Freie Universität Bozen
Libera Università di Bolzano
Università Liedia de Bulsan

-> *Syllabus in lingua italiana*

Syllabus
Course description

Course title	**Project PD – A1** **Al Limite**
Course code	97003
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	Summer semester 2018/19
Year	2nd or 3rd
Credits	22
Modular	Yes

Teaching language	Module 1: Italian Module 2: English Module 3: English
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	not compulsory but recommended
Prerequisites	*From 3rd semester onward to have passed the wup project and all wup courses*

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** ***Course description module 1 – Product Design:*** There are things that are fully things, and things that are almost something else. Whenever we give a definition, there are things that are approaching and others that move away from the center of that definition. What is close to the center of the definition is clear, as we move near the outer limits everything becomes more confused. At a certain point, things stop being themself: they come closer to another definition and become something else. For convenience or laziness we have become accustomed to drawing lines to highlight where this phenomenon

	happens, this means that suddenly things on one side or the other of this line are radically different, as they are at the center of their definitions. If things would be moving (for heaven's sake!) it would be much harder to draw these boundaries and it would be better to use shades instead of lines. If even the definitions move (help!) then it would be chaos and then a design course would be needed to try to design for a world where everything moves close to borders, boundaries and boundaries. We will explore ,for example, the limits between Design and Art, Design and Architecture, Design and Craft... ***Educational objectives module 1 – Product Design:*** • the acquisition of a design methodology in the field of product design • the development of an independent and rigorous study pathway • the acquisition of the essential basic knowledge to be able to carry out a project in the field of product design • the acquisition of a design methodology in the field of product design from the initial idea phase to the final completion phase of the project • the acquisition of the knowledge and understanding of: • design processes for industrial products for mass consumption • 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 2 – Digital Modelling:*** Designers transform ideas into products. Only continuous exploration, discussion and iteration through models ultimately lead to better products. Today, digital modelling, prototyping and manufacturing tools play a crucial role not only in this traditional design process but also in the production of final artefacts. Thereby these tools fuel the dissolution of borders between design and other disciplines. ***Educational objectives Module 2 – Digital Modelling:*** Through a series of lectures, workshops and discussions in the atelier, university workshops and the FabLab, we will explore how digital tools push the boundaries of

	design and production. By walking the border between analog and digital, craft and industry, one-off, small and medium scale production, our experimentation with subtractive and additive manufacturing technology will help gather insights into the topic 'Al Limite'. *Course description module 3 – Cultural Anthropology:* Course description module 3 – Cultural Anthropology: This module will stimulate students to think at objects as always and already enmeshed in a network of threads. Therefore, we will explore how an object becomes an object by cutting some connections with its multiple linkages in the socila world, while preserving and valorizing other connections. We will analyze how these connections and cuts give shape to the object itself and determine its qualities and social affiliations. Overall, the module will encourage students to widen their perspectives on what is or might be a design practice and a design object. In order to help students to develop their own design concept, the module will also introduce them to basic elements of anthropological methodology – ethnography. *Educational objectives module 3 – Cultural Anthropology:* 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 anthropology and ethnography * the acquisition of the basic knowledge concerning the culture of design in all its aspects

Module 1	**Product Design**
Lecturer	Francesco Faccin office F1.06.a, e-mail: francesco.faccin@unibz.it, tel. +39 0471 015323, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/37158-francesco-alessandro-faccin
Teaching language	Italian
Assistance/Office hours	Monday 13-19 Tuesday 9-18
List of topics covered	----
Teaching format	----

Module 2	**Digital Modelling**

Lecturer	Ralf Sieber, office F1.06.b, e-mail: RalfMartin.Sieber@unibz.it, tel. +39 0471 015282, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/33610-ralf-martin-sieber
Teaching language	English
Office hours / Assistance	Monday- Wednesday 09-17
List of topics covered	Product Design, Industrial Design, Making, Production, Rapid Prototyping, Subtractive and Additive Manufacturing, CAD, CAM.
Teaching format	Lectures, exercises, discussions

Module 3	**Cultural Anthropology**
Lecturer	Roberta Raffaetà office F1.06.b, e-mail Roberta.Raffaeta@unibz.it, tel. +39 0471 015336, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/37243-roberta-raffaeta
Teaching language	English
Office hours	Tuesday 13-18
List of topics covered	The anthropological concept of limit and border, Design anthropology, Ethnography
Teaching format	The module will include both frontal lectures, individual and group exercises and discussion

Learning outcomes	*Learning outcomes for module 1 – Product Design:* • 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 *Learning outcomes for module 2 – Digital Modelling:* • a project undertaken in the field of product design with the basic knowledge acquired in the technical and scientific subjects • know how to carry out the design process and its steps in the new product development based on digital technologies • 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 • know how to choose and utilize materials, digital fabrication tools and computer software in product design process.

	Learning outcomes for module 3 – Cultural Anthropology: Intermediate evaluation: presentation of assigned tasks as agreed during the course Final evaluation: development of the anthropology part in the final booklet where students will have to describe the meaning and potential social impact of their project.

Assessment	***Assessment details for module 1 – Product Design:*** The final exam consist of a documentation of the project developed during the semester. The student is asked to present the project with the following documentation: . screen presentation . complete printed documentation of the project (a booklet will be handed at the faculty secretariat the day before the exam .a model . material that will be defined with the students during the course ***Assessment details for module 2 – Digital Modelling:*** Exercises and documentation: students will be asked to document their design process. All exercises will be reviewed throughout the semester and in a final presentation to test the knowledge acquired ant the application of skills learned. ***Assessment details for module 3 – Cultural Anthropology:*** Development of an anthropology booklet where students will have to describe the social-anthropological significance of their project
Assessment language	The same as the teaching language
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 and implementation of the project Relation and understanding of the given brief Final object or research Model Presentation ***Evaluation criteria and criteria for awarding marks for module 2 – Digital Modelling:*** Students will be evaluated based on their personal development and the quality of the result ***Evaluation criteria and criteria for awarding marks for module 3 – Cultural Anthropology:*** 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

Required readings	***Module 2 – Digital Modelling:*** Requires readings will be indicated (or made available, e.g. through PDF) during the course. ***Module 3 - Cultural Anthropology:*** *Dumit, J. 2014 Writing the Implosion: Teaching the World One Thing at a Time. Cultural Anthropology 29(2):344-362*
Supplementary readings	***Module 2 – Digital Modelling:*** Hallgrimsson, Bjarki (2012). Prototyping and modelmaking for product design. Laurence King Publishing. Killi, Steinar (2017). Additive manufacturing: design, methods, and processes. Pan Standford Publishing. Redwood, Ben (2017). The 3D printing handbook: technologies, design and applications. 3D Hubs.

Syllabus
Descrizione del corso

Titolo del corso	**PROGETTO PD – A1** **Al Limite**
Codice del corso	97003
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	Semestre estivo 2018/19
Anno del corso	2°, 3°
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, Module 3: circa 95)
Corsi propedeutici	*Aver superato a partire dal 3° semestre il progetto wup e tutti i corsi wup*
Frequenza	non obbligatoria ma raccomandata

Descrizione progetto ed obiettivi formativi specifici: modulo 1 – product design	*Il corso si inserisce nell'area di apprendimento dei corsi "caratterizzante" (modulo 1), "di base" (modulo 2) e "affini integrativa" (modulo 3) del curriculum in Design*. **DESCRIZIONE DEL PROGETTO** ***Descrizione del corso modulo 1 – product design*** Ci sono cose che sono pienamente cose, e cose che sono quasi qualcos'altro. Ogni volta che diamo una definizione, ci sono cose che si avvicinano e altre che si allontano dal suo centro. Ciò che è vicino al centro della definizione è chiaro e inconfutabile, man mano che ci si allontana verso i limiti esterni tutto diventa più confuso. Ad un certo punto le cose smettono di essere tali: si avvicinano di più ad una altra definizione e diventano un'altra cosa. Per comodità o per pigrizia ci si è abituati a disegnare delle righe per evidenziare dove questo fenomeno accade, ciò prevede che improvvisamente le cose da una parte o dall'altra di questa linea siano radicalmente diverse, come lo sono al centro delle loro definizioni. Se le cose dovessero (per carità!) muoversi sarebbe molto più difficile disegnare questi confini e bisognerebbe

	piuttosto che righe usare sfumature. Se addirittura si muovessero anche le definizioni (aiuto!) allora sarebbe il caos e allora servirebbe un corso di design per provare a progettare per un mondo dove tutto si muove vicino a bordi, limiti e confini. Durante il semestre esploreremo i confini fluidi che separano per esempio il Design dalla Arte, il Design dall'Architettura, il Design dall'artigianato... ***Obiettivi formativi modulo 1 – product design:*** • acquisire una metodologia progettuale nel campo del design di prodotto • sviluppo di un percorso autonomo e rigoroso • acquisire le conoscenze di base necessarie alla realizzazione di un progetto nel campo del design di prodotto • acquisire una metodologia progettuale nel campo del design di prodotto, dalla fase di ideazione alla fase di realizzazione del progetto • acquisire la conoscenza e comprensione dei: • acquisizione delle conoscenze di base relative alla cultura di progetto in tutte le sue componenti

Modulo 1	**Product design**
Docente	Francesco Faccin office F1.06.a, e-mail francesco.faccin@unibz.it, tel. +39 0471 015323, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/37158-francesco-alessandro-faccin
Lingua ufficiale del corso	Italiano
Assistenza/Orario di ricevimento	Lunedì 24-19 Martedì 9-18
Lista degli argomenti trattati	Limiti e confini nel Design. Come le diverse discipline interagiscono con il Design. Architettura, Arte, Politica. Il Design come chiave di lettura della contemporaneità e come strumento per cambiarla.
Attività didattiche previste	Lezioni frontali Video e film Conferenze skype con esperti Esperimenti

Modulo 2	-> vedi syllabus in lingua inglese

Modulo 3	-> vedi syllabus in lingua inglese

Risultati di apprendimento attesi	***Risultati di apprendimento attesi relativi al modulo 1 – product design:*** • essere in grado di ideare, sviluppare, realizzare un progetto nel campo del design di prodotto

	• sapere analizzare, ideare e sviluppare progetti di arredamento • sapere analizzare, ideare e sviluppare progetti industriali per il consumo di massa • sapere analizzare, ideare e sviluppare progetti per l'industria meccanica • sapere analizzare, ideare e sviluppare prodotti in serie limitata nell'ambito dell'artigianato • sapere analizzare, ideare e sviluppare progetti d'imballaggio nei suoi aspetti di prodotto e di grafica • sapere analizzare, ideare e sviluppare progetti curatoriali ed espositivi • conoscenza degli aspetti tecnico-scientifici del design di arredamento • conoscenza degli aspetti tecnico-scientifici del design di prodotti industriali di consumo di massa • conoscenza degli aspetti tecnico-scientifici del design per l'industria meccanica • conoscenza degli aspetti tecnico-scientifici del design per il packaging • sapere realizzare progetti d'imballaggio nei suoi aspetti di prodotto e di grafica • sapere realizzare visualizzazioni di scenari virtuali e fisici per il design degli interni ed espositivi • presentare ad un livello professionale un proprio progetto realizzato nel campo del design di prodotto, della comunicazione visiva e/o delle arti visive in forma di installazione, oralmente e scritto • comunicare e argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di ista formale, tecnico, scientifico e teorico

Metodo d'esame	*Metodo d'esame relativo al modulo 1 – product design:* Lo studente dovrà presentare il risultato del proprio lavoro con una piccola discussione verbale e mostrando modelli e tavole di progetto.
Lingua dell'esame	corrisponde alla lingua d'insegnamento
Criteri di misurazione e criteri di attribuzione del voto	*La valutazione dei singoli moduli non costituisce un voto a sé 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:* *Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 1 – product design:* Lo studente dovrà presentare il risultato del proprio lavoro con una discussione verbale e mostrando modelli e tavole di progetto