Syllabus
Course description

Course title	**Project PD – 2c (ex D)** **ATELIERprojekte_SS21**
Course code	97094
Scientific sector	Module 1: ICAR/13 Product design Module 2: ICAR/13 Digital modelling Module 3: M-FIL/04 Theories and languages of product design
Degree	Bachelor in Design and Art (L-4)
Semester	SS20/21
Year	2nd , 3rd year
Credits	19
Modular	Yes

Teaching language	Module 1: German Module 2: Italian Module 3: English
Total lecturing hours	180h Module 1: 90h Module 2: 60h Module 3: 30h
Total hours of self-study and / or other individual educational activities	about 295h Module 1: about 110h Module 2: about 90h Module 3: about 95h
Attendance	not compulsory but highly recommended
Prerequisites	have passed the WUP project

Project description and specific educational objectives	*The course belongs to the class* *"caratterizzante" (module 1)* *"di base" (module 2)* *"affine o integrativa" (module 3* *in the curriculum in Design.* **PROJECT DESCRIPTION** **Course description module 1 – Product Design** Generally a young designer who approaches the reality of the profession is not forced to wait for a company to give him/her a direct assignment but can, on his/her own initiative, come forward proposing new projects. However, he must have clear ideas and first of all identify his/her fields of interest and the sector in which he/she wishes to enter and then which companies he/she would like to collaborate with. He/she needs to develop a particular sensitivity to understand the different

	philosophies of the companies he/she is considering and to perceive the "gaps" within the existing collections. ATELIERprojekte_SS221 aims to hone these skills and to tackle the necessary path step by step: • to define one's own field of intervention after a careful; • investigation into the world of objects and services that surround us; • understand how a company builds a collection, if and with which designers it collaborates and how it presents itself on the market; • perceive the "empty" spaces to fill in the collections/catalogues; • think and define a concrete project or service; • visualize it through models of proportion, function or mock-up; • prepare an appropriate presentation, also in writing. Each student will have the task of defining his or her own theme and developing it during the semester. The points from which to start can be the most varied: from the exploration of urban spaces to the reinterpretation of one's own personal environment. In any case, students will be encouraged to take a critical look at the reality in which they live. This very open and free form of project is an exercise in self-employment that requires particular attention to the organization of one's work and a good and responsible management of one's time. **Module 1 training objectives - Product design** Acquire a design methodology in the field of product design; • Development of an autonomous and rigorous path; • Acquire the basic knowledge necessary for the realization of a project in the field of product design; • Acquire a design methodology in the field of product design, from the conception phase to the realization phase of the project; • Acquisition of basic knowledge related to the project culture in all its components. **Course description module 2 – Digital modelling** 3D design is a universal language that allows a designer to relate himself to a manufacturing company. If on the one hand, the students will learn how to model their ideas for manufacturing through 3D modelling software, on the other they will be able to create their models (Prototypes) through CNC and 3D printing.

	Educational objectives module 2 – Digital modelling Why should it be important for a designer to be able to analyze their ideas in a *mathematically* way? When and why should it be (digital modelling) a support element for a designer? • The students will acquire basic skills that will allow them to shape their ideas in a mathematical way, starting from sketches, bidimensional drawings and 3D material models; • The students will acquire those skills that will enable them to face mathematical problems (with increasing difficulty), starting from the analysis and the understanding of real objects; • The students will acquire basic knowledge of the main 3D virtual construction methods, with the final aim to be able to create mid-complexity objects, in an independent way; • The students will acquire basic skills that will enable them to communicate their ideas/projects in an analytical and mathematical, with the support of technical drawing; • The students will acquire basic knowledge of file management processes for laser cutting, CNC and 3D printing. **Course description module 3 – Theories and languages of product design** Since the atelier is adopting an open, non-restrictive attitude towards design themes, the theoretical part will be split into three competitive directions, facing part of the complexity of the design process: i) the offer of a theoretical background concerning the analytical study of industrial products in their relationships to the user, participating to their meaningful experience in term of perception, cognition, affection, identity; ii) the approach of the communicative layer enveloping the presence of objects in our mediatized world, starting with the design companies and their branding activities (collections & catalogues); iii) the introduction of ongoing trends in design, to effectively locate students contributions in an ever changing landscape. Case studies will be presented, both Italian and international, exploring the "language of industrial design": the series, the constitution of a collection, the promotion of a catalogue, the critical discourse about design, etc. The course will be mainly focalized on everyday objects, whose presence is long-lasting in the modern history.

	Educational objectives module 3 – Theories and languages of product design • The acquisition of a basic knowledge to analyse the interactive dimension of industrial products; • The development of the competence to critically locate the design approach and process in an historical frame; • The knowledge of the contemporary design trends, also concerning aesthetic issues; Know how to develop and present an assignment Develop a good independent judgment, both in the critical evaluation of their work and in the ability to use the appropriate descriptive/analytical tools Communicate at a professional level, both in written documents and speech.

Module 1	**Product Design**
Lecturer/Designer	Kuno Prey atelier F2.01 office F2.01.a e-mail Kuno.Prey@unibz.it, tel. +39 0471 015110, https://www.unibz.it/en/faculties/design-art/academic-staff/person/900-kuno-prey
Scientific sector of the lecturer	ICAR/13
Teaching language	Italian
Office hours/Assistance	Mo – Tu: 12:00 – 14:00 in order to avoid overlapping the exact time of the appointment will be arranged by email.
List of topics covered	Design of everyday objects for the home, office, person, travel, etc. Products to be produced in eco-sustainable materials that can be produced for the most part with production systems with low technological complexity.
Teaching format	Project work in the atelier.

Module 2	**Digital modelling**
Lecturer	Francesco Sommacal atelier F2.01 office F2.01.b e-mail francesco.sommacal@unibz.it, tel. +39 0471/015000, https://www.unibz.it/en/faculties/design-art/academic-staff/person/43982-francesco-sommacal
Teaching language	Italian
Office hours/Assistance	Mo – Tu: 12:00 – 14:00 in order to avoid overlapping the exact time of the appointment will be arranged by email.
List of topics covered	• How to move from an idea to the 3D modelling (Sketches, form prototypes, digital creation) • Digital modelling is an indispensable support of a creative process: When, how and why? • Digital modelling vs. craft modelling

	• Which methods to use and how to design in 3 dimensions (use of the Rhinoceros software) • Program learning, with all the basic functions for objects-modelling • Laser cutting and plotting techniques • Rapid design: CNC and 3D printing • How to communicate ideas in an analytic and mathematical manner, using technical tables • Understand how to model an object for hypothetical mass production • Learn to communicate your ideas renderings
	lectures, exercises, workshops, case studies

Module 3	**Theories and languages of product design**
Lecturer	Giacomo Festi atelier F2.01 office F2.01.b e-mail Giacomo.Festi@unibz.it, tel. +39 0471/051000, https://www.unibz.it/en/faculties/design-art/academic-staff/person/40076-giacomo-festi
Scientific sector of the lecturer	M-FIL/04
Teaching language	English
Office hours	Monday from 17 to 19
List of topics covered	• What is a product, how to inquire its own meaningful dimension, which "tensions" can characterize it; • what is a design company in the domain and the history – and the contemporaneity – of industrial design; • What is a collection & a catalogue; • Case studies of companies: materials, products, catalogues, distribution, extra production activities; • Research papers on products and companies; • How to prepare and present projects and research at a professional level
Teaching format	Frontal lectures, researches and discussions on issues related to the course, individual and group exercises

Learning outcomes	**Learning outcomes for module 1 – Product Design** • To have the ability to design, develop and implement a project in the field of product design • Know how to analyze, design and develop limited edition products in the craft industry • Know how to carry out packaging projects from a product design and graphical perspective • Present at a professional level their own projects realized in the field of product design • Communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical point of view

	Learning outcomes for module 2 – Digital modelling • Be able to analyze and measure a real object (mid-complexity) in order to reconstruct it at the computer in a independent way. • Be able to make use of digital modelling as support for rapid design • Be able to develop ideas, starting from sketches in order to transform them into a digital model • Be able to communicate projects/objects in a clear and professional manner, with the use of 2D technical tables and 3D mathematical models • Be able to communicate projects/objects in a photo-realistic way; • understand when and why to use the techniques listed above as part of a creative process. **Learning outcomes for module 3 – Theories and languages of product design** • Develop the ability to finalise the implementation of a project undertaken in the field of product design with the basic knowledge acquired in the theoretical subjects • Develop the ability to grasp the main phenomena that characterise today´s society and to know how to look at these critically • Knowledge of historical and theoretical foundations of design • Know how to analyse (critically), define and contextualise projects • Learn how to communicate results of a qualitative research in relation to a design project • Develop a good independent judgment, both in the critical evaluation of a personal work and in the ability to use the appropriate interpretive tools with respect to the contexts where the students are going to apply their own design practice • Knowing how to communicate at a very good level and argue the reasons for personal choices and justify them with clarity and coherence • Learn and improve writing and presentation skills

Assessment	*By the end of the semester, each student must upload on the Microsite of the faculty detailed documentation of the semester work.* *http://portfolio.dsgn.unibz.it/wp-admin* *Documentation is an integral part of the exam. The documentation must include visual documentation and an abstract of the project.* **Module 1 – Product Design**

	presentation of the project: each candidate will present his work through graphic drawings, a model, photographs, a synthetic text and a concentrate of his work in a sixteenth. The design path, the final result and all the materials delivered will be evaluated. The presentation of the project will be public. **Materials to be delivered**: three days before the examination date the following documents must be delivered to the project assistant: 1. construction drawings; 2. model of proportions or functional model (possibly in 1: 1 scale); 3. Max. 3 photos that highlight the characteristics of the final elaborate format 10cm x 15cm, 72 dpi, RGB, jpg and 300 dpi, CMYK, tif; 4. short summary text where the final paper is presented (max 500 characters, doc or rtf); 5. the data need to be concentrated in a sixteenth in the A5 format of the design path and with the final result. The facsimile of the sixteenth will be delivered and explained to the students one month before the end of the project. NB: The timely delivery of all the materials being examined is essential for admission to the exam itself. **Module 2 – Digital modelling** The final assessment will be the result of work conducted during the whole semester. In particular the following will be evaluated: • The ability to selfexpress through technical presentations (2D Tables – 3D models); • The motivation and the commitment shown during the module and in the atelier; • The spirit of observation and the curiosity displayed during the semester. • the ability to develop functional ideas. **Materials to be delivered**: three days before the examination date the following documents must be delivered - technical tables (2D-construction drawings) of your project **Module 3 – Theories and languages of product design** Students will be asked to read, understand and study selected essays relevant for the theoretical part of the atelier. That materials will be used to accomplish the

	home assignments during the module, concerning both the semiotic analysis of the product and the critical profiling of design companies. For the final exam, the students will be asked to prepare a sixteenth in the A5 size: a "journal" project dedicated to the ATELIERprojekte_WS20/21 path, with a detailed description (with both texts and visual material) of the development of the final, personal project. The contents are requested according to a set of columns/chapters, to be filled with the material elaborated and collected during the semester project development.
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	*The evaluation of the single modules does not result in three separate marks, but will add up to the overall project evaluation. There is only one final overall mark for the project which is agreed by the three professors, who evaluate the project according to the following criteria:* **Module 1 – Product Design** The quality and clarity of the research, the creativity and the originality of the design concept, the quality and clarity of the design process, of the development and realization of the project such as the professionalism and consistency of the presentation and documentation. Also contributing to the final evaluation will be the initiative and the personal commitment in the atelier, in the research and the study and the participation in the project or the continuity, the attention and the curiosity demonstrated. **Module 2 – Digital modelling** • (25/100) Participation, punctuality, spirit of Observation and reasoning skills to solve technical problems. • (25/100) Ability to selfexpress through technical presentations (2D tables – 3D models) ; • (25/100) 2D-construction drawings • (25/100) quality of the end of semester project in relation to the digital modelling module. **Module 3 – Theories and languages of product design** Active participation through commitment and engagement during the class inevitably represents a major criterium of evaluation for the Atelier format. This first aspect will be reflected in the cure given to execute the assignments, eventually showing improvements. The class presentations as well as the final A5 document will complete the aspects taken into consideration to formulate the final overall evaluation.

Required readings	**Module 1 – Product Design** - **Module 2 – Digital modelling** - **Module 3 – Theories and languages of product design** The suggested selection of readings will be communicated during the course at the students, on individual basis, depending on their specific interests and researches.
Supplementary readings	**Module 1 – Product Design** - **Module 2 – Digital modelling** - **Module 3 – Theories and languages of product design** References about the main topics of the course. A. About good and bad design: - Donald Norman, *The Psychology of Everyday Things*, Basic Books, 1988. - Bruno Latour, "A Cautious Prometheus ? A Few Steps Toward a Philosophy of Design: (With Special Attention to Peter Sloterdijk)", 2009 http://www.bruno-latour.fr/node/69. B. About the semiotics of artifacts: - Alvise Mattozzi, ed., *Il senso degli oggetti tecnici*, Roma, Meltemi, 2006. - Alessandro Zinna, *Le interfacce degli oggetti di scrittura*, Roma, Meltemi, 2002. - Jacques Fontanille, "Sémiotique des objets", *Versus*, 91/92, 2002. - Michela Deni, *Oggetti in azione*. Semiotica degli oggetti: dalla teoria all'analisi, Milano, Angeli, 2002. C. References in history of design & tendencies in design: - Michela Nacci, ed., *Oggetti d'uso quotidiano. Rivoluzioni tecnologiche nella vita d'oggi*, Venezia, Marsilio, 1998. - Renato De Fusco, *Storia del design*, Laterza, Milano 2019 (or previous editions from 1985) - Enrico Morteo, *Grande Atlante del Design dal 1950 a oggi*, Rizzoli, Milano 2019 (or the previous edition)

	- Gillo Dorfles, *Introduzione al disegno industriale*, Einaudi, Torino 2001 - John Heskett, *Industrial Design*, Thames and Hudson, London 1995 - Chiara Alessi, *Dopo gli anni Zero. Il nuovo design italiano*, Bari, Laterza, 2014. - [magazine] *Inventario*, Corraini Edizioni, Mantova from 2010 (14 issues until now). - Beppe Finessi (ed), *Il design italiano oltre la crisi*, Corraini Edizioni, Mantova 2014.

Syllabus
Descrizione del corso

Titel der Lehrveranstaltung	**Project PD – 2c (ex D)** **ATELIERprojekte_SS21**
Code der Lehrveranstaltung	97094
Wissenschaftlich-disziplinärer Bereich der Lehrveranstaltung	Modul 1: ICAR/13 Design del prodotto Modul 2: ICAR/13 Modellistica digitale Modul 3: M-FIL/04 Teorie e linguaggi del design del prodotto
Studiengang	Bachelor in Design und Künste (L-4)
Semester	SS20/21
Studienjahr	2°, 3° anno
Kreditpunkte	19
Modular	Ja

Gesamtanzahl der Vorlesungsstunden	180h Modul 1: 90h Modul 2: 60h Modul 3: 30h
Gesamtzahl der Stunden für das Eigenstudium und andere individuelle Bildungstätigkeiten	Ca. 295h Modulo 1: ca. 110h Modulo 2: ca. 90h Modulo 3: ca. 95h
Voraussetzungen	aver superato il progetto WUP
Anwesendheit	Nicht verpflichtend, aber besonders empfohlen

Beschreibung und spezifische Bildungsziele	*Die Lehrveranstaltung zählt zum Bildungsbereich der "kennzeichnenden Fächer" (modul 1) "der Grundfächer" (modul 2) und der "verwandten und ergännzenden Fächer (modul 3) im Curriculum Design.* **Kursbeschreibung** **Modul 1 – Produktdesign** Ein/e junge/r Designer/in, der/die sich der Berufsrealität nähert, muss nicht darauf warten, dass ihm/ihr ein Unternehmen einen direkten Auftrag erteilt, sondern kann aus eigener Initiative neue Projekte vorschlagen. Er/sie muss jedoch klare Vorstellungen haben und zunächst seine eigenen Interessensgebiete und den Beriech definieren, in dem er/sie arbeiten sowie mit welchem Unternehmen er (fiktiv) zusammenarbeiten möchte. Er/sie sollte eine besondere Sensibilität entwickeln, um die unterschiedlichen Philosophien/Kulturen der jeweiligen Unternehmen zu verstehen und "Lücken" innerhalb bestehender Kollektionen finden. ATELIERprojekte_SS21 zielt darauf ab, diese Fähigkeiten zu schärfen und den

	notwendigen Weg Schritt für Schritt in Angriff zu nehmen: • festlegen des eigenen Arbeitsgebietes nach sorgfältiger Recherche im vielfältigen Angebot von Objekten und Dienstleistungen; • verstehen, wie ein Unternehmen eine Kollektion aufbaut, ob und mit welchen Designern es zusammenarbeitet und wie es sich auf dem Markt präsentiert; • wahrnehmen der offenen Bereiche, die in den verschiedenen Kollektionen/Katalogen noch zu besetzen wären; • definieren eines konkreten Produktes oder Dienstleistung; • dieses durch Proportions-, Funktions- oder Anschauungsmodelle zu visualisieren; • aufbereiten einer effektiven Präsentation, auch in schriftlicher Form. Studierende haben in ATELIERprojekte die Aufgabe, ein eigenes Thema zu definieren und im Laufe des Semesters zu entwickeln. Die Ausgangspunkte können dabei die unterschiedlichsten sein: von der Erkundung urbaner Räume bis hin zur Neuinterpretation der eigenen persönlichen Umgebung. In jedem Fall werden die Studierenden ermutigt, die Realität, in der sie leben, mit einem kritischen Auge zu beobachten. Diese sehr offene und freie Form des Projekts ist eine Übung im selbstständigem Arbeiten, die besondere Aufmerksamkeit in der Organisation der eigenen Arbeit sowie ein gutes und verantwortungsvolles Management der eigenen Zeit erfordert. **Bildungsziele** **Modul 1 – Produktdesign** • Eine eigene Entwurfsmethodologie im Bereich des Produktdesign entwickeln; • Entwicklung eines selbständigen und strengen Arbeitsweise; • Aneignung der erforderlichen Grundkenntnisse für die Realisierung eines Projektes im Bereich des Produktdesigns; • Sich eine Entwurfsmethodik im Bereich des Produktdesigns aneignen, von der Konzeptphase bis zur Realisierung eines Entwurfes; • Erwerb von Grundkenntnissen über die Entwurfskultur in allen ihren Komponenten. **Descrizione del corso** **Modulo 2 – Modellistica digitale**

	La progettazione 3D è un *linguaggio universale* che permette di mettere in relazione un/a progettista/designer con le aziende produttrici. Se da un lato gli studenti e le studentesse impareranno a modellare le proprie idee tramite programmi 3D per una ipotetica produzione, dall'altro saranno in grado di applicare la stessa per realizzare modelli materici in CNC e in stampa 3D. **Obiettivi formativi** **Modulo 2 – Modellistica digitale** Perché per un/a progettista/designer dovrebbe essere importante saper analizzare le proprie idee in modo *matematico*? Quando e perché, la modellazione digitale, dovrebbe essere un elemento di sostegno per un/a progettista/designer? • Gli studenti e le studentesse acquisiranno le competenze base per modellare le proprie idee in modo matematico, partendo da schizzi, disegni bidimensionali e modelli materici tridimensionali; • Acquisiranno le competenze necessarie per affrontare problemi matematici (progressivamente sempre più complessi) partendo dall'analisi e dalla comprensione di oggetti reali; • Acquisiranno le competenze base sulle principali metodiche di costruzione tridimensionale virtuale al fine di raggiungere ad un livello adeguato per poter creare in modo autonomo oggetti di media complessità; • Acquisiranno le competenze base al fine di comunicare le proprie idee/progetti in maniera analitica e matematica mediante il supporto di tavole tecniche; • Acquisiranno le competenze base in merito ai processi di gestione di file destinati a taglio laser, CNC e stampa 3D. **Descrizione del corso** **Modulo 3 – Theories and languages of product design** *Vedi syllabus in lingua inglese* **Obiettivi formativi** **Modulo 3 – Theories and languages of product design** *Vedi syllabus in lingua inglese*

Modul 1	**Produktdesign**
Dozent	Kuno Prey atelier F2.01 stuido F2.01.a e-mail kuno.prey@unibz.it,

	Tel. +39 335.29 69 67, https://www.unibz.it/it/faculties/design-art/academic-staff/person/900-kuno-prey
Wissenschaftlich-disziplinärer Bereich des Dozenten	ICAR/13
Unterrichtssprache	Deutsch
Sprechzeiten/Individuelle Betreuung	MO – DI: 12h – 14h nach vorheriger Vereinbarung
Auflistung der behandelten Themen	Entwurf von Objekten des täglichen Gebrauchs für das Haus, das Büro, die Person, die Reise usw.. Produkte, die aus umweltschonenden Werkstoffen bestehen und größtenteils mit Produktionssystemen von geringer technologischer Komplexität hergestellt werden.
Unterrichtsform	Entwurfsarbeit im Atelier.

Modulo 2	**Modellistica digitale**
Docente	Francesco Sommacal atelier F2.01 office F2.01.b tel. +39 0471/015000, https://www.unibz.it/it/faculties/design-art/academic-staff/person/43982-francesco-sommacal
Lingua ufficiale del corso	Italiano
Orario di ricevimento/Assistenza	Lunedì e Martedì dalle ore 12:00 alle ore 14:00 su richiesta.
Lista degli argomenti trattati	• come passare da una idea alla modellazione 3D (schizzi, prototipi di forma, creazione digitale); • la modellazione digitale è un ausilio indispensabile nel processo creativo: quando, come e perché; • modellazione digitale vs. modellazione artigianale; • quali sono i metodi e come si disegna in 3D (utilizzo del software Rhinoceros6); • apprendimento del programma con tutte le funzioni base per la modellazione di oggetti; • tecniche di taglio laser e plottaggio; • prototipazione rapida: CNC e stampa 3D; • come si presentano le proprie idee mediante tavole tecniche (2D) ed esplosi; • capire come modellare un oggetto per una ipotetica produzione di massa; • imparare a comunicare le proprie idee tramite render e foto realistiche.
Attività didattiche previste	lezioni, esercitazioni, casi studio, attività di officina

Modulo 3	*Vedi syllabus in lingua inglese*

Erwartete Lernergebnisse	**1 – Produktdesign** • In der Lage sein, ein Projekt im Bereich des Produktdesigns möglichst selbständig zu konzipieren, zu

	entwickeln und umzusetzen; • In der Lage sein, Produkte in limitierter Auflage im Bereich des Handwerks zu analysieren, zu konzipieren und zu entwickeln; • In der Lage sein, Verpackungen unter den Aspekten des Produkt- und Grafikdesigns zu gestalten; • Das eigene, im Bereich des Produktdesign realisierte Projekt professionell zu präsentieren; • Auf professionellem Niveau die eigenen Entscheidungen kommunizieren sowie argumentieren; diese aus formaler, technischer, wissenschaftlicher und theoretischer Sicht begründen. **2 – Modellistica digitale** • essere in grado di analizzare e misurare un oggetto reale (di media difficoltà) per ricostruirlo a computer in piena autonomia; • saper sfruttare la modellazione digitale come ausilio per la prototipazione rapida; • essere in grado di sviluppare le propria idea partendo dallo schizzo per trasformarlo in modello digitale; • essere in grado di comunicare i propri progetti/oggetti in modo tecnico chiaro e professionale; mediante il supporto di tavole tecniche 2D, esplosi e modelli matematici tridimensionali; • essere in grado di comunicare i propri progetti/oggetti in modo foto realistico; • capire quando e perché usufruire delle tecniche sopra elencate all'interno di un processo creativo. **3 – Theories and languages of product design** *Vedi syllabus in lingua inglese*

Art der Prüfung	*Bis zum Ende des Semesters muss jeder Studierende auf der Microsite der Fakultät eine detaillierte Dokumentation der Semesterarbeit hochladen.* *http://portfolio.dsgn.unibz.it/wp-admin* *Die Dokumentation ist integraler Bestandteil der Prüfung. Die Dokumentation muss eine visuelle Dokumentation und eine Zusammenfassung des Projekts enthalten.* *Entro la fine del semestre ogni studente dovrà caricare sul sito web della facoltà una documentazione dettagliata del lavoro semestrale.* *http://portfolio.dsgn.unibz.it/wp-admin* *La documentazione è parte integrante dell'esame. La documentazione comprende obbligatoriamente una documentazione visiva e un abstract del progetto.*

	Modul 1 – Produktdesign **Projektpräsentation** Studierende werden die eigene Entwurfsarbeit durch grafische Tafeln, einem Modell, Fotos, einem Kurztext und einer Dokumentation vom Projetverlauf ein einem „sedicesimo" präsentieren. Bewertet werden der Designprozess, das Endergebnis und alle gelieferten Unterlagen. Die Präsentation des Projekts ist öffentlich. **Abzugebende Unterlagen** Drei Tage vor dem Prüfungstermin müssen folgende Unterlagen beim Projektassistenten abgegeben werden: 1. Konstruktionszeichnungen; 2. Proportion- oder Funktionsmodell (vorzugsweise im Maßstab 1:1); 3. Max. 3 Fotos, die die Merkmale des Entwurfs hervorheben, im Format 10cm x 15cm, 72 dpi, RGB, jpg und 300 dpi, CMYK, tif; 4. Kurzer, aussagekräftiger Text, in dem das Abschlussprojekt beschrieben wird (max. 500 Zeichen, doc oder rtf); 5. Ein „sedicesimo" im Format A5 mit einer Kurzdarstellung des Projektverlaufs und vom Endprodukt; eine Vorlage vom „sedicesimo" wird den Studierenden ein Monat vor Semesterende erklärt und ausgehändigt. NB: Die rechtzeitige Abgabe aller Prüfungsunterlagen ist Voraussetzung für die Zulassung zur Prüfung selbst. **Modulo 2 – Modellistica digitale** La valutazione finale sarà il risultato del lavoro svolto durante l'intero semestre. In particolar modo: • la capacità nell'esprimersi mediante presentazioni su base tecnica (tavole 2D - modelli 3D). • la motivazione e l'impegno dimostrato durante il modulo di insegnamento e in atelier. • lo spirito di osservazione e la curiosità dimostrata. • la capacità di elaborare idee funzionali. **Materiale di consegna** A fine progetto dovranno essere presentate delle tavole tecniche (2D) del proprio progetto. **Modulo 3 – Theories and languages of product design** *Vedi syllabus in lingua inglese*
Prüfungssprache	Entspricht der Unterrichtssprache

Bewertungskriterien und Kriterien für die Notenermittlung	*La valutazione dei singoli moduli non costituisce un voto a sé stante, ma è parte integrante della votazione complessiva del progetto. Il voto finale del progetto è unico ed è definito sulla base del coordinamento tra i tre docenti che valutano il progetto secondo questi criteri:* **Modul 1 – Produktdesign** Die Qualität und Klarheit der Recherche, die Kreativität und Originalität des Designkonzepts, die Qualität und Klarheit des Designprozesses, die Entwicklung und Umsetzung des Projekts sowie die Professionalität und Kohärenz der Präsentation und der Dokumentation fließen ebenfalls in die Endbewertung ein. Persönliche Initiative und Engagement im Atelier, in der Recherche und im Studium sowie die Partizipation am Projekt, d.h. gezeigte Kontinuität, Aufmerksamkeit und Neugierde, fließen ebenfalls in die Endbewertung ein. **Modulo 2 - Modellistica digitale:** • (25 su 100) partecipazione, puntualità, spirito di osservazione e capacità di ragionamento nel risolvere problemi tecnici. • (25 su 100) capacità nell'esprimersi mediante presentazioni su base tecnica (tavole 2D - modelli 3D - Render) • (25 su 100) consegna elaborati (tavole tecniche 2D del progetto) • (25 su 100) qualità del progetto di fine semestre in relazione al modulo di modellazione digitale **Modulo 3 – Theories and languages of product design:** *vedi syllabus in lingua inglese*

Pflichtliteratur	**Modul 1 – Produktdesign:** - **Modulo 2 – Modellistica digitale:** - **Modulo 3 – Theories and languages of product design:** *vedi syllabus in lingua inglese*
Weiterführende Literatur	**Modul 1 – Produktdesign:** - **Modulo 2 – Modellistica digitale:** - **Modulo 3 – Theories and languages of product design:** *vedi syllabus in lingua inglese*