

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

Syllabus Course description

Course title	Project PD – A1 Design after humans. Dystopia is now!
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	II
Year	1st, 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	<i>For students enrolled from 2012/13 onwards: passed WUP courses (warm up project + descriptive geometry + methods and techniques of representation); for students enrolled from 2016/17 onwards: passed WUP project;</i>
Course page	-

Project description and specific educational objectives	<p>The course belongs to the class "caratterizzante" (module 1, "di base" (module 2) and "affine integrativa" (module 3) in the curriculum in Design.</p> <p>PROJECT DESCRIPTION Course description module 1 – Product Design: In the last twenty years, we have witnessed a greater proliferation of projects that play to imagine different worlds, alternative realities, coming and less forthcoming futures, utopias or dystopias. However, this tension towards what is not yet real does not mean a departure or an escape from reality. The construction of utopian (or dystopian) scenarios allows us to observe the world around us and to abstract peculiar characteristics: distortions or merits, critical or possibility, problems or hopes. To ask what will be of the planet and of the men after, near or during the end of</p>
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humanity (or of human civilization, as we know it today), is an exercise that allows to design in a different way, and to ask a basic question for each designer: "cannot be done in another way?". At a time when there are apocalyptic signs of mass extinction and in which at the same time the spread of well-being has never been so high, there is room to try to ask different questions without taking for granted any of the solutions that have been applied to date. At the intersection of communication and product, design the projects developed in this course will start from the analysis of some aspects of contemporary reality and their projection into a more or less near future. Ecology, conservation of knowledge, artificial intelligences, the rediscovery of nature, war and peace, poetry and science will be elements of our search for a design useful at the beginning (or at the end) of a new geological era such as the Anthropocene.

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

Course description module 2 – Digital Modelling:

Emerging technologies have an important impact on how human beings evolve. They give shape to our future, making it pleasurable to live in and at the same time leading us to an ever-growing complex world. Today's digital fabrication tools and techniques are still in the phase of exploration and can give light to new possibilities of how we design and make things in the future. The course will address digital modelling and digital fabrication techniques from CAD to CAM, through lectures and exercises (learning by doing) around the theme. It will concentrate on how innovation can occur in experimental

design practices through using digital technologies and making shifts between analog and digital. The course will ask students to experiment with the digital modeling and fabrication tools in their creative process.

Besides fundamental knowledge about digital modeling and digital fabrication, the course will guide students to explore the theme "Design after humans - Dystopia is now" through case studies.

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 from idea to final prototyping through the use of digital modelling and digital fabrication techniques.
- the acquisition of the basic knowledge concerning the technical and scientific subjects in the field of product design with a special focus on digital modelling and fabrication.
- the acquisition of the knowledge and understanding of design processes for the visualisation of virtual and physical scenarios and models.
- the acquisition of the basic knowledge concerning the culture of design in all its aspects
- the acquisition of the knowledge and understanding of design processes starting from two-dimensional forms to more complex three-dimensional forms.
- the acquisition of the knowledge and understanding of analysing, designing and developing:
 - industrial projects for mass consumption
 - limited edition products in the craft industry

Course description module 3 – Cultural Anthropology:

Firstly, the course will introduce students to the anthropological concept of future and its related imaginaries. The aim is not to forecast or predict the future but to map our imaginaries/anxieties/hopes. Indeed, to understand how we picture the future is essential in order to understand the effects of this picturing. In the course, we will explore speculatively and concretely how things can participate in the generation of possibilities for human experience.

Secondly, since one of the main drive to today's preoccupation with future is due to environmental crisis and quick technological advances, which transform the world and human beings, as we have known them so far, we will explore main themes of the anthropological

	<p>debate about the relationship between culture/technology and nature.</p> <p>Lastly, since future is only possible and revocable as a dimension of the present, the course will encourages students to 'rehearse the future' through experimental ethnographic methodologies.</p> <p><i>Educational objectives module 3 – Cultural Anthropology:</i></p> <ul style="list-style-type: none"> • 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 cultural anthropology • the acquisition of the basic knowledge concerning the culture of design in all its aspects
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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
Scientific sector of the lecturer	-
Teaching language	Italian
Office hours	Monday 13-19 Tuesday 9-18
Teaching assistant (if any)	-
Office hours	-
List of topics covered	Understanding of the topic Turning the general topic into a personal briefing method from research to a final product Creating a concept Transforming a concept into a product How to present a concept or a product in a convincing way prototyping the idea
Teaching format	Lectures,micro-workshop,practical and theoretical,exercises,discussions

Module 2	Digital Modelling
Lecturer	Seçil Uğur Yavuz, office F1.06.b, Secil.UgurYavuz@unibz.it, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/36117-secil-ugur-yavuz
Scientific sector of the	ICAR/13

lecturer	
Teaching language	English
Office hours	Monday 09-18 Tuesday 9-18 Wednesday 9-18
Teaching assistant (if any)	-
Office hours	-
List of topics covered	Product design / 3D Modeling / Digital fabrication (subtractive – additive) / makers movement / physical computing / Industrial design / technology and crafts / rapid prototyping / Digital design / Computational design / parametric design
Teaching format	Frontal lectures, exercises, discussions, workshops

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
Scientific sector of the lecturer	-
Teaching language	English
Office hours	Monday 14-16; Tuesday 11-13
Teaching assistant (if any)	-
Office hours	-
List of topics covered	We will analyse the meaning of earth for diverse people around the world, including indigenous people and also how earth is nowadays the object of contention in various global processes (agriculture, land grabbing, soil crisis etc...)
Teaching format	Labs ad workshops

Learning outcomes	<p><i>Learning outcomes for module 1 – Product Design:</i></p> <ul style="list-style-type: none"> • to have the ability to design, develop and implement a project in the field of product design • 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 the design in the mechanical engineering
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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
- 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:

- to have the ability to finalize the implementation of a project undertaken in the field of product design with the basic knowledge acquired in digital modeling and digital fabrication.

Knowledge and understanding:

- know how to analyze, design and develop industrial projects for mass consumption
- know how to analyze, design and develop limited edition products in the craft industry
- knowledge of the technical and scientific aspects of the design of industrial products for mass consumption
- knowledge of the technical and scientific aspects in the design of visualizations of virtual and physical scenarios and models.
- know how to produce visualizations of virtual and physical scenarios of product design
- know how to produce 3D models and rapid prototyping
- know how to carry out drawing and/or CAD
- know how to carry out the design process and its steps in the new product development based on digital technologies.
- Know how to choose and utilize materials, digital fabrication tools and computer softwares in product design process.
- Know how to coordinate the prototyping phase from 2D drawing to prototyping.
- Communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical point of view.
- Gain the ability to present, ideas, concepts and a final model in the best understandable and convincing way.

Learning outcomes for module 3 – Cultural

	<p>Anthropology:</p> <ul style="list-style-type: none"> • 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 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
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<p>Assessment</p>	<p>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:</p> <ul style="list-style-type: none"> . 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 <p>Assessment details for module 2 – Digital Modelling: Students will be asked to document their design process of each assigned exercise. Discussions will be done for</p>
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	<p>each exercise based on a short presentation that reflects a synthesis of the skills learned through the Digital Modelling Module.</p> <p>Assessment details for module 3 – Cultural Anthropology: Intermediate evaluation: assigned tasks as agreed during the course (tasks such as article or ethnographic material presentation). Final evaluation: development of an anthropology booklet where students will have to describe the social-anthropological significance and rationale of their project</p>
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	<p>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:</p> <p>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</p> <p>Evaluation criteria and criteria for awarding marks for module 2 – Digital Modelling: Students will be evaluated on the ability of using the 3D modelling and digital fabrication skills learned through lectures and exercises.</p> <p>Evaluation criteria and criteria for awarding marks for module 3 – Cultural Anthropology: The quality and depth of students’ engagement with the socio-anthropological aspects of their product will be evaluated</p>
Required readings	<p>Module 1 – Product Design: -</p> <p>Module 2 – Digital Modelling: -</p> <p>Module 3 – Cultural Anthropology: Dourish, P., (2014), Reading and Interpreting Ethnography, in J., W. eds., Ways of Knowing in HCI pp. 1-23, New York, Springer.</p>
Supplementary readings	Module 1 – Product Design:

	<p>-</p> <p>Module 2 – Digital Modelling:</p> <ul style="list-style-type: none"> • Lipson, H. and Kurman, M. (2013) Fabricated: The New world of 3D Printing, John Wiley & Sons Inc • Troika (2008) Digital by design: crafting technology for products and environments, Thames& Hudson. • Johnston L. (2015) Digital Handmade Craftsmanship and the New Industrial Revolution, Thames& Hudson. <p>Module 3 – Cultural Anthropology:</p> <ul style="list-style-type: none"> • Smith, R. C., Vangkilde, K. T., Kjaersgaard, M. G., Otto, T., Halse, J., Binder, T., (2016), Design Anthropological Futures, London, Bloomsbury. • Hunt, J. (2011) Prototyping the social: temporality and speculative futures at the intersection of design and culture, pp. 33- 44, In Clarke, A.J. (ed.) Design Anthropology, Springer, Wien
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Syllabus

Descrizione del corso

Titolo del corso	PROGETTO PD – A2 Design after humans. Dystopia is now!
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 demoeetnoantropologiche
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, Module 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 1 – product design	<p>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.</p> <p>DESCRIZIONE DEL PROGETTO Descrizione del corso modulo 1 – product desi Speculazioni, narrazioni, utopie, mondi immaginari e irreali accompagnano da sempre il lavoro del progettista, sia esso grafico, designer del prodotto, architetto, urbanista. Tuttavia negli ultimi vent'anni assistiamo a una maggiore proliferazione di progetti che giocano a immaginare mondi diversi, realtà alternative, futuri prossimi e meno prossimi, utopie o distopie. Tuttavia questa tensione verso ciò che non è ancora reale non sta a significare un allontanamento o una fuga dalla realtà. Secondo lo scrittore McKenzie Wark "quello dell'utopia è, in questo senso specifico, il genere più realista. Esso è capace di trattare formalmente le questioni relative non solo a ciò che il reale può essere, ma anche quelle relative</p>

	<p>a ciò che la realtà è”.</p> <p>La costruzione di scenari utopici (o distopici) permette di osservare il mondo che ci circonda e di astrarre caratteristiche peculiari: storture o pregi, criticità o possibilità, problemi o speranze. Chiedersi cosa sarà del pianeta e degli uomini dopo, vicino o durante la fine dell’umanità (o della civiltà umana, per come la conosciamo oggi), è un esercizio che permette di progettare in maniera diversa, e di porsi una domanda basilare per ogni progettista: “non si può fare in un altro modo?”. In un tempo in cui (da una parte) si avvertono apocalittici segnali di estinzione di massa e (dall’altra) in cui allo stesso tempo la diffusione del benessere non è mai stata così alta, c’è spazio per provare a porsi quesiti diversi senza dare per scontata nessuna delle soluzioni che sono state applicate fino ad oggi. A cavallo tra comunicazione e prodotto i progetti elaborati in questo corso partiranno dall’analisi di alcuni aspetti della realtà contemporanea e dalla loro proiezione (di alcuni suoi aspetti) in un futuro più o meno prossimo. Ecologia, conservazione del sapere, intelligenze artificiali, riscoperta della natura, guerra e pace, poesia e scienza saranno elementi della nostra ricerca di un design utile all’inizio (o alla fine) di una nuova era geologica come l’antropocene</p> <p>Obiettivi formativi modulo 1 – product design:</p> <ul style="list-style-type: none"> • 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
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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
Settore scientifico disciplinare del docente	-
Lingua ufficiale del corso	Italiano

Orario di ricevimento	Lunedì 17-18
Collaboratore didattico (se previsto)	-
Orario di ricevimento	-
Lista degli argomenti trattati	.Distopie-Utopie .Le inquietudini dell'uomo .Il design come opportunità per leggere la complessità del mondo
Attività didattiche previste	Lezioni frontali Video e film Conferenze skype con esperti Esperimenti

Modulo 2	-> vedi syllabus in lingua inglese
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Modulo 3	-> vedi syllabus in lingua inglese
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Risultati di apprendimento attesi	<p><i>Risultati di apprendimento attesi relativi al modulo 1 – product design:</i></p> <ul style="list-style-type: none"> • 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
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	<p>visive in forma di installazione, oralmente e scritto</p> <ul style="list-style-type: none"> • comunicare e argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista formale, tecnico, scientifico e teorico
Metodo d'esame	<p>Metodo d'esame relativo al modulo 1 – product design:</p> <p>Lo studente dovrà presentare il risultato del proprio lavoro con una piccola discussione verbale e mostrando modelli e tavole di progetto.</p>
Lingua dell'esame	<p>corrisponde alla lingua d'insegnamento</p>
Criteri di misurazione e criteri di attribuzione del voto	<p><i>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:</i></p> <p>Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 1 – product design:</p> <ul style="list-style-type: none"> • capacità analitica e di osservazione dello studente • completezza e coerenza delle idee progettuali • chiarezza nel presentare il processo che ha condotto alle scelte progettuali • caratteristiche tecnico-formali degli elaborati
Bibliografia fondamentale	<p>Modulo 1 – product design:</p> <p>-</p>
Bibliografia consigliata	<p>Modulo 1 – product design:</p> <p>-</p>