Course title | Warm up
--- | ---
Course code | 97000
Scientific sector | ICAR/13 – disegno industriale
Degree | Bachelor in Design and Art (L-4)
Semester | I
Year | 1st
Credits | 10
Modular | Yes – 2 projects: 1 of product design + 1 of visual communication. Students will be divided in 2 groups: WUP A and WUP B

Total lecturing hours | 45 per project -> 90 in total (each group)
Total hours of self-study and/or other individual educational activities | about 190 (each group)
Attendance | Full attendance to the courses are imperative for reaching the objectives of the courses.
Prerequisites | -
Course page | -

Project description and specific educational objectives

The course belongs to the class “di base” in the curriculum in Design.

Course description warm up

Course description module Product Design (Nitzan Cohen):
The aim and goal of this varied and intense semester is to open the students to the vast and multi-faceted field of product design. Initiate a process of professional individual learning and prepare the students for the later project-based semester work as practiced in the faculties study model. The course aims as well at the forming of a healthy habitus as a professional (future to be) designer while at the same time, founding of a solid and wide base for the further more profound studies.

The course ‘WUP-product design’ is comprised out of four parts, three of them are taking place within this main course, the fourth part are the workshop-courses held at level (-1,-2).

Part #1 – ‘PD Fundamentals and Horizons’
This is a series of weekly (x 12) lectures and ‘mini workshops’ of 2 hours each. Meant to open the horizons and render basic knowledge as base for follow-up further in this course and in the following semesters. It is as well...
designed to give a base for the ‘integrated course’
principle and subjects (from product design perspective)
as well as open the horizon and lay a foundation
concerning other important and adjacent fields
(architecture, design research, eco-social design)

**Part #2 - ‘Ways of Working’**
*Process tools and basic work-methodology*
In this part we will follow a micro-project (‘...2nd’ look’)
We will be taking a second look at mundane daily
products that usually don't get a second look. We will give
those objects a detailed and profound observation. We
will study those objects and while doing that practice
methodological working tools and ways. This part will
include 5-6 assignments, each one building on the
previous one; concluding in an overall perspective and (a
first) experience of structurally developing a project in the
field of product design.

**Part #3 - ‘Ways of Doing’**
*‘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 as well about 5-
6 assignments which are partly linked to each other. The
techniques learned and practiced would eventually be
used to conclude the above mentioned part #1 and part
#2.

**Course description module Visual Communication**
*(Antonino Benincasa):*  
The aim and goal of this varied and intense semester is to
open the students to the vast and multi-faceted field of
communication design. Initiate a process of professional
individual learning and prepare the students for the later
project-based semester work as practiced in the faculties
study model.

The course ‘WUP-communication design’ is comprised out
of four «frontal lesson blocks» and assignments strongly
connected to the faculties workshops.

**FRONTAL LESSON BLOCK #1**
*‘LEARNING RULES & BEST PRACTICE’*
1. Typography I  
2. Typography II
3. Typography III

FRONTAL LESSON BLOCK #2
‘LEARNING TO SEE & LOOK PROFESSIONALLY’
4. Psychology of perception | Gestalt theory I
5. Psychology of perception | Gestalt theory II
6. Psychology of perception | Gestalt theory III

FRONTAL LESSON BLOCK #3
‘LEARNING TO CONTROL, GUIDE & «MANIPULATE» THE PERCEPTION OF THE SPECTATORS’
7. Story telling I
8. Story telling II
9. Story telling III

FRONTAL LESSON BLOCK #4
‘INTRODUCTION TO IMPORTANT WORKING FIELDS OF VC’
10. Webdesign Basics
11. Graphic Design History & Contemporary Practice
12. Introduction to CD / CI / Branding

The assignments given during the lectures of these 4 blocks are very much linked to the faculties workshops; considering the framework of the technical-creative options available within the faculties workshops:
- serigraphy
- uv- direct printing
- cut plot
- book binding
- risograph
- laser cutting
- styrocut
- stamps

Educational objectives module Product Design (Nitzan Cohen):
• the acquisition of a basic tools concerning design methodology in the field of product design
• the development of basic tools, initiating the start of an independent and rigorous study pathway
• the acquisition of essential basic knowledge leading to future abilities in carrying out a project in the field of product design
• Acquisition of basic and preliminary knowledge
concerning the field of ‘materials and system of production’ and understanding the tight relation
between material to production technology/ies to and final product.
- Acquisition of basic and preliminary knowledge concerning the field of ‘digital modelling production technologies’.
- Acquisition of basic and preliminary knowledge concerning the field of ‘Eco-social design’
- Acquisition of basic and preliminary knowledge concerning the scope spanning between ‘Space to architecture’.
- Acquisition of basic and preliminary knowledge concerning the field of design research
- the acquisition of the knowledge and understanding of:
  - The importance of model making and real scale modelling.
  - Basic tools and ways of modelling from small to medium scales.
  - The importance of variations making and rigorous studies of form through it’s making.
  - design processes for industrial products for mass consumption
- the acquisition of the basic knowledge concerning the culture of design

**Educational objectives module Visual Communication (Antonino Benincasa):**
- the acquisition of a design methodology in the field of visual communication
- the acquisition of the essential basic knowledge to be able to carry out a project in the field of visual communication
- the acquisition of a design methodology in the field of visual communication
- the acquisition of the knowledge and understanding of:
  - design processes for corporate image
  - design processes for typography
  - design processes for publishing
  - design processes for web design
  - design processes for video and motion graphics
- the acquisition of the basic knowledge concerning the culture of design in all its aspects

<table>
<thead>
<tr>
<th>Module</th>
<th>Product Design</th>
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4/8
<table>
<thead>
<tr>
<th>Lecturer</th>
<th>Nitzan Cohen</th>
</tr>
</thead>
<tbody>
<tr>
<td>office</td>
<td>F1.01.a</td>
</tr>
<tr>
<td>e-mail</td>
<td><a href="mailto:Nitzan.Cohen@unibz.it">Nitzan.Cohen@unibz.it</a></td>
</tr>
<tr>
<td>tel.</td>
<td>+39 0471 015220</td>
</tr>
<tr>
<td>webpage</td>
<td><a href="http://www.unibz.it/en/design-art/people/StaffDetails.html?personid=35262&amp;hstf=35262">http://www.unibz.it/en/design-art/people/StaffDetails.html?personid=35262&amp;hstf=35262</a></td>
</tr>
<tr>
<td>Scientific sector of the lecturer</td>
<td>ICAR/13</td>
</tr>
<tr>
<td>Teaching language</td>
<td>English</td>
</tr>
<tr>
<td>Office hours</td>
<td>Monday 08:00 – 13:00</td>
</tr>
<tr>
<td>Teaching assistant</td>
<td>- Fundamentals of Product Design:</td>
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<tr>
<td></td>
<td>- Fundamentals of model making</td>
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<td></td>
<td>- Fundamentals of design methodology and project development.</td>
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<tr>
<td></td>
<td>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.</td>
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<tr>
<td></td>
<td>-Design methodology, design thinking and process awareness.</td>
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<td>-Design investigation instead of design research and that as a continuous methodical tool.</td>
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<td></td>
<td>-Concept development and its translation into three-dimensional reality.</td>
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<td>-Use and user analysis.</td>
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<td>-Model making and 'hand on' project development.</td>
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**Teaching format**

- 12 frontal lectures, two workshop typologies à 5-6 main assignments per workshop, as well as ongoing exercises.

<table>
<thead>
<tr>
<th>Module</th>
<th>Visual Communication</th>
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</thead>
<tbody>
<tr>
<td>Lecturer</td>
<td>Antonino Benincasa</td>
</tr>
<tr>
<td>office</td>
<td>F3.01.a</td>
</tr>
<tr>
<td>e-mail</td>
<td><a href="mailto:antonino.benincasa@unibz.it">antonino.benincasa@unibz.it</a></td>
</tr>
<tr>
<td>tel.</td>
<td>+39 0471 015196, webpage</td>
</tr>
<tr>
<td>webpage</td>
<td><a href="http://www.unibz.it/en/design-art/people/StaffDetails.html?personid=879&amp;hstf=879">http://www.unibz.it/en/design-art/people/StaffDetails.html?personid=879&amp;hstf=879</a></td>
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<tr>
<td></td>
<td><a href="https://pro2.unibz.it/projects/homepages/benincasa/">https://pro2.unibz.it/projects/homepages/benincasa/</a></td>
</tr>
<tr>
<td>Scientific sector of the lecturer</td>
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<tr>
<td>Teaching language</td>
<td>English</td>
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<tr>
<td>Office hours</td>
<td>-</td>
</tr>
<tr>
<td>Teaching assistant</td>
<td>Ermanno Zanella, Andreas Trenker</td>
</tr>
<tr>
<td>List of topics covered</td>
<td>- Fundamentals of Communication Design</td>
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<td>- Fundamentals of Typography</td>
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<td></td>
<td>- Software Introductions in:</td>
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<td></td>
<td>Adobe Illustrator (learning outcome: intermediate level)</td>
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<td></td>
<td>Adobe InDesign &amp; Adobe Photoshop (learning outcome: introduction level)</td>
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<tr>
<td>Teaching format</td>
<td>- 10-12 frontal lectures</td>
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<td></td>
<td>- 5-7 assignments &amp; exercises</td>
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**Expected learning outcomes**

*Learning outcomes for module Product Design*
(Nitzan Cohen):

- to have the ability to design, develop and implement a project in the field of product design
- know how to analyze, design and develop interiors
- know how to analyze, design and develop industrial projects for mass consumption
- know how to analyze, design and develop projects for the mechanical engineering industry
- know how to analyze, design and develop limited edition products in the craft industry
- know how to analyze, design and develop packaging projects from a product design and graphical perspective
- know how to analyze, design and develop projects concerning museums and exhibitions
- knowledge of the technical and scientific aspects of interior design
- knowledge of the technical and scientific aspects of the design of industrial products for mass consumption
- knowledge of the technical and scientific aspects of the design in the mechanical engineering industry
- knowledge of the technical and scientific aspects of the design of packaging
- know how to carry out packaging projects from a product design perspective
- know how to produce visualizations of virtual and physical scenarios for interior and exhibition design
- present at a professional level their own projects realized in the field of product design in the form of an installation, both oral and written
- communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical point of view

<table>
<thead>
<tr>
<th>Learning outcomes for module Visual Communication (Antonino Benincasa):</th>
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<tbody>
<tr>
<td>- to have the ability to design, develop and implement a project in the field of visual communication</td>
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<tr>
<td>- design, develop and implement a project in the field of visual communication</td>
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<tr>
<td>- know how to analyze, design and develop packaging projects and graphical perspective</td>
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<td>- know how to analyze, design and develop projects in visual communication with traditional (analogical) graphics</td>
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<tr>
<td>- know how to analyze, design and develop projects concerning museums and exhibitions</td>
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<td>- knowledge of the technical and scientific aspects</td>
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<td>Assessment</td>
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<td>------------------------------------------------</td>
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<tr>
<td>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.</td>
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<td>It will be assigned a joint mark for the «overall WUP project» (communication and product design together).</td>
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<table>
<thead>
<tr>
<th>Assessment language</th>
<th>The same as the teaching language / ENGLISH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluation criteria and criteria for awarding marks</td>
<td>Module Product Design (Nitzan Cohen) &amp; Module Visual Communication (Antonino Benincasa):</td>
</tr>
<tr>
<td>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. All the projects and results of the work done over the whole semester would be finished to perfection and presented by the student. There is only one final overall mark for the</td>
<td></td>
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</tbody>
</table>
A 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 Product Design (Nitzan Cohen):**
- Jasper Morrison, Naoto Fukasawa, Kenya Hara, "Muji". Rizzoli International Publications, Milano 2010

**Module Visual Communication (Antonino Benincasa):**
- Robert Bringhurst
- **EN**
  - The Elements of Typographic Style: Version 4.0 | 2013
- **IT**
  - Gli elementi dello stile tipografico

### Supplementary readings

**Module Product Design (Nitzan Cohen):**
- Jasper Morrison, Naoto Fukasawa, Kenya Hara, "Muji". Rizzoli International Publications, Milano 2010
- Jasper Morrison, "Everything but the walls" Lars Muller Publishers, Baden/Switzerland 2006

+ More readings will be communicated during the WUP by the lecturer.

**Module Visual Communication (Antonino Benincasa):**

+ Will be communicated during the WUP by the lecturer.