## Syllabus

### Course description

<table>
<thead>
<tr>
<th>Course title</th>
<th>Warm up</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course code</td>
<td>97079</td>
</tr>
<tr>
<td>Scientific sector</td>
<td>ICAR/13 – disegno industriale</td>
</tr>
<tr>
<td>Degree</td>
<td>Bachelor in Design and Art (L-4)</td>
</tr>
<tr>
<td>Semester</td>
<td>Winter semester 2018/19</td>
</tr>
<tr>
<td>Year</td>
<td>1st</td>
</tr>
<tr>
<td>Credits</td>
<td>12</td>
</tr>
<tr>
<td>Modular</td>
<td>Yes – 2 projects: 1 of product design + 1 of visual communication.</td>
</tr>
</tbody>
</table>

| Total lecturing hours | 45 per project -> 90 in total (each group) |
| Total hours of self-study and / or other individual educational activities | about 210: about 105 (each group) |
| Attendance | Full attendance to the courses is imperative for reaching the objectives of the courses. |
| Prerequisites | --- |

### Project description and specific educational objectives

*The course belongs to the class "di base" in the curriculum in Design.*

#### Course description warm up

**Course description module Product Design (Alessandro Masturzo):**

The aim of this varied and intense semester is to open the students to the vast and multi-faceted field of three-dimensional design. This semester will initiate a process of professional individual learning and prepare the students for the project-based semester work as practiced in the faculties study model. The course aims as well at forming a healthy habitus as a professional (future to be) designer while at the same time, founding of a solid and wide base for the further and more profound studies in the field. The course ‘WUP-product design’ is comprised out of four modules, three of them are taking place within this main course, the fourth module are the workshop-courses held at level (-1,-2).

**Module 1 “Abecedario”**

2 + 2 = 4 is simpler than \( x = \frac{\arctan ne}{n + x} \sin (z + 1) \cos x + i\sin (y + 3\cos v) \). As any other discipline even in design learning fundamentals, tools, methods, processes, making experiments, attempts, mistakes, becomes essential before starting to design something.

Weekly short lectures, collective discussions around arts, interdisciplinary contaminations, micro-exercises, analysis
of case-studio, provocations and changes of points of view, short speech, will aim both to propose a methodological multifaceted and disciplined vision of design, and stimulate students to understand knowledge as fundamental for design, encouraging them towards the pleasant formation of a structured and personal coherent mindset.

**Module 2 “Let's do it”**
Learning by doing: the aim of this workshop is getting our hands dirty, learning from daily objects by your hands and your senses in general.
Keywords: (to) observe, disassemble, engrave, reassemble, detect, draw, catalog, move, dissect, connect, re-observe, redesign and think, vary, enlarge, transform, build, model, mold, reconstruct. The result is an empirical, deep and careful comprehension of the objects, from their 2 - 3 dimensional shapes to their design, functional, ergonomic and material reasons.

**Module 3 “no score”**
The purpose of this parallel and long-term workshop is to gradually apply (and experiment) the informations acquired to a simple “no score” project. The real score of this experience isn't designing a product, but rather well working and deep developing the pathway that will bring to it. Students will indeed taste the various step of analysis, definition, research, creation, revision, self-critique, modeling on a simple exercise, starting a process of synthesis and pro-active elaboration and educating the quality of thought that will be the base for future projects.

**Course description module Visual Communication (Antonino Benincasa):**

*The aim and goal of this varied and intense semester is to open the students to the vast and multi-faceted field of communication design. Initiate a process of professional individual learning and prepare the students for the later project-based semester work as practiced in the faculties study model.*

The course ‘WUP-communication design’ is comprised out of four «frontal lesson blocks» and assignments strongly connected to the faculties workshops.

**Module 0. Impulse lecture | Enable**
Typographic basics and your very first steps into VC

**Module 1. Drawing Basics**
Design Classic: Learning to create proper vector graphics and executive drawings with Adobe Illustrator

**Module 2. Drawing Advanced Techniques**
Calligraphy workshop, Type Design project
Illustrator, Astute Plug-ins, FontSelf, Glyphs App

**Module 3. Parametric Design**
2D Parametric Design, learning new ways of expression experiments with advanced digital drawing-animation techniques

**Module 4. Editorial Design**
Magazine-Book/Design Project visual storytelling, Layout Grids, intermediate InDesign skills and a deeper understanding of VC

**Module 5. Corporate Identity Basics**
Design your own Corporate Identity, Monogram, Stationary, dig. Illustration, Photoshop mockup presentation techniques

**Module 6. Website Design Basics**
Create your Portfolio Website with WIX, learning how to prepare graphics for the web and achieve a basic understanding of the elements in a website design project

The assignments given during the lectures of these teaching modules are very much linked to the faculties workshops; considering the framework of the technical-creative options available within the faculties workshops:
- serigraphy
- book binding
- risograph printing

**Educational objectives module Product Design (Alessandro Masturzo):**
- the acquisition of a basic tools concerning design methodology in the field of product design
- the development of basic tools, initiating the start of an independent and rigorous study pathway
- the acquisition of essential basic knowledge leading to future abilities in carrying out a project in the field of product design
- Acquisition of basic and preliminary knowledge concerning the field of ‘materials and system of production’ and understanding the tight relation between material to production technology/ies to and final product.
- Acquisition of basic and preliminary knowledge concerning the field of ‘digital modelling production technologies’.
- Acquisition of basic and preliminary knowledge concerning the field of ‘Eco-social design’
- Acquisition of basic and preliminary knowledge concerning the scope spanning between ‘Space to architecture’.
Acquisition of basic and preliminary knowledge concerning the field of design research

- The acquisition of knowledge and understanding of:
  - The importance of model making and real scale modelling.
  - Basic tools and ways of modelling from small to medium scales.
  - The importance of variations making and rigorous studies of form through it’s making.
  - Design processes for industrial products for mass consumption

- The acquisition of the basic knowledge concerning the culture of design

**Educational objectives module Visual Communication (Antonino Benincasa):**

- The acquisition of a design methodology in the field of visual communication
- The acquisition of the essential basic knowledge to be able to carry out a project in the field of visual communication
- The acquisition of a design methodology in the field of visual communication
- The acquisition of the knowledge and understanding of:
  - Design processes for corporate image
  - Design processes for typography
  - Design processes for publishing
  - Design processes for web design
- The acquisition of the basic knowledge concerning the culture of design in all its aspects

<table>
<thead>
<tr>
<th>Module</th>
<th>Product Design</th>
</tr>
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<tbody>
<tr>
<td>Lecturer</td>
<td>Alessandro Masturzo&lt;br&gt;office F1.01.a,&lt;br&gt;e-mail <a href="mailto:Alessandro.Masturzo@unibz.it">Alessandro.Masturzo@unibz.it</a>,</td>
</tr>
<tr>
<td></td>
<td>webpage:</td>
</tr>
<tr>
<td>Teaching language</td>
<td>English</td>
</tr>
<tr>
<td>Office hours</td>
<td>Tuesday 14:00-18:00; Wednesday 14:00-18:00</td>
</tr>
<tr>
<td>Teaching assistants</td>
<td>Ada Keller, Matthias Pötz</td>
</tr>
<tr>
<td>List of topics covered</td>
<td>Fundamentals of Product Design:&lt;br&gt;- Anatomy of objects: fundamentals of survey, restitution, technical drawing, model making, observation&lt;br&gt;- Fundamentals of design methodology and project development.&lt;br&gt;- Multidisciplinary contamination, role of knowledge as paradigm of a design process.&lt;br&gt;- Contemporary scenario, production system relevance.&lt;br&gt;- Importance of design investigation and research, the importance of design History, master's lessons and references.&lt;br&gt;- Concept development and its translation into two/three</td>
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### Module
**Visual Communication**

| Lecturer | Antonino Benincasa  
|----------|-------------------|
| Office   | F3.01.a, e-mail antonino.benincasa@unibz.it, tel. +39 0471 015196, webpage [http://www.unibz.it/en/design-art/people/StaffDetails.html?personid=879&hstf=879](https://pro2.unibz.it/projects/homepages/benincasa/)  
| Office hours | Monday 08:30 – 13:30  
| Teaching assistant | Maximilian Boiger, Andreas Trenker  
| List of topics covered | - Fundamentals of Communication Design  
| | - Fundamentals of Typography  
| | - Software Introductions in:  
| | Adobe Illustrator (learning outcome: intermediate level)  
| | Adobe InDesign (learning outcome: intermediate level)  
| | Adobe Photoshop (learning outcome: intermediate level)  
| Teaching format | - max. 10-12 frontal lectures a/o seminary practice-based workshops.  
| | - max. 5-7 assignments & exercises  
| Scientific sector of the lecturer | ICAR/13  
| Teaching language | English  
| Office hours | Monday 08:30 – 13:30  
| Teaching assistant | Maximilian Boiger, Andreas Trenker  
| List of topics covered | - Fundamentals of Communication Design  
| | - Fundamentals of Typography  
| | - Software Introductions in:  
| | Adobe Illustrator (learning outcome: intermediate level)  
| | Adobe InDesign (learning outcome: intermediate level)  
| | Adobe Photoshop (learning outcome: intermediate level)  
| Teaching format | - max. 10-12 frontal lectures a/o seminary practice-based workshops.  
| | - max. 5-7 assignments & exercises  
| Expected learning outcomes | Learning outcomes for module Product Design (Alessandro Masturzo):  
| | - 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  
<p>|</p>
<table>
<thead>
<tr>
<th>Learning outcomes for module Visual Communication (Antonino Benincasa):</th>
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<tbody>
<tr>
<td>□ to have the ability to design, develop and implement a project in the field of visual communication</td>
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<tr>
<td>□ design, develop and implement a project in the field of visual communication</td>
</tr>
<tr>
<td>□ know how to analyze, design and develop projects in visual communication with traditional (analogical) graphics</td>
</tr>
<tr>
<td>□ knowledge of the technical and scientific aspects of the design of corporate identity</td>
</tr>
<tr>
<td>□ knowledge of the technical and scientific aspects of the design for publishing</td>
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<tr>
<td>□ know how to develop and carry out the technical aspects of visual communication and graphic design which are both traditional (analogical) and multimedia (typography, lettering, layout, illustration techniques, information design, photography, imaging and photo retouching)</td>
</tr>
<tr>
<td>□ know how to analyze, design and develop information design projects</td>
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<tr>
<td>□ present at a professional level their own project realized in the field of visual communication in the form of installation, both oral and written</td>
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<tr>
<td>□ communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical point of view</td>
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**Assessment**

**Module Product Design (Alessandro Masturzo) & Module Visual Communication (Antonino Benincasa):**

In the same manner as the integrated courses of the following semesters, the assessment of the individual modules and exercises of the WUP do not lead to separate marks, but flows into the evaluation of the overall WUP semester as one homogeneous project.

It will be assigned a joint mark for the «overall WUP project» (communication and product design together).
### Assessment language
The same as the teaching language / English

### Evaluation criteria and criteria for awarding marks
**Module Product Design (Alessandro Masturzo) & Module Visual Communication (Antonino Benincasa):**

The evaluation of the single modules, workshops and exercises does not result in three separate marks, but will add up to the overall project evaluation. *All the projects and results of the work done over the whole semester would be finished to perfection and presented by the student. 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.*

By the end of the semester, each student must upload on the Microsite of the faculty detailed documentation of the semester work. http://portfolio.dsgn.unibz.it/wp-admin

Documentation is an integral part of the exam. The documentation must include visual documentation and an abstract of the project.

- **QUALITY:** The overall quality of work as reflected in the day to day reality and finally as reflected in the presented results of all the projects and exercises.
- **ENGAGEMENT:** Overall commitment and engagement with the subjects, the exercises and projects.
- **CONTINUITY:** The overall continuity of the work would be assessed – the presence and continuous work in the lectures, workshops and the overall course.
- **NON-ATTENDING STUDENTS:** in addition to the delivery of the practice-based assignments must pass a written exam (multiple choice test).

### Required readings

**Module Product Design (Alessandro Masturzo):**

- *Da cosa nasce cosa*, Bruno Munari, Laterza, 2000
- *Esercizi di Stile*, Raymond Queneau, Einaudi, 1984
- *25 modi per piantare un chiodo*, Enzo Mari, Mondadori, 2011
- *Good design*, Bruno Munari (2003) , Corraini

**Only for non-attending Students (Alessandro Masturzo):**

the same list as for the attending students

**Module Visual Communication (Antonino Benincasa):**

- Robert Bringhurst
- *EN*
  - The Elements of Typographic Style: Version 4.0 | 2013
### Supplementary readings

**Module Product Design (Alessandro Masturzo):**

- **Design Anonimo in Italia**, A. Bassi, Electa, 3° ed. 2015
- **Hidden forms, vedere e capire le cose**, Skira ed. 2014
- **Le città invisibili**, Italo Calvino, Mondadori, 2004
- **La Bellezza come metodo**, P. A.M. Dirac, indiana, 2014
- **Il pittore della vita moderna**, C. Baudelaire, Marsilio, 2002
- **Noi sogniamo il silenzio**, A. Olivetti, Comunità Editrice, 2005
- **Un etnologo al Bistrot**, Marc Augè, R. Cortina editore, 2015

Ulteriori volumi saranno citati durante le lezioni.

**Module Visual Communication (Antonino Benincasa):**

+ Will be communicated during the WUP by the lecturer.