Freie Universität Bozen
Libera Università di Bolzano
Università Liedia de Bulsan

-> *Syllabus in lingua italiana*
-> *Syllabus in deutscher Sprache*

Syllabus
Course description

Course title	**Project PD – D1** **MATCH**
Course code	97109
Scientific sector	Module 1: ICAR/13 disegno industriale Module 2: ING-IND/16 tecnologie e sistemi di lavorazione Module 3: M-FIL/05 filosofia e teoria dei linguaggi
Degree	Bachelor in Design and Art (L-4)
Semester	Winter semester 2018/19
Year	2nd, 3rd
Credits	22
Modular	Yes

Teaching language	Module 1: German Module 2: English 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	about 370 (Module 1: about 210, Module 2: about 65, Module 3: about 95)
Attendance	not compulsory but recommended
Prerequisites	*For students enrolled from 2012/13 onwards*: have passed all the WUP courses; *for students enrolled from 2016/17 onwards*: have passed the WUP project;

| Project description and specific educational objectives | The course belongs to the class "caratterizzante" (module 1), "affine integrativa" (module 2) and "di base" (module 3) in the curriculum in Design.

PROJECT DESCRIPTION
Course description module 1 – Product Design
MATCH!

This years project partner for the course MATCH! is IDM – Agency for Innovation Development Management South Tyrol.
The main objective of this course is to enable a collaboration between the students and local companies from the traditional craft sector in order to create a new project (prototype).
This exchange should on one hand permit the students to get an overview of the local craft sector in South Tyrol and to be accompanied by professional craftsmen during their |

design process and on the other hand bring innovation into local production and increase the competitiveness of local companies.

At the beginning of the semester we will visit a selection of ten companies. Afterwards one-two students works closely with one company and develop a new prototype.

At the end of the course all products will be presented and exhibited and published in a catalogue. The whole process will be accopanied by photo and video documentation.

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 the basic knowledge concerning the cultural 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
- the acquisition of the knowledge and understanding of:
  - ✓ design processes in the field of interior design
  - ✓ design processes for industrial products for mass consumption
  - ✓ design processes for the mechanical engineering industry
  - ✓ design processes for packaging

- the acquisition of the basic knowledge concerning the culture of design in all its aspects

Course description module 2 – Production Technologies and Systems:
Starting from production process, systems and peculiarities of the involved companies the course will be a deep focus of how design is made today trough research, analysis and practical exercise
The course is based on the intersection of two teaching methodologies: The first is linear and is focus on the basic and preparatory fields for the students growth plan, the second is open, horizontal and organized through a series of collective experience, researches and experiments in laboratories and workshops.

Educational objectives module 2 – Production Technologies and Systems:

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

Course description module 3 – Theories and Languages of Product Design:
This year students will develop their projects with different companies. Thus, the theoretical model wil introduce common key-notions in design which can be useful to frame design as a trans-disciplinary action. We will make reference to kernel notions of Cybernetics, Ecology, Semiotics, Actor-Network Theory. We will discuss about the relation between process and system, feedback, second-order design, to the notion of affordance, to Gall's law on complexity and to Sowa's Law on standards, and we will introduce graph theory as an instrument to describe the actor-network in which the prototype is inserted as a functional element.

	Educational objectives module 3 – Theories and Languages of Product Design: ● the acquisition of the essential basic knowledge to be able to carry out a project in the field of product design ● the acquisition of the basic knowledge so as to be able to look critically at their own work and to deal with the complexities of contemporary society ● the acquisition of the basic knowledge concerning the theoretical subjects: semiotics, ethnography, graph-theory, actor-network theory, cybernetics. ● the acquisition of the basic knowledge concerning the culture of design in all its aspects

Module 1	**Product Design**
Lecturer	Harald Thaler office C1.03.a, e-mail Harald.Thaler@unibz.it, tel. +39 0471 015330, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/37152-harry-thaler
Teaching language	German
Assistance/Office hours	Monday 2 - 6pm, Tuesday 10 - 6pm (by appointment)
List of topics covered	product design, craft making, interior design, exploration of materials
Teaching format	frontal lecture in product design, labs, exercises, site visits local companies, work in close collaboration with company, one2one tutorials

Module 2	**Production Technologies and Systems**
Lecturer	Alessandro Mason office C1.03.a, e-mail alessandro.mason@unibz.it, tel. +39 0471 015105, webpage https://www.unibz.it/it/faculties/design-art/academic-staff/person/37721-alessandro-mason
Teaching language	English
Assistance/Office hours	Monday 5 - 7pm, Tuesday 5 - 7pm (by appointment)
List of topics covered	Technologies for industrial, craft and self-production, with classic and new materials, using traditional and new production systems, ecology
Teaching format	Frontal lectures, exercises, labs, projects, workshops.

Module 3	**Theories and Languages of Product Design**
Lecturer	Francesco Galofaro Office C1.03.a, e-mail francesco.galofaro@unibz.it, tel. +39 0471 015324, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/37172-francesco-galofaro
Teaching language	Italian

Office hours	Wednesday, 11.00-12.30 p.m.(by appointment)
List of topics covered	Semiotics (process/system; Sowa's Law on standards) Cybernetics (feedback; second-order design, Gall's law on complexity; reverse-engineering) Ecology (affordance) Actor-Network Theory (how to draw graphs)
Teaching format	Frontal lesson to introduce kernel notions; tutorials; learn-by doing.

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 ● 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 and graphical 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, visual communication and / or visual arts 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 – Production Technologies and Systems:*

	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
	● to have the ability to clear understand a "production path" and focus on that trying to use and be aware of the best technology or process from craft to digital fabrication to industrial process
	● 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
	● 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 design in the mechanical engineering industry
	● know how to analyze, design and develop packaging projects from a product design and graphical perspective
	● communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical point of view
	● know how to work in group with other designer or multi-disciplinal team
	Learning outcomes for module 3 – Theories and Languages of Product Design:
	● 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
	● 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 historical and theoretical foundations of design
	● knowledge of the important sociological, semiotic and anthropological aspects

	● know how to analyze (critically), define and contextualize their projects ● 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	*Assessment details for module 1 – Product Design:* The exam consists of 2 parts: / final presentation of the project / documentation of the final project the presentation is public. the student is asked to present his/her project followed by questions in regards to his/her project as well as to general knowledge of the subject and design topics discussed. *Assessment details for Module 2 – Production Technologies and Systems:* Oral exam on the project and on the experimentations accomplished during the course. *Assessment details for module 3 – Theories and Languages of Product Design:* Paper: theoretical justification of the projects.
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* concept and final object

	process and implementation of the project relation and understanding of the given brief sketches and models *Evaluation criteria and criteria for awarding marks for module 2 – Production Technologies and Systems:* Process and development of the project. Environmental impact. Ability to experiment. Quality of the final product and of the production of the prototypes, ability to explain the design process and production. *Evaluation criteria and criteria for awarding marks for module 3 – Theories and Languages of Product Design:* - *Output fo the Theoretical paper;* - *Participation to lessons;* - *Respect of the deadlines;*

Required readings	*Module 1 – Product Design:* - *Module 2 – Production Technologies and Systems:* -Chris Lefteri MAKING, manufacturing techniques for product design, Laurence king publishing *Module 3 – Theories and Languages of Product Design:* -Hugh Dubberly and Paul Pangaro, "Cybernetics and Design: Conversations for Action" in *Cybernetics and Human Knowing*. Vol. 22 (2015), nos. 2-3, pp. 73-82 -"A model for the Semiotic Analysis of Objects" in S. Vihma e T. Karjalainen (eds.), Design Semiotics in Use. Helsinki University of Art and Design Press. Helsinki, 2009
Supplementary readings	*Module 1 – Product Design:* - *Module 2 – Production Technologies and Systems:* - *Module 3 – Theories and Languages of Product Design:* - Donald A. Normann. *The Psychology of Everyday Things.* Basic Books, New York, 1988.

Syllabus
Beschreibung der Lehrveranstaltung

Titel der Lehrveranstaltung	**Projekt PD – D1** MATCH
Code der Lehrveranstaltung	97109
Wissenschaftlich-disziplinärer Bereich der Lehrveranstaltung	Modul 1: ICAR/13 Industriedesign Modul 2: ING-IND/16 Technologie und Verarbeitungssysteme Modul 3: M-FIL/05 Sprachphilosophie und Sprachtheorien
Studiengang	Bachelor in Design und Künste (L-4)
Semester	Wintersemester 2018/19
Studienjahr	2., 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	ca. 370 (Modul 1: ca. 210, Modul 2: ca. 65, Modul 3: ca. 95)
Anwesenheit	nicht verpflichtend, aber empfohlen
Voraussetzungen	*Für ab dem ak. Jahr 2012/13 immatrikulierte Studierende:* die WUP-Kurse bestanden zu haben; *für ab dem ak. Jahr 2016/17 immatrikulierte Studierende:* das WUP-Projekt bestanden zu haben

Spezifische Bildungsziele	Die Lehrveranstaltung zählt zum Bildungsbereich der kennzeichnenden Fächer (Modul 1), der verwandten und ergänzenden Fächer (Modul 2) sowie der Grundfächer (Modul 3). *Kursbeschreibung Modul 1 – Produktdesign:* MATCH Projektpartner des Kurses workout! ist die IDM – Agentur für Innovation, Development und Marketing in Südtirol. Der Kurs fördert die Zusammenarbeit zwischen den Studentinnen und lokalen Unternehmen aus dem Handwerks Sektor, mit dem Ziel gemeinsam ein neues Projekt (Prototypen) zu entwicklen. Der Austausch ermöglicht einerseits den Studentinnen sich einen Überblick über die Handwerksbetriebe in Südtirol zu verschaffen und von professionellen Handwerkern während des Design Prozesses begleitet zu

werden und anderseits kommt Innovation in die lokale Produktion und die Wettbewerbsfähigkeit lokaler Unternehmen wird gesteigert.

Zu Beginn des Semesters werden wir eine Auswahl von 10 Handwerker - Unternehmen besichtigen, woraufhin je zwei Studentinnen in engem Dialog mit einem Betrieb treten und einen Prototypen entwickeln.

Am Ende des Kurses werden alle Design Produkte präsentiert und gemeinsam ausgestellt und in einem Katalog präsentiert. Der gesamte Prozess wird filmisch und fotografisch begleitet.

Bildungsziele Modul 1 – Produktdesign:

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

Modul 1	Produktdesign
Dozent	Harald Thaler office C1.03.a, e-mail Harald.Thaler@unibz.it, tel. +39 0471 015330, Webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/37152-harry-thaler
Unterrichtssprache	Deutsch
Assistenz/Sprechzeiten	Montag 14:00-18:00, Dienstag 10:00-18:00 (nach Vereinbarung)
Auflistung der behandelten Themen	Product Design, Handwerk, Interior Design, Material Erforschung

Unterrichtsform	Vorlesungen in Produkt Design, Workshops, Übungen, Besuch lokaler Unternehmen, in engem Austausch mit einem Unternehmen arbeiten, individuelle Tutorials

Modul 2	-> siehe Syllabus in englischer

Modul 3	-> siehe Syllabus in englischer und italienischer Sprache

Erwartete Lernergebnisse Modul 1: Produktdesign	*Erwartete Lernergebnisse für Modul 1 – Produktdesign:*
	 • In der Lage zu sein, ein Projekt im Bereich Produktdesign zu konzipieren, zu entwickeln und auszuführen
	 • Konzeption, Entwicklung und Realisierung eines Projekts im Bereich Produktdesign
	 • In der Lage zu sein:
	   • Einrichtungsprojekte analysieren, konzipieren und entwickeln zu können
	   • kommerzialisierbare Industrieprojekte analysieren, konzipieren und entwickeln zu können
	   • Projekte für die mechanische Industrie analysieren und entwickeln zu können
	   • Produkte in beschränkter Stückzahl im Bereich des Handwerks analysieren, konzipieren und entwickeln zu können
	   • Verpackungsprojekte (Produkt und Grafik) analysieren, konzipieren und entwickeln zu können
	   • Kuratorien Projekte und Ausstellungsprojekte analysieren, konzipieren und entwickeln zu können
	 • Kenntnisse der technisch-wissenschaftlichen Aspekte:
	   • des Einrichtungsdesigns
	   • des Designs von Industrieprodukten für den Massenkonsum
	   • des Designs für die mechanische Industrie
	   • des Designs für das Verpackungswesen
	   • Verpackungsprojekte bezogen auf ihre Produkte und ihre graphische Aufmachung realisieren zu können
	   • Visualisierungen virtueller und physischer Szenarien für das Interieur-und Ausstellungsdesign realisieren zu können
	 • In professioneller Weise ein eigenes Projekt im Bereich des Produktdesigns, der Visuellen Kommunikation und/oder der Visuellen Künste in Form einer räumlichen Installation, sowie mündlich und schriftlich vorstellen 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	*Art der Prüfung – Modul 1 –Produktdesign:* Die Prüfung besteht aus zwei Teilen: / Finale Präsentation des Projektes / Eine Dokumentation des finalen Projektes Die Präsentation ist öffentlich. Der/die Studentin muss sein/ihr Projekt präsentieren und anschliessend erläuternde Fragen zum Projekt und generelle Fragen zum Thema argumentieren.
Prüfungssprache	entspricht der Unterrichtssprache
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* *Bewertungskriterien und Kriterien für die Notenermittlung für Modul 1 –Produktdesign:* Konzept und finales Objekt Präsentation und Darstellung Skizzen und Modelle Verständnis und Kohärenz in der Umsetzung des gegebenen 'brief'.

Pflichtliteratur	*Modul 1 –Produktdesign:* Die Bibliographie wird zu Kursbeginn in der Reserve Collection abrufbar sein.
Weiterführende Literatur	*Modul 1 –Produktdesign:* ---

Syllabus
Descrizione del corso

Titolo del corso	**PROGETTO PD – D1**
	MATCH
Codice del corso	97109
Settore scientifico disciplinare del corso	Modulo 1: ICAR/13 disegno industriale
	Modulo 2: ING-IND/16 Tecnologie e sistemi di lavorazione
	Modulo 3: M-FIL/05 Filosofia e teoria dei linguaggi
Corso di studio	Bachelor in Design and Art (L-4)
Semestre	semestre invernale 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	circa 370 (Modulo 1: circa 210, Modulo 2: circa 65, Modulo 3: circa 95)
Corsi propedeutici	Per studenti immatricolati a partire dall'a.a. 2012/13: avere superato tutti i corsi wup; per gli studenti immatricolati a partire dall'a.a. 2016/17: aver superato il progetto wup.
Frequenza	non obbligatoria ma raccomandata

Descrizione progetto ed obiettivi formativi specifici del corso: Modulo 3 – teorie e linguaggi del design di prodotto	Il corso si inserisce nell'area di apprendimento dei corsi "caratterizzante" (modulo 1), "affine integrativa" (modulo 2) e "di base" (modulo 3) del curriculum in design.
	DESCRIZIONE DEL PROGETTO
	Poiché quest'anno ciascuno studente svilupperà un progetto con un'azienda diversa, il modulo teorico introdurrà alcune nozioni-chiave di base della cibernetica, dell'Ecologia, della Semiotica, della teoria Actor-Network. Discuteremo la relazione tra processo e sistema, quella di retroazione, di design di secondo livello, di affordance, la legge di Gall sulla complessità e la legge di Sowa sugli standard, e introdurremo la teoria dei grafi allo scopo di descrivere la rete di attori in cui il prototipo viene inserito come elemento funzionale.
	Obiettivi formativi modulo 3 – teorie e linguaggi del design di prodotto:
	• 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 alle discipline di carattere teorico: semiotica, etnografia, teoria dei grafi, Actor-Network Theory, Cibernetica. - acquisizione delle conoscenze di base relative alla cultura di progetto in tutte le sue componenti
Modulo 1	*-> vedi syllabus in lingua inglese e tedesca*

Modulo 2	*-> vedi syllabus in lingua inglese*

Modulo 3	**Teorie e linguaggi del design di prodotto**
Docente	Francesco Galofaro office C1.03.a, e-mail francesco.galofaro@unibz.it , tel. +39 0471 015324, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/37172-francesco-galofaro
Lingua ufficiale del corso	Italiano
Orario di ricevimento	Mercoledì, 11.00-12.30 (su appuntamento)
Lista degli argomenti trattati	- Semiotica (processo/sistema; Legge di Sowa sugli standard) - Cybernetics (retroazione; design di secondo livello, Legge di Gall sulla complessità; reverse-engineering) - Ecologia (affordance) - Actor-Network Theory (elementi di teoria dei grafi)
Attività didattiche previste	Lezione frontale per introdurre le nozioni centrali; tutorial individuali o di gruppo; imparare facendo.

Risultati di apprendimento attesi	*Risultati di apprendimento attesi relativi al modulo 3 – teorie e linguaggi del design di prodotto:* - 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 delle fondamenta storiche e teoriche del design - conoscenza di rilevanti aspetti sociologici, semiotici e antropologici - saper analizzare (in modo critico), definire e contestualizzare i propri progetti - saper 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

Metodo d'esame	*Metodo d'esame relativo al modulo 3 – teorie e linguaggi del design di prodotto:* Presentazione di un breve articolo di giustificazione teorica del 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.* *Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 3 – teorie e linguaggi del design di prodotto:* - *Valutazione del paper teoretico* - *Partecipazione alle lezioni* - *Rispetto delle consegne*

Bibliografia fondamentale	*Modulo 3 – teorie e linguaggi del design di prodotto:* -Hugh Dubberly and Paul Pangaro, "Cybernetics and Design: Conversations for Action" in *Cybernetics and Human Knowing.* Vol. 22 (2015), nos. 2-3, pp. 73-82 -A. Mattozzi, "A model for the Semiotic Analysis of Objects" in S. Vihma e T. Karjalainen (eds.), Design Semiotics in Use. Helsinki University of Art and Design Press. Helsinki, 2009
Bibliografia consigliata	*Modulo 3 – teorie e linguaggi del design di prodotto:* - Donald A. Normann. *The Psychology of Everyday Things.* Basic Books, New York, 1988.