**Syllabus
Course description**

Course title	Warm up Design
Course code	97079
Scientific sector	Module 1: ICAR/13 Module 2: ICAR/13
Degree	Bachelor in Design and Art (L-4)
Semester	Winter semester 2024/25
Year	1st
Credits	12 (Module 1: 6 CP, Module 2: 6 CP)
Modular	Yes 2 Modules: Module "Product design" and Module "Visual communication".

Total lecturing hours	Module 1 "Product design": 150 Module 2 "Visual communication": 90
Total hours of self-study and/ or other individual educational activities	about 190 (each group)
Attendance	not compulsory but recommended
Prerequisites	none
Maximum number of students per class	

Course description	The course belongs to the class "di base" in the curriculum in Design. **Description Module 1 – Product Design:** **(Nitzan Cohen, Alessandro Mason):** The aim of this varied and intense semester is to open the students to the vast and multi-faceted field of three-dimensional design. This semester will initiate a process of professional individual learning and prepare the students for the project-based semester work as practiced in the faculties study model. The course aims as well at forming a healthy habitus as a (future to be) professional designer while at the same time, founding of a solid and wide base for the further and more profound studies in the field. The course 'WUP-product design' is comprised out of three parts, two of them are taking place within

this main course, the third part are the workshop-courses (officine) held at the different workshops

Part 1 -Ways of Working: Everyday

-Process tools and work-methodology

Every day we get up and repeat a series of actions, gestures, rituals that accompany us throughout the day until the moment we close our eyes, everyday these habits of ours are enabled and closely connected to a wide scope of objects. We are literally surrounded by them, in this semester we will study and analyse these objects from multiple points of view, their history, their typology, their use and then move on to designing them.

Part 2 -Ways of Doing: Model Making

'Hands on' tools of model making and variation creation This is a series of manual model making workshops dealing with diverse aspects: the concept and state of mind of model making itself, variation making, proportions, three-dimensional orientation and manipulation, transformation from 2d to 3d, tolerance and accuracies, learning to work and 'feel' different materials, scales and many more. This part includes 3-5 assignments which are partly linked to each other and are as well loosely connected to the semester theme of 'Everyday'. The techniques learned and practiced would naturally be used to conclude the main project.

Description Module 2 – Visual Communication

Part 1 -Design Classics: from hand to digital drawing

-Learning digital drawing software and basic drawing-methodology in visual communication

The first teaching module is an iconographic research in the expanded field of »design classics artifacts«. Next, the picked artifact (a photo) from the research must be transformed into a digital vector outline drawing in Adobe Illustrator.

Students observe and analyze an object's form, structure and geometry starting from a photograph. Students master to simplify and unify an executive drawing. In this teaching module, students learn basic digital drawing

concepts & tools, such as drawing with Bézier curves, mastering curve points | cusp points | corner points. Modify Béziers points and control handlers. Learning to »look & study« a digital Bézier point drawing, simplify and unify line weights, are basic illustration concept & workflows in visual communication. By the end of the first module, students should understand the difference between traditional hand drawing and digital drawing.

Part 2 - Introduction: Type Design & Typography

- 'Hands on' workshops of type design | digitally drawing of letter forms | creation of an editable font.

This teaching module addresses a methodical investigation of the roman letter forms and is an introduction into Type Design. Furthermore, general principles of typography are taught. This module is too about learning expert vector drawing methods such as »the Clock Work Method«, »the Rough Building Method«, »the Prime point placement«. By the end of the workshop, the student will design an editable OTF-Font.

Part 3 - Introduction: Editorial Design & Book Binding

- 'Hands on' workshops of layout design | layout grids | editorial design.

This teaching module addresses a myriad of conceptual, content-related, as well as technical issues in the expanded field of graphic design & typography. Students design and layout artifacts from the field of editorial design. We introduce students to the key problems & principles of designing with a layout grid, storytelling, and the technical implementation of a publication. We teach basics of the layout software InDesign. The basics for the planning and the technical implementation in digital printing are trained. At the end of this teaching module, students produce a magazine in the faculties' book binding workshop.

Specific educational objectives	**Knowledge and understanding** - have acquired their own project methodology in the field of product design, visual communication. This methodology includes the ability to oversee all phases of design, from the generation of ideas to the realisation of the finished project. Through the integrated teaching of project subjects and subjects of a technical, scientific and theoretical nature, graduates will be able to simultaneously address all these aspects and consider them as synonymous with the development of a project that is successful on a formal, technical, scientific and cultural level.

Lecturer	***Module 1 – Product Design:*** Nitzan Cohen office F5.06.a, e-mail: Nitzan.Cohen@unibz.it tel +39 0471 015000 webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/35262-nitzan-cohen Alessandro Mason email: alessando.mason@unibz.it webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/37721-alessandro-mason ***Module 2 – Visual Communication:*** Antonino Benincasa office F3.01.a, e-mail antonino.benincasa@unibz.it tel. +39 0471 015196 webpage http://www.unibz.it/en/design-art/people/StaffDetails.html?personid=879&hstf=879 https://pro2.unibz.it/projects/homepages/benincasa/
Scientific sector of the lecturer	Module 1 – Nitzan Cohen, Alessandro Mason: ICAR/13 Module 2 – Antonino Benincasa: ICAR/13
Teaching language	English
Office hours	Module 1: *Tuesday From 18:00* Module 2: *Tuesday From 18:00*
Teaching assistants	Module 1: Ada Keller, Stefania Rigoni Module 2: Maximilian Boiger, Gianluca Sandrone
List of topics covered	**Module 1: Fundamentals of Product Design:** - Fundamentals of model making

	- Fundamentals of design methodology and project development. This project deals on the meta level with the creation of a project, as such the below topics do not only lead to an aim but are the aim itself. - Design methodology, design thinking and process awareness. - Design investigation instead of design research and that as a continuous methodical tool. - Concept development and its translation into three-dimensional reality. - Use and user analysis. - Model making and 'hand on' project development. **Module 2: Fundamentals of Communication Design:** This project covers a myriad of topics to empower students with the creation of a communication design project, such the below topics: - Fundamentals of digital drawing methodology - Fundamentals of digital drawing tools (Illustrator) - Fundamentals of Typography - Fundamentals of Typeface Design - Fundamentals of communication design methodology. - Fundamentals of Layout - Fundamentals of Story Telling & Editorial Design - Fundamentals of digital layout tools (InDesign) - Fundamentals of digital printing - Fundamentals of book binding - Magazine making and 'hand on' development of an editorial design project
Teaching format	Module 1: 12 frontal lectures, two workshop typologies a 5-6 main assignments per workshop, as well as ongoing exercises. Module 2: frontal lectures and in classroom practice-based workshop, as well as ongoing exercises.

Expected learning outcomes	**Disciplinary competence** *Knowledge and understanding* - have acquired the basic technical, scientific and theoretical knowledge necessary to realise a project in the field of product design, visual communication. - have acquired the basic knowledge necessary for further Master's studies in all components of project culture as well as in technical, scientific and theoretical subjects.

Applying knowledge and understanding

- use the basic knowledge acquired in the technical, scientific and theoretical fields to realise a mature project to recognise the main phenomena of contemporary.

- make use of the skills acquired during the course of study in the event of continuing studies in a Master's degree programme in the field of design and to develop them further.

Transversal competence and soft skills

Making judgements

- Be able to make independent judgements for the purpose of developing their own design skills and in relation to all those decisions (technical, scientific and theoretical) that are necessary to bring a project to completion.

Communication skills

- present an independently realised project in the field of product design, visual communication in the form of an installation, orally as well as in writing in a professional manner.

Learning skills

- have learned a design methodology at a professional level - in the sense of being able to identify, develop and realise solutions to complex design problems by applying the acquired knowledge in the technical, scientific and theoretical fields - in order to start a professional activity and/or continue their studies with a master's degree programme.

- have developed a creative attitude and learned how to enhance it and develop it according to their own inclinations.

- have acquired basic knowledge in theoretical, technical and scientific subjects as well as a study methodology suitable for continuing studies with a Master's degree programme.

Assessment	*Module 1&2 - Product Design (Nitzan Cohen) & Module Visual Communication (Antonino Benincasa):*
	In the same manner as the integrated courses of the following semesters, the assessment of the individual modules and exercises of the WUP do not lead to

	separate marks but flows into the evaluation of the overall WUP semester as one homogeneous project. *It will be assigned a joint mark for the «overall WUP project» (communication and product design together).*
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	***Module 1&2 - Product Design (Nitzan Cohen) & Module Visual Communication (Antonino Benincasa):*** The evaluation of the single modules, workshops and exercises does not result in three separate marks but will add up to the overall project evaluation. <u>All the projects and results of the work</u> done over the whole semester would be finished to perfection and presented by the student. 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: -QUALITY: The overall quality of work as reflected in the day-to-day reality and finally as reflected in the presented results of all the projects and exercises. -ENGAGEMENT: Overall commitment and engagement with the subjects, the exercises and projects. -CONTINUITY: The overall continuity of the work would be assessed –the presence and continuous work in the lectures, workshops and the overall course.

Required readings	**Module 1**: • Jasper Morrison, Naoto Fukasawa, Super Normal: Sensations of the Ordinary**.** Lars Müller Publishers, 2007 **Module 2**: • *EN:* Robert Bringhurst / The Elements of Typographic Style: Version 4.0 | 2013 • *IT:* Robert Bringhurst / Gli elementi dello stile tipografico
Supplementary readings	**Module 1**: • *Jasper Morrison, Naoto Fukasawa, Kenya Hara, "Muji".* Rizzoli International Publications, Milano 2010 • Jasper Morrison, "Everything but the walls" Lars Müller Publishers, Baden/Switzerland 2006

	+ More readings will be communicated during the WUP by the lecturer. **Module 2**: + Will be communicated during the WUP by the lecturer.