2008, Course of Italian for Tourism with Stefano*

I enjoyed the course a lot. The organization of the course was very professional. Everyone at Pixel made me feel very welcome and the teacher was excellent. I would recommend this school!

*Bengt Gustafsson, Gothenburg (Sweden)  
September 2008, Course of Basic Communication in Italian with Andrea*





For further information and registration please contact:

**Dr. Lorenzo Martellini**

**Pixel**

Via Luigi Lanzi, 12 - 50134 Firenze

Tel. +39 055 48 97 00

Fax +39 055 46 288 73

e-mail: [italiano@pixel-online.net](mailto:italiano@pixel-online.net)

<http://www.italiancoursesflorence.com>