

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

Syllabus

Course description

Course title	Project PD – A2 Copy. Paste. Culture
Course code	97004
Scientific sector	Module 1: ICAR/13 disegno industriale Module 2: INF/01 informatica Module 3: M-DEA/01 discipline demoetnoantropologiche
Degree	Bachelor in Design and Art (L-4)
Semester	II
Year	1st, 2nd or 3rd
Credits	22
Modular	Yes

Teaching language	Module 1: English Module 2: German Module 3: Italian
Total lecturing hours	180 (Module 1: 90, Module 2: 60, Module 3: 30)
Total hours of self-study and / or other individual educational activities	370 (Module 1: about 210, Module 2: about 65, Module 3: about 95)
Attendance	compulsory
Prerequisites	<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;
Course page	-

Project description and specific educational objectives	The course belongs to the class “caratterizzante” (module 1, “di base” (module 2) and “affine integrativa” (module 3) in the curriculum in Design. PROJECT DESCRIPTION <i>The course is designed for acquiring professional skills and knowledge.</i> This course is a twofold consisting out of a rich discourse (conceptually and physically) with the digital world and the CAD/CAM logic and possibilities, together with a free conceptual frame-work corresponding with and reacting on our main theme of ‘Copy.Paste.Culture’
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Foreword

Media theorist Steven Johnson said not long ago: '...In today's culture, scissors and glue not only represent our childhood memories, but are a symbol for our postmodern culture: the Cope Paste Culture. The democratization of technologic means has made it possible for anyone to resume or remix somebody else's work. All you have to do is watch a video on Youtube to be presented with the best and worst examples. Also professionally, with the arrival of open design or art, copying has deep-rooted itself into culture. Even though copying is widely used in culture, it is still seen as the opposite of culture. Copying is perceived as something negative, something non-creative. Contradictory, in the Copy Paste Culture, copyright still firmly reigns, with it's verdict: 'copy is wrong...' -But is it necessarily so... ?

Project: 'Copy. Paste. Culture.'

...a title which raises many current relevant aspects and side topics which would allow for a very free project but with a strong conceptual discourse which could bring with it exciting possibilities.

From the digital world to the real one... from industry to science at large... from literature to engineering, architecture, art, design or music... to popular culture at large... the culture of copy-ing and paste-ing is all around us, forming us and our made reality in more ways then we are aware of... it is there omni-present but hardly related to.

Based on all the above, with special attention to the digital, code based world of CAD-CAM and 3d printing -we will create new copies and pastes... they may be objects, products, or more abstracts elements... -All is open!

Educational objectives module 1 – Product Design:

- The acquisition of the basic knowledge concerning the culture of design in all its aspects.
- 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.
- Developing an independent point of view and rigorous study pathway whilst acquiring the fundamental knowledge enabling the student to carry out a project in the field of product design.
- Depending on the student's own tendencies and focus, the further acquisition of the knowledge and understanding of:
- design processes for industrial products for mass

- consumption or industrial manufactured one-off's.
- design processes for the visualisation of virtual and physical scenarios.
- Professionally presenting a project realised in the field of product design in the form of an installation, both oral and written.
- communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical, scientific and theoretical point of view

Course description module 2 – Digital Modelling:

Designers transform ideas into products. Analogue and digital models are a vital part of the design process. They allow to visualise, explore and evaluate ideas and concepts. Continuous discussion and iteration through models ultimately leads to a better product. Today, digital modelling and production tools play an crucial role in this process.

Through a series of lectures and workshops in the atelier, university workshops and the new Bitz FabLab, we will explore the possibilities and limitations of manual and digital modelling in direct interplay with subtractive and additive manufacturing methods.

Closely linked to the overarching semester topic, the hands-on workshops will help to fuel insights into the issue of 'Copy. Paste. Culture.' and aid in the development of the individual final projects by building a foundation in project culture.

Educational objectives Module 2 – Digital Modelling:

- 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 concerning the technical and scientific subjects
- the acquisition of the knowledge and understanding of design processes for the visualisation of virtual and physical scenarios
- the acquisition of the basic knowledge concerning the culture of design in all its aspects

Course description module 3 – Cultural Anthropology:

“Cultural process and ethnography of copying-pasting”

	Referring to the main theme of the Project in the frame of cultural anthropology, this course focuses on the concept of culture as a collective creative process, which entails activities and dynamics of “copying-pasting”, such as imitation and translation. Imitation drives the embodiment of cultural knowledge and social habitus, and consists of experiments and exercises to learn by doing. Translation refers to movement, displacements, migrations, traffics, adaptation, interpretation, which produce cultural variations, conflicts, mixes, syncretism and hybridization. Copying-pasting could be thought of as a key of both cultural change and interchange. Moreover, the course takes under consideration the contemporary post-modern “copy-paste culture”, which links to globalization, industrial and post-industrial mass society and digital revolution. Although it still bases on the romantic myth of individual creativity, on the ideology of authenticity and copyright, this “copy-paste culture” also encourages a free remix of styles and quotes and draws a new collective horizon of open sources and creative activities performed by complex networks of humans, machines, cyborgs, texts, codes etc. The course proposes the use of ethnographic qualitative methods, such as participant observation and in-depth interviews, to investigate copying-pasting dynamics and to reconstruct those networks of relations that produce, pass down, subvert and innovate ideas, practices, performances and narratives, which are collective creations of the cultural process. The discussed concepts and the practiced ethnographical methods will be applied to the product design task. This course is designed for acquiring professional skills and knowledge in the framework of a general overview of scientific contents. <i>Educational objectives module 3 – Cultural Anthropology:</i> • 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 cultural anthropology and ethnography • the acquisition of the basic knowledge concerning the culture of design in all its aspects
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Module 1	Product Design
Lecturer	Nitzan Cohen office F1.01.a, e-mail Nitzan.Cohen@unibz.it, tel. +39

	0471 015220, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/35262-nitzan-cohen
Scientific sector of the lecturer	-
Teaching language	English
Office hours	<i>Monday 09-12.30</i>
Teaching assistant (if any)	-
Office hours	-
List of topics covered	This project deals on the meta level with the creation of a project, as such the below topics do not only lead to an aim, but are the aim itself. • Design methodology and process awareness. • Design <i>investigation</i> rather than design research and that as a continuous methodical tool. • Conceptual awareness, development and independent creation. • Concept translation into a three-dimensional reality.
Teaching format	Frontal lectures, exercises, workshops, group work and individual work.

Module 2	Digital Modelling
Lecturer	Ralf Sieber office F1.01b, e-mail RalfMartin.Sieber@unibz.it, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/
Scientific sector of the lecturer	-
Teaching language	German
Office hours	Monday 09-12.30
Teaching assistant (if any)	-
Office hours	-
List of topics covered	• CAD/CAM • Digital and analog tools of model making • Rapid prototyping • Digital fabrication • Product development • Design process and methodology
Teaching format	lectures, exercises, workshops

Module 3	Cultural Anthropology
Lecturer	Daniela Salvucci office F1.01.b, e-mail Daniela.Salvucci@unibz.it, tel. +39 0471 015---, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/
Scientific sector of the lecturer	MDEA
Teaching language	Italian
Office hours	<i>Wednesday 18-19</i>

Teaching assistant (if any)	-
Office hours	-
List of topics covered	Concept of culture in Cultural Anthropology, Cultural process, Post-modern culture, Ethnography and ethnographical methods
Teaching format	Frontal lessons, student's presentations and discussions, individual and group exercises

Learning outcomes	<i>Learning outcomes for module 1 – Product Design:</i> • to have the ability to design, develop and implement a project in the field of product design • know how to analyze, design and develop interiors • know how to analyze, design and develop industrial projects for mass consumption • know how to analyze, design and develop projects for the mechanical engineering industry • know how to analyze, design and develop limited edition products in the craft industry • know how to analyze, design and develop packaging projects from a product design and graphical perspective • know how to analyze, design and develop projects concerning museums and exhibitions • knowledge of the technical and scientific aspects of interior design • knowledge of the technical and scientific aspects of the design of industrial products for mass consumption • knowledge of the technical and scientific aspects of the design in the mechanical engineering industry • knowledge of the technical and scientific aspects of the design of packaging • know how to carry out packaging projects from a product design perspective • know how to produce visualizations of virtual and physical scenarios for interior and exhibition design • present at a professional level their own projects realized in the field of product design in the form of an installation, both oral and written • communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical point of view <i>Learning outcomes for module 2 – Digital Modelling:</i> • 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
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	• know how to analyse, design and develop models and prototypes for a product design project • know how to carry out drawing and/or CAD • know how to produce 3D models and rapid prototyping • communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical point of view <i>Learning outcomes for module 3 – Cultural Anthropology:</i> • 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 of Cultural Anthropology and Ethnography • 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 • knowledge of the important sociological, semiotic and anthropological aspects • know how to apply methods of empirical research in the socio-cultural sciences • know how to present critical and planning analysis orally • know how to present written critical and planning analysis • know how to apply the research methods and results in the project to the various areas of the project itself • 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 • communicate at a professional level and argue the reasons for their choices and justify them from a theoretical point of view
Assessment	<i>Assessment details for module 1 – Product Design:</i> The complete semester work will be judged not only on the final produced result. The way will be assessed as much as the 'result' itself. On the base of physically presenting a fully finished 1:1 scale model together with an overall completed project; the student should be able to argue the project and

	thoroughly hold a convincing frontal presentation of it. In further discussions it is as well expected that the student is able to apply critical and objective view on his/her own work and point out difficulties as much as plus points. (Besides all the physical aspects being perfectly executed, a healthy way of preparing oneself for the final presentation is making sure that the simple question 'why?' could be answered concerning each detail and step) Assessment details for module 2 – Digital Modelling: Oral and lab: oral exam with review questions, oral exam to test knowledge application skills, evaluation of results Assessment details for module 3 – Cultural Anthropology: The exam is included in the final presentation of the Product Design Project. The evaluation refers to both theoretical concepts and qualitative methods that will be explored, discussed and put into practice during the course.
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	<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> Evaluation criteria and criteria for awarding marks The evaluation of the single modules does not result in three separate marks, but will add up to the overall project evaluation. There is only one final overall mark for the project which is agreed by the three professors, who evaluate the project according to the following criteria: Evaluation criteria and criteria for awarding marks for module 1 – Product Design Process: there would be two in-between presentations, each counting for 20% of the final mark, in total 40% Personal development: the scope of abilities acquired and practiced in the projects as reflected in the overall level of the work done and presented 40% Final result: the overall quality of the final presentation and the final

	presented model 20% <i>Evaluation criteria and criteria for awarding marks for module 2 – Digital Modelling:</i> Presence, effort and personal engagement in the course. Personal development: - improvement and skills achieved in tutorials/lectures - skills utilized in exercises and the final project Quality of results: - variation and accuracy of models - adequate use of techniques - progress in the main project according to prototyping and product-development. <i>Evaluation criteria and criteria for awarding marks for module 3 – Cultural Anthropology:</i> Ability to use the theoretical concepts and practical methods, which will be explored during the course. Personal performances in the individual and group exercises, such as reading and presentations in front of the class, observation tasks, ethnographic exercises.
Required readings	<i>Module 1 – Product Design:</i> Requires readings will be indicated (or made available, e.g. through Pdf) during the course. <i>Module 2 – Digital Modelling:</i> Requires readings will be indicated (or made available, e.g. through Pdf) during the course. <i>Module 3 – Cultural Anthropology:</i> Required readings will be indicated at the beginning of the course.
Supplementary readings	<i>Module 1 – Product Design:</i> Supplementary readings will be indicated (or made available, e.g. through Pdf) during the course. <i>Module 2 – Digital Modelling:</i> Supplementary readings will be indicated (or made available, e.g. through Pdf) during the course. <i>Module 3 – Cultural Anthropology:</i> Supplementary readings will be indicated or made available during the course.

Syllabus

Beschreibung der Lehrveranstaltung

Titel der Lehrveranstaltung	Projekt PD – A2 COPY. PASTE. CULTURE.
Code der Lehrveranstaltung	97004
Wissenschaftlich-disziplinärer Bereich der Lehrveranstaltung	Modul 1: ICAR/13 Industriedesign Modul 2: INF/01 Informatik Modul 3: M-DEA/01 Demoetnoantropologische Disziplinen
Studiengang	Bachelor in Design und Künste (L-4)
Semester	2.
Studienjahr	1., 2. oder 3.
Kreditpunkte	22
Modular	Ja

Gesamtanzahl der Vorlesungsstunden	180 (Modul 1: 90, Modul 2: 60, Modul 3: 30)
Gesamtanzahl der Stunden für das Eigenstudium und andere individuelle Bildungstätigkeiten	370 (Modul 1: ca. 210, Modul 2: ca. 65, Modul 3: ca. 95)
Anwesenheit	nicht verpflichtend, aber empfohlen
Voraussetzungen	<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
Link zur Lehrveranstaltung	-

Spezifische Bildungsziele	<i>Die Lehrveranstaltung zählt zum Bildungsbereich der kennzeichnenden Fächer (Modul 1), der Grundfächer (Modul 2) sowie der verwandten und ergänzenden Fächer (Modul 3) und ist Teil des Studienzweigs Design.</i> Kursbeschreibung Modul 2 – Digitaler Modellbau: Gestalter verwandeln Ideen in Produkte. Analoge und digitale Modelle sind dabei wesentlicher Bestandteil des Designprozesses. Sie erlauben Ideen und Konzepte darzustellen, zu untersuchen und zu bewerten. Stetige Diskussion und Iteration durch Modelle führen letztlich zu einem besseren Produkt. Heutzutage kommt digitalen Modellbau- und Produktionswerkzeugen in diesem Prozess eine entscheidende Rolle zu. Durch Vorlesungen und Seminare im Atelier, den Universitätswerkstätten und dem neuen Bitz FabLab werden wir die Möglichkeiten und Grenzen des manuellen
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	und digitalen Modellbaus in direktem Zusammenspiel mit spanhebenden und additiven Fertigungsverfahren beleuchten. Ein enger Bezug der Seminare zum Semesterthema hilft Einsichten in das Thema 'Copy. Paste. Culture.' zu gewinnen und die Vermittlung von Grundlagen der Entwurfskultur unterstützt die Entwicklung der individuellen Semesterprojekte. Bildungsziele Modul 2 – Digitaler Modellbau: • Erwerb der Grundkenntnisse zur Realisierung eines Projekts im Bereich Produktdesign • Erwerb der Grundkenntnisse in den technischen und wissenschaftlichen Fächern CAD/CAM und Rapid Prototyping • Erwerb des Fachwissens und der Fertigkeiten für das Design zur Visualisierung virtueller und physischer Szenarien • Der Erwerb praktischer Fertigkeiten verschiedene Methoden und Werkzeuge der Modellierung, des Modell- und Prototypenbaus anzuwenden. • Erwerb der Grundkenntnisse einer Projektkultur im Design in allen ihren Teilen
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Modul 1	-> siehe Syllabus in englischer Sprache
Modul 3	-> siehe Syllabus in englischer und italienischer Sprache

Modul 2	Digitaler Modellbau
Dozent	Ralf Sieber office F1.01b, e-mail RalfMartin.Sieber@unibz.it, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/33610-ralf-martin-sieber
Wissenschaftlich disziplinärer Bereich des Dozenten	INF/01
Unterrichtssprache	Deutsch
Sprechzeiten	Montag 09:00-12:30
Wissenschaftlicher Mitarbeiter (wenn vorgesehen)	-
Sprechzeiten	-
Auflistung der behandelten Themen	• CAD/CAM • Digitale und manuelle Modellbauwerkzeuge • Rapid Prototyping • Digitale Produktionsverfahren • Produktentwicklung • Gestaltungsprozess und Entwurfskultur
Unterrichtsform	Vorlesungen, Übungen, Laboratorium

Modul 3	-> siehe Syllabus in englischer und italienischer Sprache
Erwartete Lernergebnisse	<i>Erwartete Lernergebnisse für Modul 2 – Digitaler Modellbau:</i> • In der Lage zu sein, das erworbene technische und wissenschaftliche Grundwissen in die Ausführung eines zu realisierenden Projekts im Bereich Produktdesign einzubringen • exekutive Zeichnungen und/oder CAD (Computer-aided Design) realisieren zu können • 3D Modelle und Rapid Prototyping realisieren zu können • In professioneller Weise die Gründe der eigenen Entscheidungen kommunizieren und argumentieren und sie unter formellem, technischem, wissenschaftlichem und theoretischem Gesichtspunkt begründen zu können.
Art der Prüfung	<i>Art der Prüfung – Modul 2 – Digitaler Modellbau:</i> Mündliche Prüfung und Laboratorium: mündliche Prüfung mit Prüfungsfragen und "Transfer-Fragen" mit Aufarbeitung der Erfahrungen aus dem
Prüfungssprache	<i>entspricht der Unterrichtssprache</i>
Bewertungskriterien und Kriterien für die Notenermittlung	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, welche das Projekt aufgrund folgender Kriterien bewerten: <i>Bewertungskriterien und Kriterien für die Notenermittlung für Modul 2 - Digitaler Modellbau:</i> Teilnahme, Arbeitsaufwendung und persönliches Engagement im Kurs Persönliche Entwicklung: - Verbesserung und Entwicklung erlangter Fertigkeiten in Tutorien und Übungseinheiten - Anwendung von Fertigkeiten in Workshops und im Hauptprojekt Qualität der Arbeits-Ergebnisse: - Variation und Genauigkeit der Modelle - Sinnvoller Einsatz von Methoden - Fortschritt im Hauptprojekt bezüglich Prototypen- und Produktentwicklung

	<i>Bewertungskriterien und Kriterien für die Notenermittlung für Modul 1 -> siehe Syllabus in englischer Sprache</i> <i>Bewertungskriterien und Kriterien für die Notenermittlung für Modul 3 -> siehe Syllabus in englischer und italienischer Sprache</i>
Pflichtliteratur	Modul 2 - Digitaler Modellbau: Keine Pflichtliteratur
Weiterführende Literatur	Modul 2 - Digitaler Modellbau: Siehe Reserve Collection

Titolo del corso	PROGETTO PD – A2 Copy. Paste. Culture
Codice del corso	97004
Settore scientifico disciplinare del corso	Modulo 1: ICAR/13 disegno industriale Modulo 2: INF/01 informatica Modulo 3: M-DEA/01 discipline demoetnoantropologiche
Corso di studio	Bachelor in Design and Art (L-4)
Semestre	II
Anno del corso	I, II o III
Crediti formativi	22
Modulare	Si

Numero totale di ore di lezione	180 (Modulo 1: 90, Modulo 2: 60, Modulo 3: 30)
Monte ore totale di studio individuale o di altre attività didattiche individuali inerenti	370 (Modulo 1: circa 210, Modulo 2: circa 65, Modulo 3: circa 95)
Corsi propedeutici	<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>
Frequenza	non obbligatoria ma raccomandata
Sito web del corso	-

Descrizione progetto ed obiettivi formativi specifici: modulo 3 – antropologia culturale:	Il corso si inserisce nell'area di apprendimento dei corsi "caratterizzante" (modulo 1), "di base" (modulo 2) e "affine integrativa" (modulo 3) del curriculum in design. DESCRIZIONE DEL PROGETTO Descrizione del corso modulo 3 – antropologia culturale: "Processo culturale ed etnografia del copia-incolla" Facendo riferimento al tema principale del Progetto nell'ambito dell'Antropologia culturale, questo corso si concentra sul concetto di cultura come processo creativo collettivo che implica attività e dinamiche di "copiare-incollare", come l'imitazione e la traslazione. L'imitazione guida l'incorporazione della conoscenza culturale e dell'habitus sociale e consiste in esperimenti ed esercizi per imparare facendo. La traslazione si riferisce al movimento, allo spostamento, alle migrazioni, ai traffici, all'adattamento, alla traduzione, all'interpretazione, che producono variazioni culturali, conflitti, mescolanze, sincretismi e ibridazioni. Il copiare-incollare può quindi essere pensato come una chiave sia del cambiamento che dello scambio culturale. Inoltre, il corso prende in considerazione la contemporanea "cultura del copia-incolla" postmoderna,
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	che si lega alla globalizzazione, alla società industriale e post-industriale e alla rivoluzione digitale. Sebbene si basi ancora sul mito romantico della creatività individuale, sull'ideologia dell'autenticità e sul diritto d'autore, questa cultura incoraggia anche il libero rimescolamento degli stili e delle citazioni e disegna un nuovo orizzonte collettivo di risorse aperte e attività creative realizzate da reti complesse di umani, macchine, cyborg, testi, codici, ecc. Il corso propone l'uso di metodi etnografici qualitativi, come l'osservazione partecipante e le interviste in profondità, per investigare le dinamiche del copiare-incollare e per ricostruire quelle reti di relazioni che producono, trasmettono, sovvertono e innovano idee, pratiche, rappresentazioni, narrative, in quanto creazioni collettive del processo culturale. I concetti teorici discussi e i metodi etnografici messi in pratica saranno applicati al progetto di disegno del prodotto. Il corso è orientato all'acquisizione di conoscenze professionali, nell'ambito dell'esposizione di metodi e contenuti scientifici generali. Obiettivi formativi modulo 3 – antropologia culturale: • acquisire le conoscenze di base necessarie alla realizzazione di un progetto nel campo del design di prodotto • acquisire le conoscenze di base per esercitare uno sguardo critico rispetto al proprio lavoro e per confrontarsi con la complessità contemporanea • acquisire le conoscenze di base relative all'Antropologia culturale • acquisizione delle conoscenze di base relative alla cultura di progetto in tutte le sue componenti
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Modulo 1	-> vedi syllabus in lingua inglese
Modulo 2	-> vedi syllabus in lingua inglese e tedesca
Modulo 3	Antropologia culturale
Docente	Daniela Salvucci office F1.01.b, e-mail Daniela.Salvucci@unibz.it, tel. +39 0471 015---, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/
Settore scientifico disciplinare del docente	MDEA
Lingua ufficiale del corso	Italiano
Orario di ricevimento	Mercoledì 18-19
Collaboratore didattico (se)	-

<i>previsto)</i>	
Orario di ricevimento	-
Lista degli argomenti trattati	Concetto di cultura in antropologia culturale, processo culturale, cultura post moderna, etnografia e metodi etnografici
Attività didattiche previste	Lezioni frontali, presentazioni da parte degli studenti e discussioni in classe, esercizi individuali e di gruppo

Risultati di apprendimento attesi	<i>Risultati di apprendimento attesi relativi al modulo 3 – antropologia culturale:</i> • 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 • 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 • conoscenza di rilevanti aspetti sociologici, semiotici ed antropologici • sapere applicare metodi di ricerca empirica negli ambiti delle scienze socio-culturali • sapere esporre elaborati critici e programmatici in forma orale • sapere produrre elaborati critici e programmatici in forma scritta • sapere applicare metodi e risultati di ricerca alla progettazione nei diversi ambiti della cultura del progetto • 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 • comunicare e argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista teorico
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Metodo d'esame	<i>Metodo d'esame relativo al modulo 3 – antropologia culturale:</i> L'esame è incluso nella presentazione finale del Progetto di disegno del prodotto. La valutazione si riferisce sia ai concetti teorici che ai metodi qualitativi che saranno discussi e messi in pratica durante il corso.
Lingua dell'esame	corrisponde alla lingua d'insegnamento
Criteri di misurazione e	<i>La valutazione dei singoli moduli non costituisce un voto a</i>

criteri di attribuzione del voto	<i>se stante, ma è parte integrante della votazione complessiva del progetto. Il voto finale del progetto è unico ed è definito sulla base del coordinamento tra i tre docenti che valutano il progetto secondo questi criteri:</i> <i>Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 3 – antropologia culturale:</i> Abilità nell'utilizzare i concetti teorici e i metodi pratici esplorati durante il corso. Prestazione personale negli esercizi individuali e di gruppo proposti durante il corso, quali letture e presentazioni in classe, esercizi di osservazione ed esercizi etnografici.
Bibliografia fondamentale	<i>Modulo 3 – antropologia culturale:</i> La bibliografia fondamentale sarà indicata all'inizio del corso.
Bibliografia consigliata	<i>Modulo 3 – antropologia culturale:</i> La bibliografia consigliata sarà indicata e in parte resa disponibile durante il corso.