Syllabus
Course description

Course title	Warm up Design
Course code	97079
Scientific sector	ICAR/13 – disegno industriale
Degree	Bachelor in Design and Art (L-4)
Semester	I
Year	1st
Credits	10
Modular	Yes – 2 projects: 1 of product design + 1 of visual communication. Students will be divided in 2 groups: WUP A and WUP B

Total lecturing hours	Product design: 45h + 30h = 75 per Student group Communication Design: 60 per Student group
Total hours of self-study and / or other individual educational activities	about 190 (each group)
Attendance	Full attendance to the courses is imperative for reaching the objectives of the courses.
Prerequisites	-
Course page	-

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 (Steffen Kehrle, Nitzan Cohen):** 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 (future to be) professional 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 three parts, two of them are taking place within this main course, the third part are the workshop-courses (officine) held at the different workshops (level (C-1,-2). **Part 1 -Ways of Working: Design A Tree** -Process tools and work-methodology Design a tree (DAT) is a product design introduction

course based on an in-depth investigation of an ideal-typical object. A tree as an analogy for the ideal generic product, embodying any product one could imagine and an allegory for a highly functional, yet esthetic object.

The course gives an overview of what a designer should be most skilled in -investigating, observing and ideating. It aims to provide for a mental warehouse, skills and language as a preparation for further studies as well as life as a designer. Forming the first and most basic set of tools in your (from now on: rapidly growing) designer toolkit. Balancing guided and independent work is key to the course.

This part will include 5-6 assignments, each one building on the previous one; concluding in an overall perspective and (a first) experience of structurally developing a project in the field of product design.

Part 2 -Ways of Doing: Model Making
-'Hands on' tools of model making and variation creation
This is a series of manual model making workshops dealing with diverse aspects: the concept and state of mind of model making itself, variation making, proportions, three-dimensional orientation and manipulation, transformation from 2d to 3d, tolerance and accuracies, learning to work and 'feel' different materials, scales and many more. This part includes 4-5 assignments which are partly linked to each other and are as well loosely connected to the semester theme 'Design A Tree'. The techniques learned and practiced would naturally be used to conclude the DAT project.

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.

FRONTAL LESSON BLOCK #1
'LEARNING RULES & BEST PRACTICE'
1. Typography I
2. Typography II

3. Typography III

FRONTAL LESSON BLOCK #2
'LEARNING TO SEE & LOOK PROFESSIONALLY'
4. Psychology of perception | Gestalt theory I
5. Psychology of perception | Gestalt theory   II
6. Psychology of perception | Gestalt theory   III

FRONTAL LESSON BLOCK #3
'LEARNING TO CONTROL , GUIDE &
«MANIPULATE» THE PERCEPTION OF THE
SPECTATORS'
7. Story telling   I
8. Story telling   II
9. Story telling   III

FRONTAL LESSON BLOCK #4
'INTRODUCTION TO IMPORTANT WORKING
FIELDS OF VC'
10. Webdesign Basics
11. Graphic Design History & Contemporary Practice
12. Introduction to CD / CI / Branding

The assignments given during the lectures of these 4 blocks are very much linked to the faculties workshops; considering the framework of the technical-creative options available within the faculties workshops:
- serigraphy
- uv- direct printing
- cut plot
- book binding
- risograph
- laser cutting
- styrocut
- stamps

Educational objectives module Product Design
(Nitzan Cohen):
- the acquisition of a~~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
  - ✓ design processes for video and motion graphics

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

Module	Product Design
Lecturer	Steffen Kehrle, email: Steffen.Kehrle@unibz.it , webpage

	Nitzan Cohen e-mail Nitzan.Cohen@unibz.it, webpage
Scientific sector of the lecturer	ICAR/13
Teaching language	English
Office hours	Monday 08:30 – 13:30 via Teams
Teaching assistants	*Ada Keller, Matthias Pötz*
List of topics covered	Fundamentals of Product Design: - Fundamentals of model making - Fundamentals of design methodology and project development. This project deals on the meta level with the creation of a project, as such the below topics do not only lead to an aim, but are the aim itself. - Design methodology, design thinking and process awareness. - Design investigation instead of design research and that as a continuous methodical tool. - Concept development and its translation into three-dimensional reality. - Use and user analysis. - Model making and 'hand on' project development.
Teaching format	12 frontal lectures, two workshop typologies à 5-6 main assignments per workshop, as well as ongoing exercises.

Module	**Visual Communication**
Lecturer	Antonino Benincasa 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	-
Teaching assistant	Trenker Andreas, Grazzi Emilio
List of topics covered	- Fundamentals of Communication Design - Fundamentals of Typography - Software Introductions in: Adobe Illustrator (learning outcome: intermediate level) Adobe InDesign & Adobe Photoshop (learning outcome: introduction level)
Teaching format	- 10-12 frontal lectures - 5-7 assignments & exercises

Expected learning outcomes	*Learning outcomes for module Product Design (Steffen Kehrle, Nitzan Cohen):*

	- 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 packaging projects and graphical perspective - know how to analyze, design and develop projects in visual communication with traditional (analogical) graphics - know how to analyze, design and develop projects concerning museums and exhibitions - knowledge of the technical and scientific aspects of graphic design for advertising

	• 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
	• Knowledge of the technical and scientific aspects of the design of exhibition graphics
	• know how to carry out packaging projects and graphical perspective
	• 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, video motion graphics, basic programming languages for graphics – HTML, CSS, JavaScript, processing)
	• 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 (Nitzan Cohen) & 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 (Nitzan Cohen) & 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:

| | -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. |
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| Required readings | **Module Product Design (Nitzan Cohen):**
• Jasper Morrison, Naoto Fukasawa, Super Normal: Sensations of the Ordinary. Lars Müller Publishers, 2007
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Module Visual Communication (Antonino Benincasa):
• Robert Bringhurst
• *EN*
The Elements of Typographic Style: Version 4.0 \| 2013
• *IT*
Gli elementi dello stile tipografico |
| **Supplementary readings** | **Module Product Design (Nitzan Cohen):**

• Drawing a tree, Bruno Munari, Corraini Publishers, 2019
• Designing Design, Kenya Hara, Lars Müller publishers, 2014
• Super Normal, Naoto Fukasawa and Jasper Morrison, Lars-Müller publishers, 2019
• Kunstformen der Natur, Ernst Haeckel
• Radically Simple, Francis Kére
• Architekt, Terunobu Fujimori
• Wonder Wood, Barbara Glaser & Stephan Ott
• The Architecture of Trees, Cesare Leonardi

+ More readings will be communicated during the WUP by the lecturer.

Module Visual Communication (Antonino Benincasa):

+ Will be communicated during the WUP by the lecturer. |