Syllabus
Course description

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

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.*
	<u>Course description warm up</u>
	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 $x = ep \text{ (arctan } ne) / n + x (\sin (z + 1) \cos x + i \sin (y + 3\cos v)$. 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 foundamental 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 porpuse 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 analisys, 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 Ad*vanced 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

Module	Product Design
Lecturer	Alessandro Masturzo office F1.01.a, e-mail Alessandro.Masturzo@unibz.it, webpage:
Teaching language	English
Office hours	Tuesday 14:00-18:00; Wednesday 14:00-18:00
Teaching assistants	Ada Keller, Matthias Pötz
List of topics covered	Fundamentals of Product Design: - Anathomy of objects: fundamentals of survey, restitution, technical drawing, model making, observation - Fundamentals of design methodology and project development. - Multidisciplinary contamination, role of knowledge as paradigm of a design process. - Contemporary scenario, production system relevance. - Importance of design investigation and research, the importance of design History, master's lessons and references. - Concept development and its translation into two/three

	dimensional reality.
Teaaching format	Frontal lesson, flipped teaching, collective debates and presentation, hard work in Atelier, microexercises and assignmensts

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/
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

	☐ knowledge of the technical and scientific aspects of the design of packaging ☐ know how to carry out packaging projects from a product design perspective ☐ know how to produce visualizations of virtual and physical scenarios for interior and exhibition design ☐ present at a professional level their own projects realized in the field of product design in the form of an installation, both oral and written ☐ communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical point of view ***Learning outcomes for module Visual Communication (Antonino Benincasa):*** ☐ to have the ability to design, develop and implement a project in the field of visual communication ☐ design, develop and implement a project in the field of visual communication ☐ know how to analyze, design and develop projects in visual communication with traditional (analogical) graphics ☐ knowledge of the technical and scientific aspects of the design of corporate identity ☐ knowledge of the technical and scientific aspects of the design for publishing ☐ 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 ☐ know how to analyze, design and develop information design projects ☐ present at a professional level their own project realized in the field of visual communication in the form of 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

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. <u>All the projects and results of the work</u> 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 **Super normal** .sensations of the ordinary, N. Fukasawa e J. Morrison (2014) 2014, Müller **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

	◻ *IT*
	Gli elementi dello stile tipografico
	
	Only for non-attending Students (Antonino Benincasa):
	  ◻ Robert Bringhurs (see above)
	  ◻ Antonia M. Cornelius
	    Buchstaben im Kopf. Was Kreative über das Lesen wissen sollten, um Leselust zu gestalten
	  ◻ Friedrich Fossmman, Ralf de Jong
	    Detail Typografie
	    Nachschlagewerk für alle Fragen zu Schrift und Satz
	  ◻ Karen Cheng
	    Anatomie der Buchstaben. Basiswissen für Schriftgestalter. Designing Type.
	  ◻
	
	    IT&EN mother tongue students can ask for an alternative required readings, which will in case, emailed to the student.

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 **Racconti matematici**, a cura di C. Bartocci, Einaudi, 2008 **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.