

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

Syllabus
Course description

Course title	Project PD – A2 The Migration of Forms. Transfer as a Tool for Ideas.
Course code	97081
Scientific sector	Module 1: ICAR/13 disegno industriale Module 2: ING-IND/22 Module 3: SPS/08
Degree	Bachelor in Design and Art (L-4)
Semester	Winter semester 2019/20
Year	2 nd or 3 rd
Credits	19
Modular	Yes

Teaching language	Module 1: German Module 2: Italian 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	295 (Module 1: about 110, Module 2: about 90, Module 3: about 95)
Attendance	not compulsory but recommended
Prerequisites	To have passed the WUP project and all the WUP courses; to have certified the language level proficiency B1 in the 3 rd language

Project description and specific educational objectives	<p><i>The course belongs to the class "caratterizzante" (module 1), "di base" (module 2) and "affine integrativa" (module 3) in the curriculum in Design.</i></p> <p>PROJECT DESCRIPTION Course description module 1 – Product Design:</p> <p>The Migration of Forms. Transfer as a Tool for Ideas.</p> <p>1. "Our material world is made up of a succession of layers; generation by generation, work by work, each new layer is informed by and created in dialogue with the existing material strata. The food we eat, the spaces we occupy, the written and visual media we engage with, the songs we listen to, the art we spend time with, the films we</p>
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watch, and the objects we live with were all informed by past material culture and, in turn, will influence future creative decisions." Jasper Morrison, 2014

2.

This quote, which was taken from the introduction to the Source Material exhibition in Milano, offers a vivid vision of our material culture, how it evolves and how it is understood and utilised, both structurally and chronologically. Moreover, we can recognise an inherent law which seems to be working in the background of the theory. This transformative DNA - let's call it "principle of transfer" - is hardly visible but rather effective and able to link past material culture with future design decisions.

3.

With this new semester project, we would like to continue our long-term enquiry into the cultural heritage of South Tyrol. Through field study and museum excursions, we will engage in a stimulating dialogue with the various layers of our material culture. To shed light on the different transfer phenomena, we will identify the political, socio-economic, geographic and climatic conditions which contribute to the mobility of people and objects, the migration of forms and ideas, and to metamorphism, the material change in design and architecture.

4.

We will not, however, stop at just conducting research. As practising designers, we will appreciate and learn to apply the methods of transfer, both as a way of seeing and a tool for ideas.

This project is developed in cooperation with Dr. Waltraud Kofler and supported by the "Plattform Kulturerbe und Kulturproduktion".

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 public design
 - ✓ 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 – Material Science and Technologies:

The course is composed by a range of parallel activities, referred to two main groups: On one hand some practical exercises, related to the main topic and aimed to the creation of ideas and objects that can be manufactured in small series as well as in mass production. On the other hand, a series of lectures on production technologies and systems.

In particular, you will be introduced to the main types of materials, to their physical and mechanical properties, and you will get a general overview of the production technologies commonly adopted to transform them. We will deal with the life cycle design of an industrial product, with the tools chosen by the designer while working; we will analyse the main techniques regarding metals, wood and plastic, with a special focus on the logic of construction of the objects surrounding us and, on the typologies, techniques and materials more adequate to our field of investigation. We will also explore how materials behave and evolve aesthetically with the passing of time.

These lectures will turn out useful during the single workshops, as well as in the realization of the final project.

Educational objectives Module 2 – Material Science and Technologies:

- 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 related to the materials and production systems.
- the acquisition of the basic knowledge concerning the culture of design in all its aspects
- the acquisition of the essential basic knowledge concerning handcrafted products, their materials and production systems.
- to have the ability to finalise the implementation of a

	<p>project undertaken in the field of product design with the basic knowledge acquired in the technical and scientific subjects.</p> <ul style="list-style-type: none"> • know how to analyse, design and develop: <ul style="list-style-type: none"> • limited edition products • industrial projects for mass consumption • 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, scientific and theoretical point of view. <p><i>Course description module 3 – Theories of Cultural Consumption:</i></p> <p>Together with a reflection on what consumption is and an overview on consumption theories, this module will be a deepening of the use practices issue, highlighting important processes like that of appropriation and domestication of objects into everyday life, especially in relation to project topic: the migration of forms. The course will provide students with terms, categories and social research tools useful to observe and describe the artifacts into the concrete world of practices after the design and production process.</p> <p>So, the module general goal is students to become able to look at artifacts through the different dimensions of the social world in which they take part, but even to integrate this perspective into their own work.</p> <p><i>Educational objectives module 3 – Theories of Cultural Consumption:</i></p> <ul style="list-style-type: none"> • basic knowledge to carry out their own design activities with critical awareness; • knowledge of main aspects of consumption as social phenomenon; • ability to combine the theoretical reflection to their design skills; • ability to read and take into account scientific literature about consumption and social practices of use at an international level; • basic skills in applying some social research methods useful in a design or art project realization; • ability to work in an interdisciplinary team of professionals developing a project; • skills necessary to support argumentatively their design choices through a theoretical perspective.
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Module 1	Product Design
Lecturer	Klaus Hackl

	office F1.06.a, e-mail: klaus.hackl@unibz.it , webpage: info@klaushackl.de
Teaching language	German
Assistance/Office hours	Mondays: 14.00 - 19.00 Tuesdays: 09.00 - 18.00
List of topics covered	This project covers many methodological aspects of contemporary, and multifaceted design processes, from: <ul style="list-style-type: none"> - raising initial questions to profound investigation, - hypothetical assumptions to the formulation of concepts, - inspiration to ideation, - diversifying sketches to strategic project planning, - mock-up creation to serious model making, - final presentation to attention-grabbing communication.
Teaching format	Field studies, guided walks and excursions, lectures, exercises, individual and group reviews, discussions and workshops.

Module 2	Material Science and Technologies
Lecturer	Luca Martorano office F1.06.b, e-mail: luca.martorano@unibz.it , webpage
Teaching language	Italian
Office hours/Assistance	Tuesday 16:00-19:00
List of topics covered	<ul style="list-style-type: none"> - intro: product functionality, materials and production systems in local and sparse culture - spontaneity, problem solving, technical approach, general vision, product details in local and sparse culture - comparison between local and sparse culture and mass production features - democratic design vs. elite design: technique, production, accessibility, diffusion - craftsmanship vs. mass production, technique vs. technology - new product development and life cycle design - ecological footprint and sustainable development - product requirements and design decisions (shape, material, production process, finishing) - functions, constrains, goals of the product - must and plus requirements - main material properties - introduction to the main production processes: <ul style="list-style-type: none"> - manufacturing techniques of plastics; examples and design tips - manufacturing techniques of metals; examples and design tips - manufacturing techniques of wood; examples and design tips

Teaching format	lectures, exercises, workshops, case studies, on-site visits
Module 3	Theories of Cultural Consumption
Lecturer	Tiziana Piccioni office F1.06.b, e-mail Tiziana.Piccioni@unibz.it , tiziana.piccioni@gmail.com webpage
Teaching language	Italian
Office hours	Wednesday 15:00-17:00 by appointment
List of topics covered	<ul style="list-style-type: none"> - social dimensions of consumption - theoretical perspectives on consumption - artifacts in social practices - artifacts and unexpected uses - artifacts, appropriation and domestication - methods to observe and describe artifacts into practices
Teaching format	Frontal lectures, discussions based on readings and lectures topics, exercises based on class and home assignments.
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 limited edition products in the craft industry • know how to analyze, design and develop projects concerning museums and exhibitions • knowledge of the technical and scientific aspects of the design of industrial products for mass consumption • 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 <p><i>Learning outcomes for module 2 – Material Science and Technologies:</i></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 technical and scientific subjects

- 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

Learning outcomes for module 3 – Theories of Cultural Consumption:

Students will have acquired:

- basic knowledge of social science categories to understand and discuss consumption;
- basic knowledge necessary for the integration of a theoretical point of view in a project in the field of product design, visual communication and/or visual arts;
- basic knowledge to grasp the socio-cultural dimension of the project and to familiarize with the related disciplines;
- ability to observe and describe artifacts in consumption practices;
- a good autonomy in assessing the adequacy of certain descriptions of consumption practices and the empirical grounding of their own work;
- ability to present at a professional level the theoretical and empirical grounding of their own project orally and in written form;

	<ul style="list-style-type: none"> - ability to take into account relevant social studies related to their own work and to deepen their knowledge of social science methods in order to apply them in design or art projects.
<p>Assessment</p>	<p><i>Assessment details for module 1 – Product Design:</i></p> <p>Central assessment criteria are: The personal motivation, curiosity and overall design skill acquired, reflected, and applied during the semester. The quality, autonomy, and coherence of the project output as visualised, argued, and communicated during individual reviews, group meetings, intermediate presentations and the final exam presentation.</p> <p><i>Assessment details for module 2 – Material Science and Technologies:</i></p> <p>The final assessment will be the result of the work carried out during the whole semester. Motivation, commitment, teamwork and participation in all activities are crucial.</p> <p><i>Assessment details for module 3 – Theories of Cultural Consumption:</i></p> <p>The assessment will be grounded on personal motivation and commitment expressed in carrying out class and home assignments, on effective participation in class and on the integration in the project of the skills acquired through this module.</p>
<p>Assessment language</p> <p>Evaluation criteria and criteria for awarding marks</p>	<p>The same as the teaching language</p> <p><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></p> <p>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.</p> <p><i>Evaluation criteria and criteria for awarding marks for module 1 – Product Design:</i></p> <p>The evaluation criteria (100% in total) in product design will be distributed in the following way:</p>

	<p>A maximum of 20% can be awarded, for the personal motivation, team spirit, and overall design skills acquired, and applied during the entire semester.</p> <p>A maximum of 30% can be awarded, for the quality and autonomy of design work exercised and presented in two intermediate short-projects.</p> <p>A maximum of 50% can be awarded, for the quality and autonomy of the semester project output as developed, visualised, argued, communicated and documented in the final exam presentation.</p> <p><i>Evaluation criteria and criteria for awarding marks for module 2 – Material Science and Technologies:</i></p> <p>The evaluation criteria will be distributed as follows:</p> <ul style="list-style-type: none"> > Up to 30% for attendance, punctuality, commitment and team spirit applied during the whole semester. > Up to 20% for the quality of the design process and autonomy of the work shown during the whole semester. > Up to 20% for the final interview (15 minutes for each student on lectures contents). > Up to 30% for the quality of the final output (final object, study models, presentation, visual materials). <p><i>Evaluation criteria and criteria for awarding marks for module 3 – Theories of Cultural Consumption:</i></p> <p>Assignments will count for 40% of final mark; the presentation of project will count 40% of it; the presence and engagement in class activities will count the remaining 20%.</p>
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<p>Required readings</p>	<p><i>Module 1 – Product Design:</i></p> <p>We are going to read (parts of) George Kubler´s book during the semester. Each student, interested in the course needs to get hold of one copy (physical or ebook)!</p> <p>Kubler, George: The Shape of Time. Remarks on the History of Things. Yale University Press, 2008 (1962)</p> <p>(dt. Kubler, George: Die Form der Zeit. Anmerkungen zur Geschichte der Dinge. Suhrkamp, 1982)</p> <p>Marchand, Christophe; Erni, Peter:</p>
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	<p>transfer. erkennen und bewirken. Lars Müller, 2006</p> <p>Module 2 – Material Science and Technologies:</p> <ul style="list-style-type: none"> - Rob Thompson, "Il manuale per il design dei prodotti industriali. Materiali, tecniche, processi produttivi". Zanichelli, Milano 2012 - Ezio Manzini, Carlo Vezzoli, "Lo sviluppo di prodotti sostenibili. I requisiti ambientali dei prodotti industriali". Maggioli Editore, San Marino 2002 <p>Module 3 - Theories of Cultural Consumption</p> <p>The readings for this module follow three macro-distinctions, each of which presents some different categories:</p> <ol style="list-style-type: none"> 1) readings on the theoretical dimension of consumption, readings concerning methods of observation and description of artifacts into consumption practices and readings related to reflections and examples about the topic of the project - the migration of forms; 2) readings to support what will be presented in lectures, on the one hand and, on the other hand, readings that will be fairly autonomous with respect to the topics covered from time to time by the lecturer; 3) readings which are common to all students and readings assigned, instead, to individual students or small groups. <p>References about the texts - books and scientific articles - will be provided as lessons progress.</p>
<p>Supplementary readings</p>	<p>Module 1 – Product Design:</p> <p>Brandes, Uta; Stich, Sonja: Design by Use. The Everyday Metamorphosis of Things. Birkhäuser, 2009</p> <p>Collina, Luisa: Sempering. Process and Pattern in Architecture and Design. SilvanaEditoriale, 2016</p> <p>Dogramaci, Burcu; Pinther, Kerstin: Design Dispersed. Forms of Migration and Flight. Transcript, 2019</p> <p>Focillon, Henri: The Life of Forms in Art. Zone Books, 1992 (dt. Focillon, Henri: Das Leben der Formen. Steidl, 2019)</p> <p>Haag, Sabine; Sharp, Jasper (eds.): Wes Anderson, Juman Malouf. Spitzmaus Mummy in a Coffin and other Treasures. Verlag der Buchhandlung Walther König, 2019</p>

Moravanszky, Akos: Metamorphism. Material Change in Architecture. Birkhäuser, 2017
 (dt. Moravanszky, Akos: Stoffwechsel. Materialverwandlung in der Architektur. Birkhäuser, 2017)

Morrison, Jasper: The Hard Life. Lars Müller, 2017

Morrison, Jasper; Olivares, Jonathan: Source Material. Vitra Design Museum, 2014

Ottagono, 118, March-May 1996, pages 34-96, Design senza "firma" - unlabelled design

Pinther, Kerstin; Weigand, Alexandra (eds.): Flow of Forms / Forms of Flow. Design Histories between Africa and Europe. Transcript, 2018

Poeschke, Joachim (Hrsg.): Antike Spolien in der Architektur des Mittelalters und der Renaissance. Hirmer, 1996

Yanagi, Soetsu: The Beauty of Everyday Things. Penguin Modern Classics, 2019.
 (dt. Yanagi, Soetsu: Die Schönheit der einfachen Dinge. Lübbe Verlag, 1999)

Module 2 – Material Science and Technologies:

- Autori Vari, "Materiali per il design. Introduzione ai materiali e alle loro proprietà". Casa Editrice Ambrosiana, Milano 2008
- Maurizio Pallante, "Meno e meglio". Bruno Mondadori Torino 2012.

Other readings will be suggested during the course.

Module 3 - Theories of Cultural Consumption

The readings for this module follow three macro-distinctions, each of which presents some different categories:

- 1) readings on the theoretical dimension of consumption, readings concerning methods of observation and description of artifacts into consumption practices and readings related to reflections and examples about the topic of the project - the migration of forms;
- 2) readings to support what will be presented in lectures, on the one hand and, on the other hand, readings that will be fairly autonomous with respect to the topics covered from time to time by the lecturer;
- 3) readings which are common to all students and

readings assigned, instead, to individual students or small groups.

References about the texts - books and scientific articles - will be provided as lessons progress.

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Beschreibung der Lehrveranstaltung

Titel der Lehrveranstaltung	Projekt PD – A2 The Migration of Forms. Transfer as a Tool for Ideas.
Code der Lehrveranstaltung	97081
Wissenschaftlich-disziplinärer Bereich der Lehrveranstaltung	Modul 1: ICAR/13 Industriedesign Modul 2: ING-IND/16 Technologie und Verarbeitungssysteme Modul 3: SPS/08
Studiengang	Bachelor in Design und Künste (L-4)
Semester	Wintersemester 2019/20
Studienjahr	2. , 3.
Kreditpunkte	19
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. 295 (Modul 1: ca. 110, Modul 2: ca. 95, Modul 3: ca. 95)
Anwesenheit	nicht verpflichtend, aber empfohlen
Voraussetzungen	Ab dem 3. Semester das WUP-Projekt und alle WUP-Kurse belegt zu haben. Sprachkenntnisse auf Niveau B1 (laut Gemeinsamen Europäischen Referenzrahmen für Sprachen oder Bescheinigung des Sprachenzentrums der unibz) in der dritten Sprache nachgewiesen haben.

Spezifische Bildungsziele

Die Lehrveranstaltung zählt zum Bildungsbereich der kennzeichnenden Fächer (Modul 1), der Grundfächer (Modul 2) sowie der verwandten und ergänzenden Fächer

Kursbeschreibung Modul 1 – Produktdesign:

The Migration of Forms. Transfer as a Tool for Ideas.

1.
 "Our material world is made up of a succession of layers; generation by generation, work by work, each new layer is informed by and created in dialogue with the existing material strata. The food we eat, the spaces we occupy, the written and visual media we engage with, the songs we listen to, the art we spend time with, the films we watch, and the objects we live with were all informed by past material culture and, in turn, will influence future creative decisions." Jasper Morrison, 2014

2.
 This quote, which was taken from the introduction to the Source Material exhibition in Milano, offers a vivid vision of our material culture, how it evolves and how it is understood and utilised, both structurally and chronologically. Moreover, we can recognise an inherent law which seems to be working in the background of the theory. This transformative DNA - let's call it "principle of transfer" - is hardly visible but rather effective and able to link past material culture with future design decisions.

3.
 With this new semester project, we would like to continue our long-term enquiry into the cultural heritage of South Tyrol. Through field study and museum excursions, we will engage in a stimulating dialogue with the various layers of our material culture. To shed light on the different transfer phenomena, we will identify the political, socio-economic, geographic and climatic conditions which contribute to the mobility of people and objects, the migration of forms and ideas, and to metamorphism, the material change in design and architecture.

4.
 We will not, however, stop at just conducting research. As practising designers, we will appreciate and learn to apply the methods of transfer, both as a way of seeing and a tool for ideas.

This project is developed in cooperation with Dr. Waltraud Kofler and supported by the "Plattform Kulturerbe und

	<p>Kulturproduktion".</p> <p>Bildungsziele Modul 1 – Produktdesign:</p> <p>Die Studierende werden:</p> <ul style="list-style-type: none"> - eine eigene Entwurfsmethodologie in den Bereichen des Produktdesigns, der visuellen Kommunikation und/oder im Bereich der künstlerischen Produktion entwickelt haben; - ein solides kulturelles Wissen erworben haben, das technisch-mediale Kompetenz mit theoretischer Reflexion verbindet; - die Fähigkeit erworben haben, die zeitgenössischen kulturellen und sozialen Phänomene, die Design und Kunst prägen, wahrzunehmen und zu analysieren. - zertifizierte sprachliche Kompetenzen erlangt haben, die ihnen eine internationale Ausrichtung ihrer Berufs- und/oder Forschungstätigkeit ermöglichen. - die methodisch-gestalterische Ausbildung im Bereich der visuellen Kommunikation, des Produktdesigns und der Kunst erworben haben; - die technisch-wissenschaftliche Ausbildung in den Bereichen der visuellen Kommunikation, des Produktdesigns, der Kunst, und aller anderen, ergänzend angebotenen Fächer, die die technischen Werkzeuge für die Realisierung der Projekte und das dafür notwendige interdisziplinäre wissenschaftliche Wissen liefern sollen, erworben haben; - die soziokulturelle-theoretische Ausbildung, die darauf abzielt ein fundiertes Grundwissen zu vermitteln, hier vereinen sich die technisch-medialen Fachkompetenzen mit der theoretischen Reflexion.
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Modul 1	Produktdesign
Dozent	Klaus Hackl office F1.06.a, e-mail Klaus.Hackl@unibz.it , Webpage
Unterrichtssprache	Deutsch
Assistenz/Sprechzeiten	Montags: 14:00 - 19:00 Dienstags: 09:00 - 18:00
Auflistung der behandelten Themen	Das Projekt behandelt die unterschiedlichen methodischen Aspekte zeitgemäßer, fassettenreicher Designprozesse, von: <ul style="list-style-type: none"> - ersten Fragestellungen bis zu qualitativen Recherchen. - ersten Hypothesen bis zur Konzeptverfassung. - der ersten Inspiration bis zur Generierung von Ideen. - ersten Skizzen bis zur strategischen Projektplanung. - ersten Modellen bis zum Prototypen.

	- der finalen Präsentation bis zur Projektkommunikation.
Unterrichtsform	Feldstudien, geführte Spaziergänge und Exkursionen, Vorlesungen, Übungen, Einzel- und Gruppengespräche sowie workshops.
Modul 2	-> siehe Syllabus in englischer und italienischer Sprache
Modul 3	-> siehe Syllabus in englischer und italienischer Sprache
Erwartete Lernergebnisse Modul 1: Produktdesign	<p><i>Erwartete Lernergebnisse für Modul 1 – Produktdesign:</i></p> <p>Wissen und Verstehen (knowledge and understanding)</p> <p>Die Studierenden werden:</p> <ul style="list-style-type: none"> - eine eigene Projektmethodik im Bereich des Produktdesigns von der Phase der Planung bis zur Phase der Realisierung des Projekts erworben haben; - die technischen, wissenschaftlichen und theoretischen Grundkenntnisse erworben haben, die zur Verwirklichung eines Projektes im Bereich des Produktdesigns notwendig sind; - die Grundkenntnisse erworben haben, um ein kritisches Augenmerk auf die eigene Arbeit zu richten und sich mit der zeitgenössischen Komplexität auseinanderzusetzen; - die für ein weiterführendes Masterstudium notwendigen Grundkenntnisse sowohl in allen Bestandteilen der Projektkultur als auch in technischen, wissenschaftlichen und theoretischen Fächern erworben haben; - Sprachkenntnisse erworben haben, die ihnen erlauben, sich neben der eigenen Sprache auch fließend in einer zweiten und in korrekter Weise in einer dritten Sprache zu verständigen, um in einem internationalen Umfeld einen Berufsweg einschlagen und/oder ein Masterstudium besuchen zu können. <p>Anwenden von Wissen und Verstehen (applying knowledge and understanding)</p> <p>Die Studierende werden in der Lage sein:</p> <ul style="list-style-type: none"> - ein Projekt im Bereich des Produktdesigns zu entwickeln und zu verwirklichen; - die erlernten Grundkenntnisse im technischen, wissenschaftlichen und theoretischen Bereich zur Realisierung eines ausgereiften Projektes einzusetzen; - die Hauptphänomene der gegenwärtigen Gesellschaft

zu erkennen, kritisch zu beobachten, auch aus ethischer und sozialer Sicht und geeignete Lösungen auf der Ebene eines/r gestalterischen Vorschlags/Antwort auszuarbeiten;

- sich der während des Studienverlaufes angeeigneten Fähigkeiten im Falle einer Studienfortsetzung in einem Masterstudiengang im Bereich Design zu bedienen und diese weiterzuentwickeln.

Urteilen (making judgements)

Die Studierende werden:

- selbständig urteilen können, und dies zum Zwecke der Entwicklung der eigenen Entwurfsfähigkeiten sowie in Bezug auf all jene Entscheidungen (technischer, wissenschaftlicher und theoretischer Natur), die notwendig sind, um ein Projekt zum Abschluss zu bringen;
- selbständig urteilen können, sowohl in der kritischen Bewertung der eigenen Arbeit, als auch was die Fähigkeit betrifft, die richtigen Interpretationsinstrumente in jenen Kontexten zu verwenden, in denen sie gestalterisch beruflich tätig werden und/oder ihr Studium weiterführen werden, auch in Anbetracht ethischer und sozialer Aspekte.

Kommunikationsfähigkeit (communication skills)

Die Studierende werden imstande sein:

- ein im Bereich des Produktdesigns eigenständig realisiertes Projekt in Form einer Installation, mündlich sowie schriftlich professionell zu präsentieren.;
- eigene Entscheidungen professionell zu kommunizieren und zu hinterlegen und diese vom formellen, technischen und wissenschaftlichen Standpunkt aus zu begründen;
- ein eigenes Projekt neben der eigenen Sprache auch auf professionellem Niveau in einer weiteren Sprache und korrekt in einer dritten Sprache zu kommunizieren und zu präsentieren.

Lernfähigkeit (learning skills)

Die Studierende werden:

- auf professionellem Niveau eine gestalterische Methodik – im Sinne einer Fähigkeit, Lösungen für komplexe gestalterische Probleme zu ermitteln, zu entwickeln und zu realisieren, indem die erlernten Kenntnisse im technischen, wissenschaftlichen und theoretischen Bereich angewandt werden - erlernt

	<p>haben, um eine berufliche Tätigkeit zu beginnen und/oder das Studium mit einem Masterstudiengang fortzuführen;</p> <ul style="list-style-type: none"> - eine kreative Haltung entwickelt und gelernt haben, wie man diese steigert und nach den eigenen Neigungen entfaltet; - Grundkenntnisse in theoretischen, technischen und wissenschaftlichen Fächern erlangt haben sowie eine für eine Fortsetzung des Studiums mit einem Masterstudium geeignete Studienmethodik; - neben der eigenen Sprache, eine weitere Sprache fließend erworben haben, und sich in einer dritten Sprache korrekt ausdrücken können; <p>Die Studierende Anwenden von Wissen im Bezug für die Gestaltung von:</p> <ul style="list-style-type: none"> - Produkte für den Einrichtungsbereich - Produkte für die industrielle Massenproduktion - Produkte für den Sportsektor - Produkte in limitierter Auflage, die im Handwerk produziert werden - Reinzeichnungen und / oder CAD (Computer Aided Design) - 3D-Modelle - virtuelle und physische Prototypen und Funktionsmodelle - virtuelle und physische Visualisierung und Szenografie <p>Anwenden von Wissen im Bezug für die Gestaltung von:</p> <ul style="list-style-type: none"> - Reinzeichnungen und / oder CAD (Computer Aided Design) - 3D-Modelle - virtuelle und physische Prototypen und Funktionsmodelle - virtuelle und physische Visualisierung und Szenografie <p>Verpackungen unter der Betrachtungsweise als Produkt und unter dem Gesichtspunkt des Grafikdesigns</p> <ul style="list-style-type: none"> - CAD (Computer-Aided Design) - 3D Rendering - Erstellung von Prototypen
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Art der Prüfung	Art der Prüfung – Modul 1 –Produktdesign:
Prüfungssprache	entspricht der Unterrichtssprache
Bewertungskriterien und Kriterien für die Notenermittlung	<i>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</i>

	<p>Bis zum Ende des Semesters muss jeder Studierende auf der Microsite der Fakultät eine detaillierte Dokumentation der Semesterarbeit hochladen. http://portfolio.dsgn.unibz.it/wp-admin Die Dokumentation ist integraler Bestandteil der Prüfung. Die Dokumentation muss eine visuelle Dokumentation und eine Zusammenfassung des Projekts enthalten.</p> <p><i>Bewertungskriterien und Kriterien für die Notenermittlung für Modul 1 –Produktdesign:</i></p> <p>Die Bewertungskriterien (Gesamtwertung ist 100%) zur Ermittlung der Noten, teilen sich folgendermaßen auf:</p> <p>20% der Gesamtnote kann vergeben werden, für: persönliche Motivation und Teamgeist sowie für die erfolgreiche Anwendung der über den Zeitraum eines Semesters erworbenen Gestaltungskompetenzen.</p> <p>30% der Gesamtnote kann vergeben werden, für: Qualität und Eigenständigkeit in der Entwurfsarbeit, nachgewiesen durch die Präsentation zweier Kurzprojekte.</p> <p>50% der Gesamtnote kann vergeben werden, für: Qualität und Eigenständigkeit des Semesterentwurfs, nachgewiesen durch Visualisierung, schlüssige Argumentation, Kommunikation und Dokumentation sowie in der Präsentation eines finalen Semesterprojekts.</p> <p>Bis zum Ende des Semesters muss jeder Studierende auf der Microsite der Fakultät eine detaillierte Dokumentation der Semesterarbeit hochladen. http://portfolio.dsgn.unibz.it/wp-admin Die Dokumentation ist integraler Bestandteil der Prüfung. Die Dokumentation muss eine visuelle Dokumentation und eine Zusammenfassung des Projekts enthalten.</p>
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<p>Pflichtliteratur</p>	<p><i>Modul 1 – Produktdesign:</i></p> <p>Während des Semesters werden wir Georg Kubler´s Buch (in Teilen) gemeinsam lesen. Jeder Kursteilnehmer benötigt ein reales Exemplar bzw. ebook!</p> <p>Kubler, George: The Shape of Time. Remarks on the History of Things. Yale University Press, 2008 (1962)</p> <p>(dt. Kubler, George: Die Form der Zeit. Anmerkungen zur Geschichte der Dinge. Suhrkamp, 1982)</p> <p>Marchand, Christophe; Erni, Peter:</p>
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	transfer. erkennen und bewirken. Lars Müller, 2006.
Weiterführende Literatur	<p>Modul 1 –Produktdesign:</p> <p>Brandes, Uta; Stich, Sonja: Design by Use. The Everyday Metamorphosis of Things. Birkhäuser, 2009</p> <p>Collina, Luisa: Sempering. Process and Pattern in Architecture and Design. SilvanaEditoriale, 2016</p> <p>Dogramaci, Burcu; Pinther, Kerstin: Design Dispersed. Forms of Migration and Flight. Transcript, 2019</p> <p>Focillon, Henri: The Life of Forms in Art. Zone Books, 1992 (dt. Focillon, Henri: Das Leben der Formen. Steidl, 2019)</p> <p>Haag, Sabine; Sharp, Jasper (eds.): Wes Anderson, Juman Malouf. Spitzmaus Mummy in a Coffin and other Treasures. Verlag der Buchhandlung Walther König, 2019</p> <p>Moravanszky, Akos: Metamorphism. Material Change in Architecture. Birkhäuser, 2017 (dt. Moravanszky, Akos: Stoffwechsel. Materialverwandlung in der Architektur. Birkhäuser, 2017)</p> <p>Morrison, Jasper: The Hard Life. Lars Müller, 2017</p> <p>Morrison, Jasper; Olivares, Jonathan: Source Material. Vitra Design Museum, 2014</p> <p>Ottagono, 118, March-May 1996, pages 34-96, Design senza "firma" - unlabelled design</p> <p>Pinther, Kerstin; Weigand, Alexandra (eds.): Flow of Forms / Forms of Flow. Design Histories between Africa and Europe. Transcript, 2018</p> <p>Poeschke, Joachim (Hrsg.): Antike Spolien in der Architektur des Mittelalters und der Renaissance. Hirmer, 1996</p> <p>Yanagi, Soetsu: The Beauty of Everyday Things. Penguin Modern Classics, 2019. (dt. Yanagi, Soetsu: Die Schönheit der einfachen Dinge. Lübbe Verlag, 1999)</p>

Syllabus

Descrizione del corso

Titolo del corso	PROGETTO PD – A2
Codice del corso	Titolo 97081
Settore scientifico disciplinare del corso	Modulo 1: ICAR/13 disegno industriale Modulo 2: ING-IND/22 Modulo 3: SPS/08
Corso di studio	Bachelor in Design and Art (L-4)
Semestre	Semestre invernale 2019/20
Anno del corso	2°, 3°
Crediti formativi	19
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	295 (Modulo 1: circa 110, Modulo 2: circa 90, Modulo 3: circa 95)
Corsi propedeutici	aver superato il progetto e tutti i corsi wup. Aver certificato nella 3° lingua il livello B1
Frequenza	non obbligatoria ma raccomandata
Descrizione progetto ed obiettivi formativi specifici:	<p><i>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.</i></p> <p>DESCRIZIONE DEL PROGETTO <i>Descrizione del corso modulo 2 – Scienze e tecnologie dei materiali:</i></p> <p>Il corso prevede lo sviluppo di diverse attività parallele, riferite a due macro gruppi principali: Da una parte delle esercitazioni pratiche, allineate al tema principale e finalizzate alla generazione di idee e oggetti che possano essere prodotti in piccola serie come anche su vasta scala; dall'altra una serie di contributi più strettamente legati alle tecnologie e ai sistemi di produzione. In particolare verrà offerta un'introduzione alle principali classi di materiali, alle loro caratteristiche fisiche e meccaniche e una panoramica delle tecnologie produttive comunemente adottate per trasformarli. Studieremo inoltre il ciclo di vita di un prodotto industriale, le decisioni e gli strumenti che il progettista adotta in corso d'opera per rispondere agli obiettivi attribuiti al prodotto su cui si cimenta; analizzeremo alcune tecniche di trasformazione dei metalli, del legno e</p>

della plastica, e presteremo particolare attenzione alla logica costruttiva insita negli oggetti, con un occhio particolare alle tipologie, alle tecniche e ai materiali più consoni all'ambito del progetto, al loro comportamento e al cambiamento del loro aspetto con il passare del tempo. Tali contributi saranno necessari sia per lo svolgimento delle singole esercitazioni, sia per il compimento del progetto finale.

Obiettivi formativi modulo 2 – Scienze e tecnologie dei materiali:

- acquisire le conoscenze di base necessarie alla realizzazione di un progetto nel campo del design di prodotto.
- acquisire le conoscenze di base relative alle discipline di carattere tecnico, scientifico relative ai materiali e ai sistemi di produzione.
- acquisizione delle conoscenze di base relative alla cultura di progetto in tutte le sue componenti
- acquisire le conoscenze di base della produzione artigianale e dei relativi materiali.
- acquisire l'abilità di gestire e finalizzare un progetto di product design negli ambiti tecnici e scientifici.
- Acquisire la capacità di analizzare, progettare e sviluppare:
 - edizioni limitate
 - prodotti per la produzione di massa
 - imballaggi da un punto di vista produttivo e grafico
- Comunicare il proprio progetto ad un livello professionale argomentando le relative scelte e giustificandole da un punto di vista formale, tecnico, scientifico e teorico.

Descrizione del corso modulo 3 – Teorie dei consumi culturali:

Unitamente a una riflessione su cosa sia il consumo e a una panoramica sulle teorie del consumo, il modulo consisterà nell'approfondimento della questione delle pratiche d'uso, mettendo in evidenza importanti processi come quello di appropriazione e domesticazione degli oggetti nella vita quotidiana. Il corso fornirà agli studenti termini, categorie e strumenti di ricerca sociale utili per osservare e descrivere gli artefatti nel mondo concreto delle pratiche alle quali essi partecipano dopo il processo di progettazione e produzione. Dunque, l'obiettivo generale del modulo è che gli studenti acquisiscano competenze per guardare agli artefatti attraverso le diverse dimensioni del mondo sociale e siano in grado di integrare questa prospettiva nel proprio lavoro.

	<p>Obiettivi formativi modulo 3 – Teorie dei consumi culturali:</p> <ul style="list-style-type: none"> • conoscenze di base per svolgere le proprie attività di progettazione con consapevolezza critica; • conoscenza dei principali aspetti del consumo come fenomeno sociale; • capacità di combinare la riflessione teorica con le competenze di progettazione; • capacità di leggere e tenere in conto la letteratura scientifica di livello internazionale concernente i consumi e le pratiche sociali d'uso; • abilità di base nell'applicazione di alcuni metodi di ricerca sociale utili nella realizzazione di un progetto di design o di arte; • capacità di lavorare in un team interdisciplinare di professionisti coinvolti nello sviluppo di un progetto; • abilità necessarie per supportare con argomentazioni valide le proprie scelte progettuali attraverso una prospettiva teorica.
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Modulo 1	-> vedi Syllabus in lingua inglese e tedesco
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Modulo 2	Scienze e tecnologie dei materiali
Docente	Luca Martorano office F1.06.b, e-mail luca.martotano@unibz.it , sito web https://www.unibz.it/en/faculties/design-art/academic-staff/person/34972-luca-martorano
Lingua ufficiale del corso	Italiano
Assistenza/Orario di ricevimento	Martedì 16:00-19:00
Lista degli argomenti trattati	<ul style="list-style-type: none"> - intro: funzionalità, sistemi produttivi e materiali nella cultura materiale locale e diffusa - spontaneità, problem solving, approccio tecnico, visione generale ed elaborazione dei dettagli di prodotto nella cultura materiale locale e diffusa - confronto tra cultura materiale locale e diffusa e caratteristiche della produzione di massa - design democratico vs design d'élite: tecnica, produzione, accessibilità, diffusione - artigianato vs produzione di serie, tecnica vs tecnologia - sviluppo di un nuovo prodotto vs ciclo di vita del prodotto - impronta ecologica e sviluppo sostenibile - requisiti di prodotto e scelte progettuali (geometria, materiale, processo produttivo, finitura) - funzioni vincoli e obiettivi di progetto - principali proprietà dei materiali - introduzione ai principali processi produttivi:

	<ul style="list-style-type: none"> - tecniche di trasformazione dei materiali plastici esempi e indicazioni progettuali - tecniche di trasformazione dei materiali metallici esempi e indicazioni progettuali - tecniche di trasformazione del legno esempi e indicazioni progettuali
Attività didattiche previste	lezioni, esercitazioni, casi studio, attività di officina, visite

Modulo 3	Teorie dei consumi culturali
Docente	Tiziana Piccioni office F1.06.b, e-mail tizania.piccioni@unibz.it , tiziana.piccioni@gmail.com webpage
Lingua ufficiale del corso	Italiano
Assistenza/Orario di ricevimento	Mercoledì 15:00-17:00 su appuntamento
Lista degli argomenti trattati	<ul style="list-style-type: none"> - dimensioni sociali del consumo - prospettive teoriche sul consumo - gli artefatti nelle pratiche sociali - artefatti e usi inattesi - artefatti, appropriazione e addomesticamento - metodi per l'osservazione e la descrizione degli artefatti nelle pratiche d'uso
Attività didattiche previste	Lezioni frontali, discussioni basate sulle letture assegnate e sugli argomenti affrontati a lezione, esercitazioni in classe e a casa.

Risultati di apprendimento attesi	<p><i>Risultati di apprendimento attesi relativi al modulo 2 – Scienze e tecnologie dei materiali:</i></p> <ul style="list-style-type: none"> • essere in grado di finalizzare alla realizzazione di un progetto compiuto nel campo del design di prodotto le conoscenze di base acquisite in campo tecnico e scientifico riguardo a materiali e processi produttivi. • sapere analizzare, ideare e sviluppare progetti industriali per il consumo di massa • sapere analizzare, ideare e sviluppare prodotti in serie limitata nell'ambito dell'artigianato • sapere realizzare progetti di imballaggio nei suoi aspetti di prodotto e grafica • comunicare e argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista formale, tecnico, scientifico <p><i>Risultati di apprendimento attesi relativi al modulo 3 – Teorie dei consumi culturali:</i></p> <p>Gli studenti avranno acquisito:</p>
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	<ul style="list-style-type: none"> - conoscenza di base delle categorie delle scienze sociali utili a comprendere e discutere il fenomeno del consumo; - conoscenze di base necessarie per l'integrazione di un punto di vista teorico in un progetto nel campo della progettazione del prodotto, della comunicazione visiva e delle arti visive; - conoscenze di base per comprendere la dimensione socioculturale del progetto e familiarizzare con le relative discipline scientifiche; - capacità di osservare e descrivere gli artefatti nelle pratiche d'uso; - autonomia nel valutare l'adeguatezza sia delle descrizioni relative alle pratiche di consumo, sia della base empirica del proprio lavoro; - capacità di presentare a livello professionale i fondamenti teorici ed empirici del proprio progetto, oralmente e in forma scritta; - abilità nel prendere in considerazione studi sociali pertinenti l'oggetto del proprio lavoro e di approfondire la propria conoscenza dei metodi delle scienze sociali al fine di applicarli nei progetti di design o di arte.
<p>Metodo d'esame</p>	<p><i>Metodo d'esame relativo al modulo 2 – Scienze e tecnologie dei materiali:</i> La valutazione finale sarà il risultato del lavoro svolto durante tutto il semestre. Motivazione, impegno, propensione al lavoro in team e partecipazione a tutte le attività proposte, sono fattori decisivi.</p> <p><i>Metodo d'esame relativo al modulo 3 – Teorie dei consumi culturali:</i> La valutazione complessiva si baserà sulla motivazione e l'impegno espressi nello svolgimento dei compiti assegnati in classe e a casa, sulla partecipazione effettiva alle lezioni e sull'integrazione nel progetto delle competenze acquisite attraverso questo modulo.</p>
<p>Lingua dell'esame</p>	<p>corrisponde alla lingua d'insegnamento</p>
<p>Criteri di misurazione e criteri di attribuzione del voto</p>	<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>Entro la fine del semestre ogni studente dovrà caricare sul sito web della facoltà una documentazione dettagliata del lavoro semestrale. http://portfolio.dsgn.unibz.it/wp-admin La documentazione è parte integrante dell'esame. La documentazione comprende obbligatoriamente una</p>

	<p>documentazione visiva e un abstract del progetto.</p> <p><i>Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 2 – Scienze e tecnologie dei materiali:</i></p> <p>I criteri di attribuzione del voto vengono pesati come segue:</p> <ul style="list-style-type: none"> > Fino al 30% per frequenza e partecipazione, puntualità, impegno e spirito di gruppo dimostrati durante tutto il semestre. > Fino al 20% per la qualità del processo creativo e l'autonomia nel lavoro dimostrati durante tutto il semestre. > Fino al 20% per il colloquio finale (15 minuti per ciascuno studente con domande riguardanti i contenuti delle lezioni) > Fino al 30% per la qualità del progetto di fine semestre (oggetto finale, modelli di studio, presentazione orale, materiale esplicativo prodotto dallo studente). <p><i>Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 3 - Teorie dei consumi culturali:</i></p> <p>I compiti svolti a casa e in classe peseranno per il 40% sul voto finale; la presentazione del progetto conterà il 40%; la presenza e l'impegno nelle attività di classe conterà il restante 20%.</p>
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<p>Lecture</p>	<p><i>Modulo 2 – tecnologie e sistemi di produzione:</i></p> <ul style="list-style-type: none"> - Rob Thompson, "Il manuale per il design dei prodotti industriali. Materiali, tecniche, processi produttivi". Zanichelli, Milano 2012 - Ezio Manzini, Carlo Vezzoli, "Lo sviluppo di prodotti sostenibili. I requisiti ambientali dei prodotti industriali". Maggioli Editore, San Marino 2002 - Autori Vari, "Materiali per il design. Introduzione ai materiali e alle loro proprietà". Casa Editrice Ambrosiana, Milano 2008 - Maurizio Pallante, "Meno e meglio". Bruno Mondadori Torino 2012. <p>Altre letture verranno proposte durante lo svolgimento del corso.</p>
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Module 3 - Theories of Cultural Consumption:

Le letture previste per questo modulo seguono tre macro-distinzioni, ognuna delle quali al suo interno individua diverse categorie:

- 1) letture sulla dimensione teorica del consumo, letture relative ai metodi di osservazione e di descrizione degli artefatti nelle pratiche di consumo e letture relative a riflessioni ed esempi sull'argomento del progetto: la migrazione delle forme;
- 2) letture a supporto di ciò che sarà presentato nelle lezioni, da un lato e, dall'altro, letture che saranno abbastanza autonome rispetto agli argomenti trattati di volta in volta dal docente;
- 3) letture comuni a tutti gli studenti e letture assegnate, invece, a singoli studenti o piccoli gruppi.

I riferimenti relativi ai testi - libri e articoli scientifici - saranno via via forniti durante le lezioni.