

- > [\*Syllabus in lingua italiana\*](#)
- > [\*Syllabus in deutscher Sprache\*](#)

## Syllabus Course description

<b>Course title</b>	<b>Project PD – D1 MAGIC</b>
<b>Course code</b>	97009
<b>Scientific sector</b>	Module 1: ICAR/13 disegno industriale Module 2: ING-IND/16 tecnologie e sistemi di lavorazione Module 3: M-FIL/05 filosofia e teoria dei linguaggi
<b>Degree</b>	Bachelor in Design and Art (L-4)
<b>Semester</b>	II
<b>Year</b>	1st, 2nd or 3rd
<b>Credits</b>	22
<b>Modular</b>	Yes

<b>Teaching language</b>	Module 1: German Module 2: English Module 3: Italian
<b>Total lecturing hours</b>	180 (Module 1: 90, Module 2: 60, Module 3: 30)
<b>Total hours of self-study and / or other individual educational activities</b>	370 (Module 1: about 210, Module 2: about 65, Module 3: about 95)
<b>Attendance</b>	not compulsory but recommended
<b>Prerequisites</b>	<i>For students enrolled from 2012/13 onwards:</i> passed WUP courses (warm up project + descriptive geometry + methods and techniques of representation); <i>for students enrolled from 2016/17 onwards:</i> passed WUP project;
<b>Course page</b>	-

<b>Project description and specific educational objectives</b>	The course belongs to the class "caratterizzante" (module 1), "affine integrativa" (module 2) and "di base" (module 3) in the curriculum in Design.  <b>PROJECT DESCRIPTION</b> <b><i>Course description module 1 – Product Design:</i></b>  MAGIC - play with space and light  How do we shape the relationship between our body and the space? What role does light play in this?  MAGIC is a course about light design in public space. The course is realised in cooperation with the local company ewo, which creates high-quality lighting systems for public
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	<p>space.</p> <p>MAGIC invites the students to interact with the public space by reimagining street furniture and lighting systems, which they come across in their everyday life.</p> <p>In two-person teams, the students develop experimental lighting design (interactive street lighting, redesign of existing lighting) in public spaces. MAGIC is a collaboration with the Faculty of Computer Science, which supervises the technological side of the projects.</p> <p>The working methodology of the course is practically orientated. In addition to experimenting in the workshop of the University, the course foresees a visit of the local company ewo in Kurtatsch, a study trip to the fair 'light+ building' in Frankfurt and a 12h intensive workshop.</p> <p>The final project is supervised by regular one2one tutorials with the project leader and will be presented in a final exhibition in the public space.</p> <p><b><i>Educational objectives Module 1 – Product Design:</i></b></p> <ul style="list-style-type: none"> <li>• the acquisition of a design methodology in the field of product design</li> <li>• the development of an independent and rigorous study pathway</li> <li>• the acquisition of the essential basic knowledge to be able to carry out a project in the field of product design</li> <li>• the acquisition of the basic knowledge concerning the cultural of design in all its aspects</li> <li>• the acquisition of a design methodology in the field of product design from the initial idea phase to the final completion phase of the project</li> <li>• the acquisition of the knowledge and understanding <ul style="list-style-type: none"> <li>✓ design processes in the field of interior design</li> <li>✓ design processes for industrial products for mass consumption</li> <li>✓ design processes for the mechanical engineering industry</li> <li>✓ design processes for the visualization of virtual and physical scenarios</li> </ul> </li> <li>• the acquisition of the basic knowledge concerning the culture of design in all its aspects</li> </ul> <p><b><i>Course description module 2 – Production Technologies and Systems:</i></b></p> <p>The course is based on the intersection of two teaching methodologies: The first is linear and is focus on the basic</p>
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and preparatory fields for the students growth plan, the second is open, horizontal and organized through a series of collective experience, researches, and experiments. The course will be organized in collaboration with a company and with a course of the Faculty of Computer Science, many activities will be based on teamwork

***Educational objectives module 2 – Production Technologies and Systems:***

- the acquisition of the essential basic knowledge to be able to carry out a project in the field of product design
- the acquisition of a clear view of a production process, from self-production to industrial production
- the acquisition of basic knowledge on materials from lessons but more important from practical experience on labs and workshops which we will organize during the semester.
- the acquisition of the basic knowledge concerning the technical and scientific subjects
- the acquisition of process importance in design from a single object production to mass products.
- the acquisition of the environmental impact of every product in contemporary world and the importance to be aware of this since the design process
- the acquisition of a complete overview of world best design object produced, through a critical analysis on their production.
- the acquisition of the basic knowledge concerning the culture of design in all its aspects

***Course description module 3 – Theories and Languages of Product Design:***

This year the theoretical module of the course will introduce some notions of ethno-semiotics, useful to acquire knowledge on the articulations of public spaces and on their meaning from the point of view of their user's experience in everyday life. The course will try to define what does it mean "to observe", the focus of a scientific observation, the description technique and the bias of observation on the object.

***Educational objectives module 3 – Theories and Languages of Product Design:***

- the acquisition of the essential basic knowledge to be able to carry out a project in the field of product design
- the acquisition of the basic knowledge so as to be able to look critically at their own work and to deal with the complexities of contemporary society
- the acquisition of the basic knowledge concerning Semiotics

	<ul style="list-style-type: none"> <li>the acquisition of the basic knowledge concerning the culture of design in all its aspects</li> </ul>
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<b>Module 1</b>	<b>Product Design</b>
<b>Lecturer</b>	Harald Thaler office C1.06.a, e-mail Harald.Thaler@unibz.it, tel. +39 0471 015330, webpage <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/37152-harry-thaler">https://www.unibz.it/en/faculties/design-art/academic-staff/person/37152-harry-thaler</a>
<b>Scientific sector of the lecturer</b>	-
<b>Teaching language</b>	German
<b>Office hours</b>	Monday 2 - 6pm, Tuesday 10 - 6 pm
<b>Teaching assistant (if any)</b>	-
<b>Office hours</b>	-
<b>List of topics covered</b>	product design, light design, public space, public furniture
<b>Teaching format</b>	frontal lecture in product design, labs, exercises, site visits - industrial company, one2one tutorials

<b>Module 2</b>	<b>Production Technologies and Systems</b>
<b>Lecturer</b>	Alessandro Mason office C1.06.a, e-mail <a href="mailto:alessandro.mason@unibz.it">alessandro.mason@unibz.it</a> , tel. +39 0471 015105, webpage <a href="https://www.unibz.it/it/faculties/design-art/academic-staff/person/37721-alessandro-mason">https://www.unibz.it/it/faculties/design-art/academic-staff/person/37721-alessandro-mason</a>
<b>Scientific sector of the lecturer</b>	-
<b>Teaching language</b>	English
<b>Office hours</b>	Monday 5 - 7pm, Tuesday 5 - 7 pm
<b>Teaching assistant (if any)</b>	-
<b>Office hours</b>	-
<b>List of topics covered</b>	Technologies for industrial, craft and self-production, with classic and new materials, using traditional and new production systems.
<b>Teaching format</b>	Frontal lectures, exercises, labs, projects, workshops.

<b>Module 3</b>	<b>Theories and Languages of Product Design</b>
<b>Lecturer</b>	Francesco Galofaro office C1.06.a, e-mail <a href="mailto:francesco.galofaro@unibz.it">francesco.galofaro@unibz.it</a> , tel. +39 0471 015324, webpage <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/37172-francesco-galofaro">https://www.unibz.it/en/faculties/design-art/academic-staff/person/37172-francesco-galofaro</a>
<b>Scientific sector of the lecturer</b>	-
<b>Teaching language</b>	Italian
<b>Office hours</b>	Wednesday, 11.00-12.30 p.m.
<b>Teaching assistant (if any)</b>	-
<b>Office hours</b>	-
<b>List of topics covered</b>	Ethno-Semiotics

	Raspberry Pi: an introduction
<b>Teaching format</b>	Frontal lesson; group discussions; tutorials; revision;

<b>Learning outcomes</b>	<ul style="list-style-type: none"> <li>• Learning outcomes for module 1 – Product Design</li> <li>• to have the ability to design, develop and implement a project in the field of product design</li> <li>• design, develop and implement a project in the field of product design</li> <li>• know how to analyze, design and develop interiors</li> <li>• know how to analyze, design and develop industrial projects for mass consumption</li> <li>• know how to analyze, design and develop projects for the mechanical engineering industry</li> <li>• know how to analyze, design and develop limited edition products in the craft industry</li> <li>• know how to analyze, design and develop packaging projects from a product design and graphical perspective</li> <li>• know how to analyze, design and develop projects concerning museums and exhibitions</li> <li>• knowledge of the technical and scientific aspects of interior design</li> <li>• knowledge of the technical and scientific aspects of the design of industrial products for mass consumption</li> <li>• knowledge of the technical and scientific aspects of the design in the mechanical engineering industry</li> <li>• know how to produce visualizations of virtual and physical scenarios for interior and exhibition design</li> <li>• present at a professional level their own projects realized in the field of product design, visual communication and / or visual arts in the form of an installation, both oral and written</li> <li>• communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical point of view</li> </ul> <p><b><i>Learning outcomes for Module 2 – Production Technologies and Systems:</i></b></p> <ul style="list-style-type: none"> <li>• to have the ability to finalize the implementation of a project undertaken in the field of product design with the basic knowledge acquired in the technical and scientific subjects</li> <li>• to have the ability to clear understand a “production path” and focus on that trying to use and be aware of the best technology or process from craft to digital fabrication to industrial process</li> </ul>
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	<ul style="list-style-type: none"> <li>● know how to analyze, design and develop interiors</li> <li>● know how to analyze, design and develop industrial projects for mass consumption</li> <li>● know how to analyze, design and develop projects for the mechanical engineering industry</li> <li>● know how to analyze, design and develop limited edition products in the craft industry</li> <li>● know how to analyze, design and develop packaging projects from a product design and graphical perspective</li> <li>● knowledge of the technical and scientific aspects of interior design</li> <li>● knowledge of the technical and scientific aspects of the design of industrial products for mass consumption</li> <li>● knowledge of the technical and scientific aspects of design in the mechanical engineering industry</li> <li>● know how to analyze, design and develop packaging projects from a product design and graphical perspective</li> <li>● communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical point of view</li> <li>● know how to work in group with other designer or multi-disciplinar team</li> <li>●</li> <li>● Learning outcomes for module 3 – Theories and Languages of Product Design:</li> <li>● to have the ability to finalize the implementation of a project undertaken in the field of product design with the basic knowledge acquired in the theoretical subjects</li> <li>● to have the ability to grasp the main phenomena that characterize today's society and to know how to look at these critically, also from a social and ethical perspective, and to develop appropriate solutions in terms of the proposal / response of the project</li> <li>● knowledge of the historical and theoretical foundations of design</li> <li>● knowledge of the important sociological, semiotic and anthropological aspects</li> <li>● know how to analyze (critically), define and contextualize their projects</li> <li>● know how to apply methods of empirical research in the socio-cultural sciences</li> <li>● know how to present critical and planning analysis orally</li> <li>● know how to present written critical and planning analysis</li> <li>● know how to apply the research methods and</li> </ul>
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	<p>results in the project to the various areas of the project itself</p> <ul style="list-style-type: none"> <li>• develop a good independent judgment, both in the critical evaluation of their work and in the ability to use the appropriate interpretive tools with respect to the contexts where they are going to apply their own design practice and / or to continue their studies, assessing also the social and ethical aspects</li> <li>• communicate at a professional level and argue the reasons for their choices and justify them from a theoretical point of view</li> </ul>
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<b>Assessment</b>	<p><b><i>Assessment details for module 1 – Product Design:</i></b></p> <p>-</p> <p><b><i>Assessment details for Module 2 – Production Technologies and Systems:</i></b></p> <p>The exam consists of 2 parts:      / final presentation of the project      / documentation of the final project</p> <p>the presentation is public. the student is asked to present his/her project followed by questions in regards to his/her project as well as to general knowledge of the subject and design topics discussed.</p> <p><b><i>Assessment details for module 3 – Theories and Languages of Product Design:</i></b></p> <p>Group paper; individual booklet</p>
<b>Assessment language</b>	The same as the teaching language
<b>Evaluation criteria and criteria for awarding marks</b>	<p><i>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:</i></p> <p><b><i>Evaluation criteria and criteria for awarding marks for module 1 – Product Design</i></b></p> <p>concept and final object      process and implementation of the project      relation and understanding of the given brief      sketches and models</p> <p><b><i>Evaluation criteria and criteria for awarding marks for module 2 – Production Technologies and Systems:</i></b></p> <p>Process and development of the project. Environmental impact. Ability to experiment. Quality of the final product and of the production of the prototypes, ability to explain the design process and production.</p>

	<p><b>Evaluation criteria and criteria for awarding marks for module 3 – Theories and Languages of Product Design:</b></p> <p>The evaluation will consider:</p> <ul style="list-style-type: none"> <li>- the output of the group research</li> <li>- the individual work in class</li> <li>- the respect of the deadlines</li> <li>- the final booklet (GOG)</li> </ul>
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<b>Required readings</b>	<p><b>Module 1 – Product Design:</b></p> <ul style="list-style-type: none"> <li>-</li> </ul> <p><b>Module 2 – Production Technologies and Systems:</b></p> <p>-Chris Lefteri MAKING, manufacturing techniques for product design, Laurence king publishing</p> <p><b>Module 3 – Theories and Languages of Product Design:</b></p> <ul style="list-style-type: none"> <li>- Lorenza Accardo, Paola Donatiello, Elena Liborio, Maddalena Palestini, Via Mascarella: declinazioni di uno spazio denso, Bologna, Esculapio;</li> <li>- Maria Cristina Addis, L'isola che non c'è: sulla Costa Smeralda, o di un'u-topia capitalista, Bologna, Esculapio;</li> </ul>
<b>Supplementary readings</b>	<p><b>Module 1 – Product Design:</b></p> <ul style="list-style-type: none"> <li>-</li> </ul> <p><b>Module 2 – Production Technologies and Systems:</b></p> <ul style="list-style-type: none"> <li>-</li> </ul> <p><b>Module 3 – Theories and Languages of Product Design:</b></p> <ul style="list-style-type: none"> <li>-</li> </ul>

# Syllabus

## Beschreibung der Lehrveranstaltung

<b>Titel der Lehrveranstaltung</b>	<b>Projekt PD – D1</b> <b>MAGIC</b>
<b>Code der Lehrveranstaltung</b>	97009
<b>Wissenschaftlich-disziplinärer Bereich der Lehrveranstaltung</b>	Modul 1: ICAR/13 Industriedesign Modul 2: ING-IND/16 Technologie und Verarbeitungssysteme Modul 3: M-FIL/05 Sprachphilosophie und Sprachtheorien
<b>Studiengang</b>	Bachelor in Design und Künste (L-4)
<b>Semester</b>	2.
<b>Studienjahr</b>	1., 2. oder 3.
<b>Kreditpunkte</b>	22
<b>Modular</b>	Ja
<b>Gesamtanzahl der Vorlesungsstunden</b>	180 (Modul 1: 90, Modul 2: 60, Modul 3: 30)
<b>Gesamtanzahl der Stunden für das Eigenstudium und andere individuelle Bildungstätigkeiten</b>	370 (Modul 1: ca. 210, Modul 2: ca. 65, Modul 3: ca. 95)
<b>Anwesenheit</b>	nicht verpflichtend, aber empfohlen
<b>Voraussetzungen</b>	<i>Für ab dem ak. Jahr 2012/13 immatrikulierte Studierende:</i> die WUP-Kurse (Projekt + Darstellende Geometrie + Darstellungsmethoden und –techniken); <i>Für ab dem ak. Jahr 2016/17 immatrikulierte Studierende:</i> WUP-Projekt
<b>Link zur Lehrveranstaltung</b>	
<b>Spezifische Bildungsziele</b>	<p><i>Die Lehrveranstaltung zählt zum Bildungsbereich der kennzeichnenden Fächer (Modul 1), der verwandten und ergänzenden Fächer (Modul 2) sowie der Grundfächer (Modul 3).</i></p> <p><b>Kursbeschreibung Modul 1 – Produktdesign:</b></p> <p>MAGIC - mit Raum und Licht spielen</p> <p>Wie gestalten wir die Beziehung zwischen unserem Körper und dem Raum? Welche Rolle spielt dabei das Licht?</p> <p>MAGIC ist ein Kurs über die Gestaltung von Licht im öffentlichen Raum. Der Kurs wird in Kooperation mit der Südtiroler Firma ewo durchgeführt, die hochwertige Lichtsysteme für öffentliche Räume realisiert.</p>

MAGIC lädt die Studentinnen ein, den öffentlichen Raum nach ihren Vorstellungen zu verändern und das Stadtmobiliar aktiv in ihren Alltag einzubauen. In zweiköpfigen Teams erarbeiten die StudentInnen experimentelles Lichtdesign ( interaktive Strassenbeleuchtung, Neugestaltung von existierender Beleuchtung) im öffentlichen Raum.

MAGIC ist eine Zusammenarbeit mit der Fakultät für Informatik, welche die technologische Seite der Projekte betreut.

Die Arbeitsmethode des Kurses ist praxisnahe, neben Experimentieren in den Werkstätten der Universität, gibt es eine Besichtigung der Firma ewo in Kurtatsch, eine Studienfahrt zur Messe light+building in Frankfurt und einen 12h intensiv Workshop.

Das Endprojekt wird von regelmäßigen one2zone Tutorials mit dem Projektleiter betreut und in einer Abschlussausstellung im öffentlichen Raum präsentiert.

#### ***Bildungsziele Modul 1 – Produktdesign:***

- Erwerb einer Projektmethodologie im Bereich des Produktdesigns
- Entwicklung einer individuellen und eigenständigen Arbeitsweise in den Projekten
- Erwerb von Grundkenntnissen zur Realisierung eines Projekts im Bereich Produktdesign
- Erwerb von Grundkenntnissen bezüglich einer Projektkultur im Design in allen ihren Bestandteilen
- Erwerb einer Projektmethodologie im Bereich des Produktdesigns, von der Ideenfindung bis zur Realisierung des Projekts.
- Erwerb des Fachwissens und der Fertigkeiten für das:
  - ✓ Einrichtungsdesign
  - ✓ Design von industriellen Massenkonsumgütern
  - ✓ Design für die mechanische Industrie
  - ✓ Design zur Visualisierung virtueller und physischer Szenarien
  - ✓ Licht Design im öffentlichen Raum
- Erwerb von Grundkenntnissen einer Projektkultur im Design in allen ihren Teilen

<b>Modul 1</b>	<b>Produktdesign</b>
<b>Dozent</b>	Harald Thaler office C1.06.a, e-mail Harald.Thaler@unibz.it, tel. +39

	0471 015330, webpage <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/37152-harry-thaler">https://www.unibz.it/en/faculties/design-art/academic-staff/person/37152-harry-thaler</a>
<b>Wissenschaftlich disziplinärer Bereich des Dozenten</b>	ICAR/13
<b>Unterrichtssprache</b>	Deutsch
<b>Sprechzeiten</b>	Montag 14:00 - 18:00, Dienstag 10:00 - 18:00
<b>Wissenschaftlicher Mitarbeiter (wenn vorgesehen)</b>	-
<b>Sprechzeiten</b>	-
<b>Auflistung der behandelten Themen</b>	Produktdesign, Industriedesign, Lichtdesign, öffentlicher Raum, Stadtmobiliar
<b>Unterrichtsform</b>	Vorlesung in Produktdesign, Laboratorien, Übungen, Besichtigung Firmen und Messen im Lichtdesign

<b>Modul 2</b>	-> siehe Syllabus in englischer
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<b>Modul 3</b>	-> siehe Syllabus in englischer und italienischer Sprache
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<b>Erwartete Lernergebnisse</b>	<p><b>Erwartete Lernergebnisse für Modul 1 – Produktdesign:</b></p> <ul style="list-style-type: none"> <li>● In der Lage zu sein, ein Projekt im Bereich Produktdesign zu konzipieren, zu entwickeln und auszuführen</li> <li>● Konzeption, Entwicklung und Realisierung eines Projekts im Bereich Produktdesign</li> <li>● In der Lage zu sein: <ul style="list-style-type: none"> <li>✓ Einrichtungsprojekte analysieren, konzipieren und entwickeln zu können</li> <li>✓ kommerzialisierbare Industrieprojekte analysieren, konzipieren und entwickeln zu können</li> <li>✓ Projekte für die mechanische Industrie analysieren und entwickeln zu können</li> <li>✓ Produkte in beschränkter Stückzahl im Bereich des Handwerks analysieren, konzipieren und entwickeln zu können</li> <li>✓ Verpackungsprojekte (Produkt und Grafik) analysieren, konzipieren und entwickeln zu können</li> <li>✓ Projekte und Ausstellungsprojekte analysieren, konzipieren und entwickeln zu können</li> </ul> </li> <li>● Kenntnisse der technisch-wissenschaftlichen Aspekte: <ul style="list-style-type: none"> <li>✓ des Einrichtungsdesigns</li> <li>✓ des Designs von Industriprodukten für den Massenkonsum</li> <li>✓ des Designs für die mechanische Industrie</li> <li>✓ Visualisierungen virtueller und physischer Szenarien für das Interieur- und Ausstellungsdesign realisieren zu können</li> </ul> </li> <li>● In professioneller Weise ein eigenes Projekt im</li> </ul>
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	<p>Bereich des Produktdesigns, der Visuellen Kommunikation und/oder der Visuellen Künste in Form einer räumlichen Installation, sowie mündlich und schriftlich vorstellen zu können.</p> <ul style="list-style-type: none"> <li>• In professioneller Weise die Gründe der eigenen Entscheidungen kommunizieren und argumentieren und sie unter formellem, technischem, wissenschaftlichem und theoretischem Gesichtspunkt begründen zu können.</li> </ul>
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<b>Art der Prüfung</b>	<p><b>Art der Prüfung – Modul 1 –Produktdesign:</b>  Die Prüfung besteht aus zwei Teilen:  / Finale Präsentation des Projektes  / Eine Dokumentation des finalen Projektes</p> <p>Die Präsentation ist öffentlich. Der/die Studentin muss sein/ihr Projekt präsentieren und anschliessend erläuternde Fragen zum Projekt und generelle Fragen zum Thema argumentieren.</p>
<b>Prüfungssprache</b>	entspricht der Unterrichtssprache
<b>Bewertungskriterien und Kriterien für die Notenermittlung</b>	<p><i>Die Bewertung der einzelnen Module führt nicht zu einer getrennten Benotung, sondern fließt in die Gesamtbewertung des Projektes ein. Es wird eine Note für das gesamte Projekt und in Absprache zwischen den drei Lehrenden zugewiesen</i></p> <p><b>Bewertungskriterien und Kriterien für die Notenermittlung für Modul 1 –Produktdesign:</b>  Konzept und finales Objekt  Präsentation und Darstellung  Skizzen und Modelle  Verständnis und Kohärenz in der Umsetzung des gegebenen 'brief'</p>
<b>Pflichtliteratur</b>	<p><b>Modul 1 –Produktdesign:</b>  Die Bibliographie wird zu Kursbeginn in der Reserve Collection abrufbar sein.</p>
<b>Weiterführende Literatur</b>	<p><b>Modul 1 –Produktdesign:</b>  -</p>

# Syllabus

## Descrizione del corso

<b>Titolo del corso</b>	<b>PROGETTO PD – D1 MAGIC</b>
<b>Codice del corso</b>	97009
<b>Settore scientifico disciplinare del corso</b>	Modulo 1: ICAR/13 disegno industriale Modulo 2: ING-IND/16 Tecnologie e sistemi di lavorazione Modulo 3: M-FIL/05 Filosofia e teoria dei linguaggi
<b>Corso di studio</b>	Bachelor in Design and Art (L-4)
<b>Semestre</b>	II
<b>Anno del corso</b>	I, II o III
<b>Crediti formativi</b>	22
<b>Modulare</b>	Si

<b>Numero totale di ore di lezione</b>	180 (Modulo 1: 90, Modulo 2: 60, Modulo 3: 30)
<b>Monte ore totale di studio individuale o di altre attività didattiche individuali inerenti</b>	370 (Modulo 1: circa 210, Modulo 2: circa 65, Module 3: circa 95)
<b>Corsi propedeutici</b>	<i>Per studenti immatricolati a partire dall'a.a. 2012/13:</i> avere superato i corsi wup (progetto + geometria descrittiva + metodi e tecniche di rappresentazione); <i>per gli studenti immatricolati a partire dall'a.a. 2016/17:</i> aver superato il progetto wup.
<b>Frequenza</b>	non obbligatoria ma raccomandata
<b>Sito web del corso</b>	-

<b>Descrizione progetto ed obiettivi formativi specifici del corso: 3 – teorie e linguaggi del design di prodotto</b>	<p>Il corso si inserisce nell'area di apprendimento dei corsi "caratterizzante" (modulo 1), "affine integrativa" (modulo 2) e "di base" (modulo 3) del curriculum in design.</p> <p><b>DESCRIZIONE DEL PROGETTO</b></p> <p><b><i>Descrizione del corso modulo 3 – teorie e linguaggi del design di prodotto:</i></b></p> <p>Quest'anno il modulo teorico del corso introdurrà alcune nozioni di etno-semiotica, utili per acquisire conoscenze sulle articolazioni degli spazi pubblici e sul loro significato dal punto di vista dell'esperienza dell'utente nella vita di tutti i giorni. Il corso cercherà di definire cosa significhi "osservare", il punto focale di un'osservazione scientifica, la tecnica descrittiva e gli effetti negativi dell'osservazione sull'oggetto.</p> <p><b><i>Obiettivi formativi modulo 3 – teorie e linguaggi</i></b></p>
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	<p><b><i>del design di prodotto:</i></b></p> <ul style="list-style-type: none"> <li>• acquisire le conoscenze di base necessarie alla realizzazione di un progetto nel campo del design di prodotto</li> <li>• acquisire le conoscenze di base per esercitare uno sguardo critico rispetto al proprio lavoro e per confrontarsi con la complessità contemporanea</li> <li>• acquisire le conoscenze di base relative alle discipline di carattere teorico: semiotica</li> <li>• acquisizione delle conoscenze di base relative alla cultura di progetto in tutte le sue componenti</li> </ul>
<b>Modulo 1</b>	-> <i>vedi syllabus in lingua inglese e tedesca</i>

<b>Modulo 2</b>	-> <i>vedi syllabus in lingua inglese</i>
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<b>Modulo 3</b>	<b>Teorie e linguaggi del design di prodotto</b>
<b>Docente</b>	Francesco Galofaro office C1.06.a, e-mail <a href="mailto:francesco.galofaro@unibz.it">francesco.galofaro@unibz.it</a> , tel. +39 0471 015324, webpage <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/37172-francesco-galofaro">https://www.unibz.it/en/faculties/design-art/academic-staff/person/37172-francesco-galofaro</a>
<b>Orario di ricevimento</b>	-
<b>Settore scientifico disciplinare del docente</b>	SPS/08
<b>Lingua ufficiale del corso</b>	Italiano
<b>Orario di ricevimento</b>	Mercoledì, 11.00 – 12.30
<b>Collaboratore didattico (se previsto)</b>	-
<b>Orario di ricevimento</b>	-
<b>Lista degli argomenti trattati</b>	Etnosemiotica Introduzione alla Raspberry Pi
<b>Attività didattiche previste</b>	Lezione frontale, discussione collettiva, tutorial, revisioni

<b>Risultati di apprendimento attesi</b>	<p><b><i>Risultati di apprendimento attesi relativi al modulo 3 – teorie e linguaggi del design di prodotto:</i></b></p> <ul style="list-style-type: none"> <li>• essere in grado di finalizzare alla realizzazione di un progetto compiuto nel campo del design di prodotto le conoscenze di base acquisite in campo teorico</li> <li>• essere in grado di cogliere i principali fenomeni che caratterizzano la società attuale, saperli osservare criticamente anche in una prospettiva etica e sociale ed elaborare soluzioni adeguate sul piano della proposta / risposta progettuale</li> <li>• conoscenza delle fondamenta storiche e teoriche del design</li> <li>• conoscenza di rilevanti aspetti sociologici, semiotici e antropologici</li> <li>• saper analizzare (in modo critico), definire e contestualizzare i propri progetti</li> </ul>
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	<ul style="list-style-type: none"> <li>• saper applicare metodi di ricerca empirica negli ambiti delle scienze socio-culturali</li> <li>• sapere esporre elaborati critici e programmatici in forma orale</li> <li>• sapere produrre elaborati critici e programmatici in forma scritta</li> <li>• sapere applicare metodi e risultati di ricerca alla progettazione nei diversi ambiti della cultura del progetto</li> <li>• sviluppato una buona autonomia di giudizio sia nella valutazione critica del proprio lavoro, sia nella capacità di utilizzare corretti strumenti interpretativi rispetto ai contesti dove andranno ad applicare la propria pratica progettuale e/o proseguire i propri studi valutandone anche aspetti di carattere etico e sociale</li> <li>• comunicare e argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista teorico</li> </ul>
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<b>Metodo d'esame</b>	<p><b><i>Metodo d'esame relativo al modulo 3 – teorie e linguaggi del design di prodotto:</i></b></p> <p>Tesina di gruppo, booklet individuale.</p>
<b>Lingua dell'esame</b>	corrisponde alla lingua d'insegnamento
<b>Criteri di misurazione e criteri di attribuzione del voto</b>	<p><i>La valutazione dei singoli moduli non costituisce un voto a sé stante, ma è parte integrante della votazione complessiva del progetto.</i></p> <p><b><i>Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 3 – teorie e linguaggi del design di prodotto:</i></b></p> <p>La valutazione considererà</p> <ul style="list-style-type: none"> <li>- il risultato della ricerca di gruppo</li> <li>- il lavoro individuale in classe</li> <li>- il rispetto delle deadline</li> <li>- il booklet conclusivo (GOG)</li> </ul>

<b>Bibliografia fondamentale</b>	<p><b><i>Modulo 3 – teorie e linguaggi del design di prodotto:</i></b></p> <ul style="list-style-type: none"> <li>- Lorenza Accardo, Paola Donatiello, Elena Liborio, Maddalena Palestrini, Via Mascarella: declinazioni di uno spazio denso, Bologna, Esculapio;</li> <li>- Maria Cristina Addis, L'isola che non c'è: sulla Costa Smeralda, o di un'u-topia capitalista, Bologna, Esculapio;</li> </ul>
<b>Bibliografia consigliata</b>	<b><i>Modulo 3 – teorie e linguaggi del design di</i></b>

	<b><i>prodotto:</i></b>
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