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## Syllabus

### Course description

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| <b>Course title</b>      | <b>Project PD – D2</b><br>Public design. Garden elements for breathing new life into the old Hofburggarten Brixen.                                       |
| <b>Course code</b>       | 97110                                                                                                                                                    |
| <b>Scientific sector</b> | Module 1: ICAR/13 disegno industriale<br>Module 2: ING-IND/16 tecnologie e sistemi di lavorazione<br>Module 3: M-FIL/05 filosofia e teoria dei linguaggi |
| <b>Degree</b>            | Bachelor in Design and Art (L-4)                                                                                                                         |
| <b>Semester</b>          | I                                                                                                                                                        |
| <b>Year</b>              | 1st, 2nd or 3rd                                                                                                                                          |
| <b>Credits</b>           | 22                                                                                                                                                       |
| <b>Modular</b>           | Yes                                                                                                                                                      |

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| <b>Teaching language</b>                                                          | Module 1: English<br>Module 2: Italian<br>Module 3: German                                                                                                                                                                        |
| <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 highly 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>                                                                | -                                                                                                                                                                                                                                 |

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| <b>Project description and specific educational objectives</b> | <p>The course belongs to the class "caratterizzante" (module 1, "affine integrativa" (module 2) and "di base" (module 3) in the curriculum in Design.</p> <p><b>PROJECT DESCRIPTION</b><br/> <i>Course description module 1 – Product Design</i></p> <p>Public design. Garden elements for breathing new life into the old Hofburggarten Brixen.</p> <p><b>I.</b><br/>           For many centuries now, Brixen's Hofburggarten has been</p> |
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|  | <p>a private tree garden in the centre of town. Most of the time it remained locked away behind city walls and, as an intimate retreat, it was accessible only to the bishop and his aristocratic friends.</p> <p><b>II.</b><br/>More recently, however, this unique horticultural monument, which is part of a bigger heritage ensemble, has become a communal property and, since then, a battleground for opposing ideas about its use, access, appearance and profitability.</p> <p><b>III.</b><br/>Lobbyists from local city marketing and tourism industry, together with private investors, are about to withdraw the Hofburggarten from the public realm by transforming it into a short-sighted tourist attraction, an amusement park or event garden, open to paying consumers, only.</p> <p><b>IV.</b><br/>A local initiative, on the contrary, supported by the authorities for the protection of historic monuments, raised a voice in favour of a more modest but sustainable solution by planting a community orchard.<br/>A reference to the old Hofburggarten, this new fruit tree garden is planned to respect the genius of the place and its historic layout, but, as a commons, is free to use and managed not for profit.</p> <p><b>V.</b><br/>I personally share this socio-cultural vision of a civic space for silent recreation, conviviality and aesthetic edification in the heart of Brixen's historical centre. To breathe real life into this idea, however, we need to develop garden elements, furnishings and services, all carefully designed for daily use, in the interest of the public and for its collective benefit.</p> <p><b>VI.</b><br/>To realise this ambitious project, we'll collaborate with the Office for the Protection of Historic Monuments in South Tyrol, and its managing director Dr. Waltraud Kofler-Engl.</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</li> </ul> |
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|  | <p>be able to carry out a project in the field of product design</p> <ul style="list-style-type: none"> <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 of: <ul style="list-style-type: none"> <li>✓ design processes in the field of public design</li> <li>✓ design processes for industrial products for mass consumption</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 composed by a range of parallel activities, referred to two main groups: On one hand some practical exercises, related to the main topic of the fruit and vegetable garden and focused on the realization of physical objects, pieces of furniture or tools which are useful in this context. On the other hand, a series of lectures on production technologies and systems. In particular, you will be introduced to the main types of materials, to their physical and mechanical properties, and you will get a general overview of the production technologies commonly adopted to transform them. We will deal with the life cycle design of an industrial product, with the tools chosen by the designer while working; we will analyse the main techniques regarding metals, wood and plastic, with a special focus on the logic of construction of the objects surrounding us and to the typologies, techniques and materials frequently used in the Alpine region and functional to the work and life in the tree and vegetable gardens. These lectures will turn out useful during the single workshops, as well as in the realization of the final project.</p> <p><b><i>Educational objectives module 2 – Production Technologies and Systems:</i></b></p> <ul style="list-style-type: none"> <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 technical and scientific subjects related to the materials and production systems.</li> <li>• the acquisition of the basic knowledge concerning the culture of design in all its aspects.</li> </ul> |
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|  | <ul style="list-style-type: none"> <li>• the acquisition of the essential basic knowledge concerning handcrafted products, their materials and production systems.</li> <li>• to have the ability to finalise 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>• know how to analyse, design and develop:             <ul style="list-style-type: none"> <li>• limited edition products</li> <li>• industrial projects for mass consumption</li> <li>• packaging projects from a product design and graphical perspective</li> </ul> </li> <li>• communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical, scientific and theoretical point of view.</li> </ul> <p><b><i>Course description module 3 – Theories and Languages of Product Design:</i></b></p> <p><b>Recreation – Contemplation – Stimulation – Pleasure – Mystery – Politics:<br/>Gardens &amp; Parks in Collective Environments</b></p> <p>Public gardens and parks are places in urban context where it is possible and desired to relax, getting off the daily routine, experience nature, finding a sort of retreat, meeting other people. Furthermore they are places of political significance, at disposal for urban communities and the encounter and co-living of different people.</p> <p>Designers are inventing and shaping those places in many different ways, and with many different features and basic intentions behind. Topics to be treated (in this context) are:</p> <ul style="list-style-type: none"> <li>- What are we intending when it comes to questions about 'public' and 'public spaces'?</li> <li>- How do we feel (and create) <u>quality in public spaces</u>? Is 'quality' individual or collective, common or personal?</li> <li>- Which emotions and purposes should be considered?</li> <li>- Where and how is it possible / desirable to create <u>interfaces between 'public' and 'private'</u>?</li> <li>- How are / could be characterized those <u>interfaces</u>? Genius Loci? New / contemporary definitions, features, offers?</li> </ul> |
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|  | <p>- What should be considered when it comes to '<u>public furniture</u>' (adding sth., leaving sth., participative design....)?</p> <p>- Which groups of people should be addressed and considered (skaters, elder people, children...)?</p> <p>- Which <u>stories</u> are behind public gardens and parks? Which stories are told or could be discovered?</p> <p>- Which kinds of <u>purposes</u> should be considered?</p> <p>- Are there borders or overlappings between design and art (in the context of public gardens and parks)? Or between design and literature, design and philosophy, design and music, design and movies... (<u>cultural engineering</u>)?</p> <p>These and more topics are the key content of the course.</p> <p><b><i>Educational objectives module 3 – Theories and Languages of Product Design</i></b></p> <ul style="list-style-type: none"> <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 so as to be able to look critically at their own work and to deal with the complexities of contemporary society</li> <li>• the acquisition of the basic knowledge concerning the theoretical subject</li> <li>• the acquisition of the basic knowledge concerning the theories about languages and means of expression of product design</li> <li>• the acquisition of basic knowledges about design-theoretical and design-semiotical studies and research</li> <li>• the acquisition of basic knowledges about research –methods for product design</li> <li>• the acquisition of knowledge about design – scientific preparation and organisation of theoretical informations, to set up a design concept and to write such a concept</li> <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> | Klaus Hackl<br>office C1.06.b, e-mail Klaus.Hackl@unibz.it, tel. +39 0471 015325, webpage |

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|                                          | <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/37147-klaus-hackl">https://www.unibz.it/en/faculties/design-art/academic-staff/person/37147-klaus-hackl</a>                                                                                                                                                                                                                                                                                                                   |
| <b>Scientific sector of the lecturer</b> | ICAR/13                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Teaching language</b>                 | English                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Office hours</b>                      | Monday: 14.00 - 20.00<br>Tuesday: 09.00 - 18.00                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Teaching assistant</b>                | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>List of topics covered</b>            | This project covers many methodological aspects of a contemporary, and multifaceted design process, from: <ul style="list-style-type: none"> <li>- raising initial questions to profound investigation,</li> <li>- hypothetical assumptions to the formulation of concepts</li> <li>- inspiration to ideation,</li> <li>- diversifying sketches to strategic planning,</li> <li>- mock-up creation to serious model making,</li> <li>- final presentation to attention-grabbing communication.</li> </ul> |
| <b>Teaching format</b>                   | Field study and excursions, lectures, exercises, individual and group reviews, discussions and workshops.                                                                                                                                                                                                                                                                                                                                                                                                 |

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| <b>Module 2</b>                          | <b>Production Technologies and Systems</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Lecturer</b>                          | Luca Martorano<br>office C1.06.a, e-mail <a href="mailto:luca.martorano@unibz.it">luca.martorano@unibz.it</a> , tel. +39 0471 015225, webpage<br><a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/34972-luca-martorano">https://www.unibz.it/en/faculties/design-art/academic-staff/person/34972-luca-martorano</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Scientific sector of the lecturer</b> | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Teaching language</b>                 | Italian                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Office hours</b>                      | Tuesday 18.00-20.00                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <b>Teaching assistant (if any)</b>       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>List of topics covered</b>            | <ul style="list-style-type: none"> <li>- intro: product functionality, materials and production systems in local and sparse culture</li> <li>- spontaneity, problem solving, technical approach, general vision, product details in local and sparse culture</li> <li>- comparison between local and sparse culture and mass production features</li> <li>- democratic design vs. elite design: technique, production, accessibility, diffusion</li> <li>- craftsmanship vs. mass production, technique vs. technology</li> <li>- new product development and life cycle design</li> <li>- ecological footprint and sustainable development</li> <li>- product requirements and design decisions (shape, material, production process, finishing)</li> <li>- functions, constraints, goals of the product</li> <li>- must and plus requirements</li> <li>- main material properties</li> <li>- introduction to the main production processes:</li> <li>- manufacturing techniques of plastics;</li> <li>examples and design tips</li> </ul> |

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|                        | - manufacturing techniques of metals;<br>examples and design tips<br>- manufacturing techniques of wood;<br>examples and design tips |
| <b>Teaching format</b> | lectures, exercises, workshops, case studies, on-site visits                                                                         |

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| <b>Module 3</b>                          | <b>Theories and Languages of Product Design</b>                                                                                                                                                                                                                                                                                         |
| <b>Lecturer</b>                          | Hans Leo Höger<br>office F2.04, e-mail <a href="mailto:Hans.Hoeger@unibz.it">Hans.Hoeger@unibz.it</a> ,<br>tel. +39 0471 015194, webpage<br><a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/891-hans-leo-hoeger">https://www.unibz.it/en/faculties/design-art/academic-staff/person/891-hans-leo-hoeger</a> |
| <b>Scientific sector of the lecturer</b> | ICAR/13                                                                                                                                                                                                                                                                                                                                 |
| <b>Teaching language</b>                 | German                                                                                                                                                                                                                                                                                                                                  |
| <b>Office hours</b>                      | Monday-Friday (by appointment)                                                                                                                                                                                                                                                                                                          |
| <b>Teaching assistant (if any)</b>       | -                                                                                                                                                                                                                                                                                                                                       |
| <b>List of topics covered</b>            | Project development, theory and history of design,<br>contextualization (topics - briefs - social evolution -<br>economic development, etc.), gardens today and in the<br>past, topics/questions listed in the course description                                                                                                       |
| <b>Teaching format</b>                   | Lectures, students' presentations, field trip, video / documentaries                                                                                                                                                                                                                                                                    |

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| <b>Learning outcomes</b> | <b><i>Learning outcomes for module 1 – Product Design</i></b> <ul style="list-style-type: none"> <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 limited edition products in the craft industry</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>• 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</li> </ul> |
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|  | <p>an installation, both oral and written</p> <ul style="list-style-type: none"> <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>• 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> </ul> <p><b><i>Learning outcomes for module 3 – Theories and Languages of Product Design:</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 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> </ul> |
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|                            | <ul style="list-style-type: none"> <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 results in the project to the various areas of the project itself</li> <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>                                                                                                                                       |
| <b>Assessment</b>          | <p><b><i>Assessment details for module 1 – Product Design:</i></b><br/> Central assessment details are:<br/> The personal motivation, curiosity and overall design skill acquired, reflected, and applied during the semester.<br/> The quality, autonomy, and coherence of the project output as visualised, argued, and communicated during discussions, group meetings, intermediate presentations and the final exam presentation.</p> <p><b><i>Assessment details for Module 2 – Production Technologies and Systems:</i></b><br/> The final assessment will be the result of the work carried out during the whole semester. Motivation, commitment, teamwork and participation in all activities are crucial.</p> <p><b><i>Assessment details for module 3 – Theories and Languages of Product Design:</i></b><br/> Knowledge of treated topics during the lessons, personal motivation, curiosity and overall design skill acquired, reflected, and applied during the semester.<br/> The quality, autonomy, and coherence of the project output as visualised, argued, and communicated during discussions, group meetings, intermediate presentations and the final exam presentation.</p> |
| <b>Assessment language</b> | The same as the teaching language                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

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| <p><b>Evaluation criteria and criteria for awarding marks</b></p> | <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>The evaluation criteria (100% in total) in product design will be distributed in the following way:</p> <p>A maximum of <b>30%</b> can be awarded, for the personal motivation, team spirit, and overall design skills acquired, and applied during the semester.</p> <p>A maximum of <b>30%</b> can be awarded, for the quality and autonomy of work shown in intermediate presentations.</p> <p>A maximum of <b>40%</b> can be awarded, for the quality and autonomy of the final project output as visualised, argued, communicated and documented in the exam presentation.</p> <p><b><i>Evaluation criteria and criteria for awarding marks for module 2 – Production Technologies and Systems:</i></b></p> <p>The evaluation criteria will be distributed as follows:</p> <ul style="list-style-type: none"> <li>&gt; Up to 30% for attendance, punctuality, commitment and team spirit applied during the whole semester.</li> <li>&gt; Up to 20% for the quality of the design process and autonomy of the work shown during the whole semester.</li> <li>&gt; Up to 20% for the final interview (15 minutes for each student on lectures contents).</li> <li>&gt; Up to 30% for the quality of the final output (final object, study models, presentation, visual materials).</li> </ul> <p><b><i>Evaluation criteria and criteria for awarding marks for module 3 – Theories and Languages of Product Design:</i></b></p> <p>The evaluation criteria are distributed as follows:</p> <ul style="list-style-type: none"> <li>&gt; Up to 30% for attendance, punctuality, commitment and team spirit applied during the whole semester.</li> <li>&gt; Up to 20% for the quality of students' presentations and autonomy of the work shown during the whole semester.</li> <li>&gt; Up to 20% for the final interview (15 minutes for each student on lectures contents).</li> <li>&gt; Up to 30% for the quality of the final output (final</li> </ul> |
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|                          | object, study models, presentation, visual materials).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Required readings</b> | <p><b>Module 1 – Product Design:</b></p> <p><b>Alexander, Chirstopher:</b> A Pattern Language: Towns, Buildings, Construction. Oxford University Press, 1977</p> <p><b>Alexander, Chirstopher:</b> The Timeless Way of Building. Oxford University Press, 1979</p> <p><b>Bacon, Francis:</b> Of Gardens, Essay 46, aus: Francis Bacon, The Essayes or Counsels, Civill and Morall, of Francis Lo. Verulam, Viscount St. Alban (London: Printed by Iohn Haviland for Hanna Barret, 1625) (FONTES 18) (<i>downloadable from my reserve collection</i>)</p> <p><b>Erlhoff, Michael &amp; Heidkamp, Philipp:</b> Designing Public. Perspectives for the Public. Birkhäuser, 2008</p> <p><b>Frenzel, Monika:</b> Gartenkunst in Tirol. Von der Renaissance bis heute. Historische Gärten in Nord-, Ost- und Südtirol. Tyrolia Verlaganstalt, 1998</p> <p><b>Gehl, Jan &amp; Svarre, Birgitte:</b> How to study public life. Island Press, 2013</p> <p><b>Kofler Engl, Waltraud:</b> Die Gärten der Fürstbischöflichen Residenz zu Brixen. Ein autarkes Gartenkunstwerk zwischen Repräsentation und Nutzen. Innsbruck, 2013 (<i>downloadable from my reserve collection</i>)</p> <p><b>Norberg-Schulz, Christian:</b> Genius Loci. Towards a Phenomenology of Architecture. Rizzoli, 1980 (German, 1982 and Italian, 1979)</p> <p><b>Schmidt, Erika:</b> Gutachten zum Hofburggarten Brixen, 2011 (dt. and it.) (<i>downloadable from my reserve collection</i>)</p> <p><b>Module 2 – Production Technologies and Systems:</b><br/>-</p> <p><b>Module 3 – Theories and Languages of Product Design:</b><br/>Idem as indicated under module 1.</p> <p>In addition:</p> |

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|                        | <p><b>Christopher Dell:</b> Die Stadt als offene Partitur. Lars Müller Publishers, 2016</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Supplementary readings | <p><b>Module 1 – Product Design:</b><br/>Please, refer to my reserve collection for a list of supplementary readings!</p> <p><b>Module 2 – Production Technologies and Systems:</b></p> <ul style="list-style-type: none"> <li>• Rob Thompson, "Il manuale per il design dei prodotti industriali. Materiali, tecniche, processi produttivi ". Zanichelli, Milano 2012</li> <li>• Ezio Manzini, Carlo Vezzoli, "Lo sviluppo di prodotti sostenibili. I requisiti ambientali dei prodotti industriali". Maggioli Editore, San Marino 2002</li> <li>• Autori Vari, "Materiali per il design. Introduzione ai materiali e alle loro proprietà". Casa Editrice Ambrosiana, Milano 2008</li> <li>• Maurizio Pallante, "Meno e meglio". Bruno Mondadori Torino 2012.</li> </ul> <p>Other readings will be suggested during the course.</p> <p><b>Module 3 – Theories and Languages of Product Design:</b><br/>Supplementary readings will be made available (through pdf files in the digital Reserve Collection) or indicated during the course.</p> |

## Syllabus

### Descrizione del corso

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|---------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Titolo del corso</b>                           | <b>PROGETTO PD – D2</b><br>Public design. Garden elements for breathing new life into the old Hofburggarten Brixen.                                      |
| <b>Codice del corso</b>                           | 97110                                                                                                                                                    |
| <b>Settore scientifico disciplinare del corso</b> | Module 1: ICAR/13 disegno industriale<br>Module 2: ING-IND/16 tecnologie e sistemi di lavorazione<br>Module 3: M-FIL/05 filosofia e teoria dei linguaggi |
| <b>Corso di studio</b>                            | Bachelor in Design and Art (L-4)                                                                                                                         |
| <b>Semestre</b>                                   | I                                                                                                                                                        |
| <b>Anno del corso</b>                             | I, II o III                                                                                                                                              |
| <b>Crediti formativi</b>                          | 22                                                                                                                                                       |
| <b>Modulare</b>                                   | Si                                                                                                                                                       |

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| <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, Modulo 3: circa 95)                                                                                                                                                                                                |
| <b>Corsi propedeutici</b>                                                                         | <i>Per studenti immatricolati a partire dall'a.a. 2012/13: avere superato i corsi wup (progetto + geometria descrittiva + metodi e tecniche di rappresentazione); per gli studenti immatricolati a partire dall'a.a. 2016/17: aver superato il progetto wup.</i> |
| <b>Frequenza</b>                                                                                  | non obbligatoria ma raccomandata                                                                                                                                                                                                                                 |
| <b>Sito web del corso</b>                                                                         | -                                                                                                                                                                                                                                                                |

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| <b>Descrizione ed obiettivi formativi specifici del corso: modulo 2 – tecnologie e sistemi di produzione e</b> | <p><i>Il corso si inserisce nell'area di apprendimento dei corsi "caratterizzanti" (modulo 1), "affine integrativa" (modulo 2) e "di base" (modulo 3) del curriculum in design.</i></p> <p><b><i>Descrizione del corso modulo 2 – tecnologie e sistemi di produzione:</i></b></p> <p>Il corso prevede lo sviluppo di diverse attività parallele, riferite a due macro gruppi principali:<br/> Da una parte delle esercitazioni pratiche, allineate al tema principale dell'orto e del frutteto, tese a realizzare fisicamente degli oggetti, dei complementi di arredo, o degli utensili funzionali a questi spazi; dall'altra una serie di contributi più strettamente legati alle tecnologie e ai sistemi di produzione. In particolare verrà offerta un'introduzione alle principali classi di materiali, alle loro caratteristiche fisiche e meccaniche e una panoramica</p> |
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|  | <p>delle tecnologie produttive comunemente adottate per trasformarli. In particolare studieremo il ciclo di vita di un prodotto industriale, le decisioni e gli strumenti che il progettista adotta in corso d'opera per rispondere agli obiettivi attribuiti al prodotto su cui si cimenta; analizzeremo alcune tecniche di trasformazione dei metalli, del legno, della plastica, e presteremo particolare attenzione alla logica costruttiva insita negli oggetti, con un occhio particolare alle tipologie, alle tecniche e ai materiali più comunemente adoperati nell'arco alpino e utili al lavoro e alla vita nei frutteti e nei giardini. Tali contributi saranno necessari sia per lo svolgimento delle singole esercitazioni, sia per il compimento del progetto finale.</p> <p><b>Obiettivi formativi modulo 2 – tecnologie e sistemi di produzione:</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 relative alle discipline di carattere tecnico, scientifico relative ai materiali e ai sistemi di produzione.</li> <li>• acquisizione delle conoscenze di base relative alla cultura di progetto in tutte le sue componenti</li> <li>• acquisire le conoscenze di base della produzione artigianale e dei relativi materiali.</li> <li>• acquisire l'abilità di gestire e finalizzare un progetto di product design negli ambiti tecnici e scientifici.</li> <li>• Acquisire la capacità di analizzare, progettare e sviluppare: <ul style="list-style-type: none"> <li>- edizioni limitate</li> <li>- prodotti per la produzione di massa</li> <li>- imballaggi da un punto di vista produttivo e grafico</li> </ul> </li> <li>• Comunicare il proprio progetto ad un livello professionale argomentando le relative scelte e giustificandole da un punto di vista formale, tecnico, scientifico e teorico.</li> </ul> |
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| <b>Modulo 1</b> | -> vedi syllabus in lingua inglese |
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| <b>Modulo 2</b>                                     | <b>Tecnologie e sistemi di produzione</b>                                                                                                                                                                                                                                                                                                        |
| <b>Docente</b>                                      | Luca Martorano<br>ufficio C1.06.a, e-mail <a href="mailto:luca.martorano@unibz.it">luca.martorano@unibz.it</a> , tel. +39 0471 015225, sito web<br><a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/34972-luca-martorano">https://www.unibz.it/en/faculties/design-art/academic-staff/person/34972-luca-martorano</a> |
| <b>Settore scientifico disciplinare del docente</b> | -                                                                                                                                                                                                                                                                                                                                                |
| <b>Lingua ufficiale del corso</b>                   | Italiano                                                                                                                                                                                                                                                                                                                                         |
| <b>Orario di ricevimento</b>                        | Martedì 18.00-20.00                                                                                                                                                                                                                                                                                                                              |

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| <b>Collaboratore didattico (se previsto)</b> | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Lista degli argomenti trattati</b>        | <ul style="list-style-type: none"> <li>- intro: funzionalità, sistemi produttivi e materiali nella cultura materiale locale e diffusa</li> <li>- spontaneità, problem solving, approccio tecnico, visione generale ed elaborazione dei dettagli di prodotto nella cultura materiale locale e diffusa</li> <li>- confronto tra cultura materiale locale e diffusa e caratteristiche della produzione di massa</li> <li>- design democratico vs design d'élite: tecnica, produzione, accessibilità, diffusione</li> <li>- artigianato vs produzione di serie, tecnica vs tecnologia</li> <li>- sviluppo di un nuovo prodotto vs ciclo di vita del prodotto</li> <li>- impronta ecologica e sviluppo sostenibile</li> <li>- requisiti di prodotto e scelte progettuali (geometria, materiale, processo produttivo, finitura)</li> <li>- funzioni vincoli e obiettivi di progetto</li> <li>- principali proprietà dei materiali</li> <li>- introduzione ai principali processi produttivi:</li> <li>- tecniche di trasformazione dei materiali plastici esempi e indicazioni progettuali</li> <li>- tecniche di trasformazione dei materiali metallici esempi e indicazioni progettuali</li> <li>- tecniche di trasformazione del legno esempi e indicazioni progettuali</li> </ul> |
| <b>Attività didattiche previste</b>          | lezioni, esercitazioni, casi studio, attività di officina, visite                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Modulo 3</b>                              | -> vedi syllabus in lingua inglese e tedesca                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Risultati di apprendimento attesi</b>     | <p><b><i>Risultati di apprendimento attesi relativi al modulo 2 – tecnologie e sistemi di produzione:</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 tecnico e scientifico <i>riguardo a materiali e processi produttivi.</i></li> <li>• sapere analizzare, ideare e sviluppare progetti industriali per il consumo di massa</li> <li>• sapere analizzare, ideare e sviluppare prodotti in serie limitata nell'ambito dell'artigianato</li> <li>• sapere realizzare progetti di imballaggio nei suoi aspetti di prodotto e grafica</li> <li>• comunicare e argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista formale, tecnico, scientifico</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                            |

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| <b>Metodo d'esame</b>                                            | <p><b><i>Metodo d'esame relativo al modulo 2 – tecnologie e sistemi di produzione:</i></b></p> <p>La valutazione finale sarà il risultato del lavoro svolto durante tutto il semestre. Motivazione, impegno, propensione al lavoro in team e partecipazione a tutte le attività proposte, sono fattori decisivi.</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 2 – tecnologie e sistemi di produzione:</i></b></p> <p>I criteri di attribuzione del voto vengono pesati come segue:</p> <ul style="list-style-type: none"> <li>&gt; Fino al 30% per frequenza e partecipazione, puntualità, impegno e spirito di gruppo dimostrati durante tutto il semestre.</li> <li>&gt; Fino al 20% per la qualità del processo creativo e l'autonomia nel lavoro dimostrati durante tutto il semestre.</li> <li>&gt; Fino al 20% per il colloquio finale (15 minuti per ciascuno studente con domande riguardanti i contenuti delle lezioni)</li> <li>&gt; Fino al 30% per la qualità del progetto di fine semestre (oggetto finale, modelli di studio, presentazione orale, materiale esplicativo prodotto dallo studente).</li> </ul> |
| <b>Bibliografia fondamentale</b>                                 | <p><b><i>Modulo 2 – tecnologie e sistemi di produzione:</i></b></p> <p>-</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Bibliografia consigliata</b>                                  | <p><b><i>Modulo 2 – tecnologie e sistemi di produzione:</i></b></p> <ul style="list-style-type: none"> <li>• Rob Thompson, "Il manuale per il design dei prodotti industriali. Materiali, tecniche, processi produttivi". Zanichelli, Milano 2012</li> <li>• Ezio Manzini, Carlo Vezzoli, "Lo sviluppo di prodotti sostenibili. I requisiti ambientali dei prodotti industriali". Maggioli Editore, San Marino 2002</li> <li>• Autori Vari, "Materiali per il design. Introduzione ai materiali e alle loro proprietà". Casa Editrice Ambrosiana, Milano 2008</li> <li>• Maurizio Pallante, "Meno e meglio". Bruno Mondadori Torino 2012.</li> </ul> <p>Altre letture verranno proposte durante lo svolgimento del corso.</p>                                                                                                                                                                                                                                                                            |



Freie Universität Bozen  
Libera Università di Bolzano  
Università Lìdia de Bulsan

## Syllabus

### Beschreibung der Lehrveranstaltung

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| <b>Titel der Lehrveranstaltung</b>                                  | <b>Projekt PD – D2</b><br>Public design. Garden elements for breathing new life into the old Hofburggarten Brixen.                                     |
| <b>Code der Lehrveranstaltung</b>                                   | 97110                                                                                                                                                  |
| <b>Wissenschaftlich-disziplinärer Bereich der Lehrveranstaltung</b> | Modul 1: ICAR/13 Industriedesign<br>Modul 2: ING-IND/16 Technologie und Verarbeitungssysteme<br>Modul 3: M-FIL/05 Sprachphilosophie und Sprachtheorien |
| <b>Studiengang</b>                                                  | Bachelor in Design und Künste (L-4)                                                                                                                    |
| <b>Semester</b>                                                     | 1.                                                                                                                                                     |
| <b>Studienjahr</b>                                                  | 1., 2. oder 3.                                                                                                                                         |
| <b>Kreditpunkte</b>                                                 | 22                                                                                                                                                     |
| <b>Modular</b>                                                      | Ja                                                                                                                                                     |

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| <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>                                                                | -                                                                                                                                                                                                                                   |

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| <b>Kursbeschreibung und spezifische Bildungsziele: Modul 3 – Theorien und Ausdrucksformen des Produktdesigns</b> | <p>Die Lehrveranstaltung zählt zum Bildungsbereich der fachtypischen Fächer (Modul 1), der verwandten oder zusätzlichen Fächer (Modul 2) sowie der Grundfächer (Modul 3).</p> <p><b><i>Kursbeschreibung Modul 3 – Theorien und Ausdrucksformen des Produktdesigns:</i></b></p> <p><b>Recreation – Contemplation – Stimulation – Pleasure – Mystery – Politics:<br/>Gardens &amp; Parks in Collective Environments</b></p> <p>Öffentliche Gärten und Parks sind Räume in urbanem Kontext, wo es möglich und gewünscht ist, sich auszuruhen, Abstand zu gewinnen, Natur zu erleben, einen Rückzugsort zu finden und gleichwohl auch andere Menschen kennenzulernen. Außerdem sind sie Orte</p> |
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|  | <p>politischer Natur, die der Gemeinschaft und dem Zusammenleben unterschiedlicher Menschen und Menschengruppen offen und zur Verfügung stehen.</p> <p>Gestalterische Interventionen finden in und an solchen Orten in vielfacher Zahl und Möglichkeit statt. Aus theoretischer Sicht stellen sich Fragen wie:</p> <ul style="list-style-type: none"> <li>- Womit haben wir es zu tun, wenn wir 'Öffentlichkeit' andenken und gestalten?</li> <li>- Wie empfinden (und gestalten) wir, was Menschen als 'Qualität im öffentlichen Raum' identifizieren?</li> <li>- Welche Empfindungen und welche Funktionen sollten dabei berücksichtigt werden?</li> <li>- Wo und wie entstehen Querschnitte zwischen 'öffentlich' und 'privat'?</li> <li>- Was zeichnet diese Orte / Querschnitts-Plätze aus: Genius Loci? Neue Charakterisierung?</li> <li>- Was hat es mit der Ausstattung solcher Orte auf sich (Möblierung - etwas anbieten, etwas bewusst weglassen, etc.)?</li> <li>- Welche Gruppen von Menschen sollten einbezogen und berücksichtigt sein? (Skater, ältere Menschen, Kinder...)</li> <li>- Welche Geschichten stehen hinter öffentlichen Parks und Gartenanlagen? Welche Geschichten erzählt und bietet eine Park-/Gartenanlage?</li> <li>- Welche Nutzungsformen sollten wir heute berücksichtigen?</li> <li>- Wie steht es mit Grenzen und Überschneidungen zwischen Gestaltung und Kunst? Oder zwischen Gestaltung und Literatur? Oder zwischen Gestaltung und anderen Formen kreativen Arbeitens (z.B Musik)? Cultural Engineering kommt hier zur Anwendung.</li> </ul> <p>Diese und weitere Themen sind Kern der Lehrveranstaltung.</p> <p><b><i>Bildungsziele Modul 3 – Theorien und Ausdrucksformen des Produktdesigns:</i></b></p> <ul style="list-style-type: none"> <li>• Erwerb von Grundkenntnissen theoretischer Natur zur Realisierung eines Projekts im Bereich</li> </ul> |
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|  | <p>Produktdesign</p> <ul style="list-style-type: none"> <li>• Erwerb von Grundkenntnissen theoretischer Natur, um die erstellten Projekte kritisch bewerten zu können und sich mit der komplexen Gegenwart auseinandersetzen zu können</li> <li>• Erwerb von Grundkenntnissen in den Fachbereichen Theorien und Ausdrucksformen des Produktdesigns</li> <li>• Erwerb von Grundkenntnissen in der Analyse und Beschreibung von Designobjekten und Alltagsdingen</li> <li>• Erwerb der Grundkenntnissen einer Projektkultur im Design in allen ihren Teilen</li> <li>• Erwerb von Grundkenntnissen des designwissenschaftlichen Arbeitens</li> <li>• Erwerb von Kenntnissen der designwissenschaftlichen Recherche und der textlichen Darstellung der gewonnenen Erkenntnisse</li> </ul> |
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| <b>Modul 1</b> | -> siehe Syllabus in englischer Sprache |
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| <b>Modul 2</b> | -> siehe Syllabus in englischer und italienischer Sprache |
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| <b>Modul 3</b>                                             | <b>Theorien und Ausdrucksformen des Produktdesigns</b>                                                                                                                                                                                                                                                                                                       |
| <b>Dozent</b>                                              | Hans Leo Höger<br>office F2.04, e-mail <a href="mailto:Hans.Hoeger@unibz.it">Hans.Hoeger@unibz.it</a> ,<br>tel. +39 0471 015194, webpage<br><a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/891-hans-leo-hoeger">https://www.unibz.it/en/faculties/design-art/academic-staff/person/891-hans-leo-hoeger</a>                      |
| <b>Wissenschaftlich disziplinärer Bereich des Dozenten</b> | ICAR/13                                                                                                                                                                                                                                                                                                                                                      |
| <b>Unterrichtssprache</b>                                  | Deutsch                                                                                                                                                                                                                                                                                                                                                      |
| <b>Sprechzeiten</b>                                        | Montag-Freitag nach Vereinbarung                                                                                                                                                                                                                                                                                                                             |
| <b>Wissenschaftlicher Mitarbeiter (wenn vorgesehen)</b>    | -                                                                                                                                                                                                                                                                                                                                                            |
| <b>Auflistung der behandelten Themen</b>                   | Public design, Öffentlichkeit als Thema für GestalterInnen, Genius Loci, Querschnitt öffentlich/privat, Möblierung des öffentlichen Raumes, Geschichte der Gärten und Parks, philosophische Betrachtungen zum Thema, historische und zeitgenössische Beispiele, Gärten der Zukunft, politische Dimension der Garten-/Parkgestaltung, co-using / co-designing |
| <b>Unterrichtsform</b>                                     | Vorlesungen, Aufgaben + Präsentationen, Exkursion, Videos, Dokumentarfilme                                                                                                                                                                                                                                                                                   |

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| <b>Erwartete Lernergebnisse</b> | <b>Erwartete Lernergebnisse für Modul 3 – Theorien und Ausdrucksformen des Produktdesigns:</b> |
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|  | <ul style="list-style-type: none"> <li>• in der Lage zu sein, das erworbene theoretische Grundwissen in die Ausführung eines zu realisierenden Projekts im Bereich Produktdesign einzubringen</li> <li>• in der Lage zu sein, die wichtigsten Phänomene der gegenwärtigen Gesellschaftsentwicklung wahrzunehmen, sie unter ethischen und sozialen Gesichtspunkten kritisch zu bewerten und geeignete Lösungen im Sinne einer projektbezogenen Antwort / Lösung zu finden</li> <li>• Kenntnisse der historischen und theoretischen Grundlagen des Designs</li> <li>• Kenntnisse wesentlicher soziologischer, semiotischer und anthropologischer Aspekte</li> <li>• die eigenen Projekte (kritisch) analysieren, definieren und Kontextualisierung zu können</li> <li>• empirische Forschungsmethoden im Bereich der soziokulturellen Wissenschaften anwenden zu können</li> <li>• kritische und programmatische schriftliche Arbeiten mündlich vortragen können</li> <li>• kritische und programmatische Arbeiten in schriftlicher Form abfassen zu können</li> <li>• Methoden und Forschungsergebnisse für das Entwerfen im Design auf den verschiedenen Ebenen der Projektkultur anwenden zu können</li> <li>• eine gute persönliche Urteilsfähigkeit zu haben, sowohl bei der kritischen Bewertung der eigenen Arbeit, wie auch bei der angemessenen Interpretation ihrer Anwendungsfähigkeit für den vorgesehenen Gebrauchszweck / Kontext und/oder das weiterführende Studium, unter der Berücksichtigung ethischer und soziale Gesichtspunkte</li> <li>• in professioneller Weise die Gründe der eigenen Entscheidungen kommunizieren und argumentieren und sie unter theoretischem Gesichtspunkt begründen zu können</li> </ul> |
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| <b>Art der Prüfung</b>                                           | <b><i>Art der Prüfung – Modul 3 – Theorien und Ausdrucksformen des Produktdesigns:</i></b><br>Die Prüfung erfolgt integriert in das Projekt. Es wird eine einzige Note erteilt, in gemeinsamer Abstimmung mit den beiden anderen Projektlehrenden. |
| <b>Prüfungssprache</b>                                           | entspricht der Unterrichtssprache                                                                                                                                                                                                                  |
| <b>Bewertungskriterien und Kriterien für die Notenermittlung</b> | <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>    |

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|                                 | <p><b><i>Bewertungskriterien und Kriterien für die Notenermittlung für Modul 3 – Theorien und Ausdrucksformen des Produktdesigns:</i></b></p> <p>Kenntnisse innerhalb der Themen und Lehrveranstaltungen des integrierten Lehrfaches, Fähigkeit zur Zusammenführung verschiedener Informationen, Fähigkeit zu Schlussfolgerungen im wissenschaftlichen Bereich der Lehrveranstaltung, klare Artikulierung und Präsentation der erworbenen Kenntnisse und Ideen</p> |
| <b>Pflichtliteratur</b>         | <p><b><i>Modul 3 – Theorien und Ausdrucksformen des Produktdesigns:</i></b></p> <p>Es wird verwiesen auf die Literatur, welche Prof. Hackl angegeben hat.</p> <p>Ergänzend wird angegeben:<br/><b>Christopher Dell:</b> Die Stadt als offene Partitur. Lars Müller Publishers, 2016</p>                                                                                                                                                                            |
| <b>Weiterführende Literatur</b> | <p><b><i>Modul 3 – Theorien und Ausdrucksformen des Produktdesigns:</i></b></p> <p>Weiterführende Lektüre wird sukzessive, zu Beginn bzw. während der Lehrveranstaltungen, angegeben.</p>                                                                                                                                                                                                                                                                          |