

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

Syllabus Course description

Course title	Project Product Design 1a (ex A) New Domestic Escape
Course code	97080
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 2020/21
Year	2 nd or 3 rd
Credits	19 (Module 1: 8 CP, Module 2: 6 CP, Module 3: 5 CP)
Modular	Yes
Teaching language	Module 1: Italian Module 2: Italian Module 3: English
Total lecturing hours	180 (Module 1: 90, Module 2: 60, Module 3: 30)
Total hours of self-study and / or other individual educational activities	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>What is Home today? Where does domestic space start and end? When do we feel at home?</p> <p>Starting from the heroic exhibition "new domestic landscape" hosted at MOMA which in the '70s launched "Italian design" in the world we will start looking for new and visionary ideas of dynamics, relationships and interactions that design our living spaces.</p> <p>After an unprecedented period in human history in which within a year 7 billion people have been forced to live</p>

their homes in a new and totalizing way, the time has come to redesign the views of the houses that are no longer alone private spaces, but work spaces, meeting places, real and virtual, of coexistence with a new idea of family and community (which obviously goes together with the concept of Home).

The house is no longer a panorama (landscape) that we have in front of us, but a starting point for our contact with the world (escape).

Educational objectives module 1 – Product Design:

- the acquisition of a design methodology in the field of product design
- the development of an independent and rigorous study pathway
- the acquisition of the essential basic knowledge to be able to carry out a project in the field of product design
- the acquisition of a design methodology in the field of product design from the initial idea phase to the final completion phase of the project
- the acquisition of the knowledge and understanding of:
 - design processes for industrial products for mass consumption
 - design processes for the visualisation of virtual and physical scenarios
- 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 based on the intersection of two teaching methodologies: The first is linear and is focus on the basic and preparatory fields for the students growth plan, the second is open, horizontal and organized through a series of collective experience, researches and experiments.

The lessons are based on a a series of historical and contemporary design objects or projects, we will analyse their shape, materials and production process.

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

Course description module 3 – Theories of Cultural Consumption:

In the first lines of the “Preface” of the catalogue of the famous 1972 exhibition about Italian design *Italy: the New Domestic Landscape* we can read: “Thus, the object is no longer conceived as an isolated entity, sufficient unto itself, but rather as an integral part of the larger natural and sociocultural environment”. Few pages after, in the “Introduction”, in reference to designers practicing a “contestation” of design, as practiced in that period, and of the social relations on which such design thrived, we can read: [These designers] have thus come to conceive of objects and of their uses as an ensemble of interrelated processes, whose interaction results in constantly changing patterns of relationships”.

These lines sound to us, today, almost as banality, as the way most of us practice design (as designers or users). However, one thing is to acknowledge design as an “ensemble of interrelated processes” and a “pattern of relationships”, another thing is to be able to describe such processes and patterns, and another further thing is to be able to intervene in such processes and patterns, in order to transform them according to a certain goals or projects.

Whereas, in the other two Modules students will focus

more on how to intervene in such processes and patterns, in the present Module, students will learn how to describe, analyze and compare such processes and patterns, in order to better understand how to intervene in them and through them.

The Module will specifically focus on processes and patterns created by consumption practices in the domestic environment.

The aim of the course is ths to provide students with terms, categories, models and methods in order to observe, describe and compare everyday practices related to consumption of ordinary goods. Such knowledge is considered directly exploitable in order to think how to design artifacts that should be able to take part to everyday use practices or transform them.

In order to provide students with tools to observe, describe and compare practices and patterns, the course will privilege methodology over theory.

The course, will be thus divided in three parts:

- a comparison between the “domestic landscape” outlined in the New Domestic Landscape exhibition, our domestic landscape and escapes pre-lockdown and our domestic landscape and escapes during and post-lockdown
- a reflection on consumption practices in relation to design and how these consumption practices create domesticity, by exploring the “theory of domestication” proposed by sociologist Roger Silverstone
- a practical reflection related to how to describe the consumption practices taking place in the home and questioning its borders, mainly using tools provided by Actor Network Theory

Educational objectives module 3 – Theories of Cultural Consumption:

- the acquisition of the basic knowledge so as to be able to look critically at their own work and to deal with the complexities of contemporary society
- to have the ability to grasp the main phenomena that characterize today's society and to know how to look at these comparatively,
- knowledge of the important sociological, semiotic and anthropological aspects
- knowledge of the important sociological aspects of consumption

	<ul style="list-style-type: none"> • know how to apply methods of empirical research coming from the socio-cultural sciences within design or artistic projects • know how to present analysis of social phenomena, in written or oral form • know how to apply the research methods and results in the project to the various areas of the project itself • developed a good independent judgment, both in the critical evaluation of their work and in the ability to use the appropriate descriptive/analytical tools with respect to the contexts where they are going to apply their own practice • 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
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Module 1	Product Design
Lecturer	Francesco Faccin e-mail: francesco.faccin@unibz.it , tel. +39 0471 015323, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/37158-francesco-alessandro-faccin
Teaching language	Italian
Assistance/Office hours	Monday 14 – 18 and Tuesday 09 – 11 via Teams
List of topics covered	Design
Teaching format	Frontal lectures, revisons, mini-workshops, lectures

Module 2	Material Science and Technologies
Lecturer	Alessandro Mason e-mail: Alessandro.Mason@unibz.it , webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/37721-alessandro-mason
Teaching language	English
Office hours	Tuesday after Lesson
List of topics covered	Materials, production processes, systems, Industrial production, craft production self production, digital fabrication.
Teaching format	Frontal lectures, exercises, projects, workshops.

Module 3	Theories of Cultural Consumption
Lecturer	Alvise Mattozzi e-mail amattozzi@unibz.it , webpage https://www.unibz.it/it/faculties/design-art/academic-staff/person/11597-alvise-mattozzi
Teaching language	English

Office hours	Friday: 12-13 via Teams
List of topics covered	<ul style="list-style-type: none"> - what is consumption - consumption as practice - which relations define the home-house, and domesticity - the social role of artifacts - how to study the social role of artifacts ○ the <i>script</i> approach and <i>de-description</i> ○ the theory of social practices ○ domestication theory - ethnography as a research method shared by social sciences and design
Teaching format	Frontal lectures and workshops
Learning outcomes	<p><i>Learning outcomes for module 1 – Product Design:</i></p> <ul style="list-style-type: none"> ● to have the ability to design, develop and implement a project in the field of product design ● know how to analyze, design and develop 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 2 – Material Science and Technologies:

Expected learning outcomes should be referred to the Dublin descriptors

Disciplinary skills

Students will be able to apply knowledge related to the design of:

- furniture products
- industrial mass consumer products
- sports products
- products for the electronics industry
- products for the automotive industry
- products for the mechanical industry
- accessories for the fashion industry
- limited editions of handicraft products
- executive drawings and/or CAD (computer-aided design)
- 3D models
- virtual and physical prototypes and functional models
- Virtual and physical visualization of scenarios
- exhibitions for trade fair spaces
- exhibitions for museum spaces
- exhibitions for public spaces
- exhibitions for commercial spaces
- executive drawings and/or CAD (computer-aided design)
- 3D models
- virtual and physical prototypes and functional models
- Virtual and physical visualization of scenarios
- packaging in its product aspects and from a graphic point of view
- brand image graphics
- advertising graphics
- CAD (computer-aided design) design
- 3D rendering
- prototyping
- graphics of trademarks and logos
- corporate design of companies, institutions or events
- packaging

Knowledge and understanding

The students will have acquired:

- a design methodology in the field of product design, phase to the realisation phase of the project;
- the basic knowledge necessary for the realisation of a project in the field of product design, from a technical, scientific and theoretical point of view;
- the basic knowledge to practice a critical look at their work and to deal with contemporary challenges;

- basic knowledge relating to the culture of the project in all its components, but also to the disciplines of a technical, scientific and theoretical nature to be able to continue their study with a master's degree in an international context.

Ability to apply knowledge and understanding

Students will be able to:

- concept, develop, realize a project in the field of product design, visual communication, and/or visual arts;
- finalize to the realization of a completed project in the field of product design, the basic knowledge acquired in the technical, scientific and theoretical fields;
- understand the main phenomena that characterize today's society, to be able to observe them critically also in an ethical and social perspective and to elaborate appropriate solutions in regards to the project proposal/answer;
- put to good use and to develop what has been learned during the course of studies towards the possible continuation of the own formation with a magistral degree in the field of design.

Transversal skills /soft skills

Autonomy of judgment

The students must have developed:

- a good autonomy of judgement aimed at developing one's own design capacity and the set of decisions (technical, scientific and theoretical) necessary to carry out a project to its' conclusion
- a good autonomy of judgement in the critical evaluation of their work and in their ability to use correct interpretative methods in relation to the contexts in which they will apply their design practice and/or continue their studies, also considering ethical and social aspects.

Communication skills

Students will be able to:

- present at a professional level their own project in the field of product design, visual communication and/or the arts in the form of an installation, orally and in written form;
- communicate and motivate at a professional level the reasons for their choices and motivate them from a formal, technical, scientific and theoretical point of view;
- communicate and present at a professional level

one's own project in another language in besides to one's own and correctly in a third language.

Learning skills

Students will have:

- learned at a professional level a design methodology understood as the ability to identify, develop and implement solutions to complex design problems by applying the knowledge acquired in the technical, scientific and theoretical field necessary to establish a professional activity and / or continue their studies with a master's degree;
- developed a creative attitude and learned how to increase and enhance it according to their own inclinations;
- acquired a basic knowledge of theoretical, scientific and technical disciplines combined with a suitable study methodology to continue their studies with a master's degree;
- learned language skills certified in another language in addition to their own language and in addition fluently and correctly in a third language, essential to carry out their professional activities or continue their studies with the master's degree in the international field.

Learning outcomes for module 3 – Theories of Cultural Consumption:

Knowledge and understanding

- Students will learn to comparatively discuss social science's categories related to consumption and to understand how these categories can be applied for descriptions within qualitative methods of social research.

Applying knowledge and understanding

- At the end of the course students will know how to describe practices of consumption and how to use knowledge about these practices in order to design and/or create artifacts that can take part or subvert those practices.

Making judgements

- Students will learn to assess the empirical adequacy of certain concepts and the empirical grounding of certain projects

	<p><i>Communication skills</i></p> <ul style="list-style-type: none"> - Student will learn how to communicate results of a qualitative social science research in relation to a design or art project <p><i>Learning skills</i></p> <ul style="list-style-type: none"> - Students will be able to autonomously deepen the knowledge of social research methods in order to use them within design or art research
<p>Assessment</p>	<p><i>Assessment details for module 1 – Product Design:</i> The final exam consist of a documentation of the project developed during the semester. The student is asked to present the project with the following documentation:</p> <ul style="list-style-type: none"> . screen presentation . complete printed documentation of the project . a model . material that will be defined with the students during the course <p><i>Assessment details for module 2 – Material Science and Technologies:</i> The final exam consist of a documentation of the project developed during the semester. The student is asked to present the project with the following documentation:</p> <ul style="list-style-type: none"> . screen presentation . complete printed documentation of the project . a model . material that will be defined with the students during the course <p><i>Assessment details for module 3 – Theories of Cultural Consumption:</i> Students will be asked to carry out class and home assignments. The assessment will be based on the results of those assignments, on participation in class and on the final presentation of the project, by considering especially the ability to integrate social research terms, categories, model and methods in the presentation of the project and in the development of the project.</p>
<p>Assessment language</p>	<p>The same as the teaching language</p>
<p>Evaluation criteria and criteria for awarding marks</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</p>

documentation must include visual documentation and an abstract of the project.

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 defined by the average of the three marks, weighted according to the credits of the individual modules.

The professors evaluate the project according to the following criteria:

Evaluation criteria and criteria for awarding marks for module 1 – Product Design:

Process and implementation of the project
 Relation and understanding of the given brief
 Final object or research
 Model
 Presentation

Evaluation criteria and criteria for awarding marks for module 2 – Material Science and Technologies

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Evaluation criteria and criteria for awarding marks for module 3 – Theories of Cultural Consumption:

- Assignments will be assessed through a 0 to 2,5 scale and it will count for a 40% of the final mark.
- The presentation of the project will count for another 40% of the final mark.
- participation in class count for 20% of the final mark.

Evaluation criteria change for every home assignment but tend to always consider the ability to show differences and analogies among readings, described-analyzed situations or described-analyzed artifacts. More in general evaluation criteria consider not only the way in which the assignment brief has been fulfilled but also the capacity to take into account other parts of the course and to make connections among them, as well as with eventual personal experience as design or art students.

Participation in class is not the mere presence in class, but the engagement in class activities, through questions, discussions, contributions to the Forum related to the

	<p>course in OLE-Moodle and the delivery on time of the assignments.</p>
<p>Required readings</p>	<p>Module 1 – Product Design:</p> <p>-</p> <p>Module 2 – Material Science and Technologies:</p> <p>-</p> <p>Module 3 – Theories of Cultural Consumption:</p> <p>- Italo Calvino, "La poubelle agréée", published in <i>The Road to San Giovanni</i>, Pantheon Books, New York, 1993, pp. 91-126 (Originally published in Italian as "La poubelle agréée" in <i>La strada di San Giovanni</i>, Mondadori, Milano, 1990, pp. 71-93; a German translation is also available)</p> <p>- Bruno Latour. 1992. "Where Are the Missing Masses? The Sociology of a Few Mundane Artifacts." In <i>Shaping Technology/Building Society: Studies in Sociotechnical Change</i>, edited by W.E. Bijker and J. Law, 225–58. Cambridge, MA: MIT Press.</p> <p>- Silverstone Roger and Haddon Leslie. "Design and the domestication of information and communication technologies: technical change and everyday life". In R. Mansell, and R. Silverstone (eds.), <i>Communication by Design: The Politics of Information and Communication Technologies</i>. Oxford, Oxford University Press, pp. 44-74.</p> <p>other required readings will be communicated during the first weeks of the course.</p>
<p>Supplementary readings</p>	<p>Module 1 – Product Design:</p> <p>-</p> <p>Module 2 – Material Science and Technologies:</p> <p>Lefteri Chris, <i>Materials for Design</i>,</p> <p>Module 3 – Theories of Cultural Consumption:</p> <p><u>About domestic landscape</u></p> <p>Ambasz, Emilio (ed.), <i>Italy: the New Domestic Landscape. Achievements and problems of Italian design</i>, New York Graphic Society, 1972.</p> <p><u>About consumption as practice of domestication</u></p> <p>Berker, Thomas, Maren Hartmann, Yves Punie and Katie J. Ward (eds.). <i>Domestication of Media and Technology</i>. Open University Press, 2006.</p>

Sassatelli, Roberta. *Consumer Culture. History, Theory and Politics*. Sage, 2007.

Shove, Elizabeth, Mika Pantzar, and Matt Watson. *The Dynamics of Social Practice: Everyday Life and How It Changes*. SAGE Publications, 2012.

Ward, Alan. "Consumption and theories of practice". *Journal of Consumer Culture*, 5(2), 2005, pp. 131-153.

About the *de-description* of artifacts

Akrich, Madeleine. "The De-Description of Technical Objects." In *Shaping Technology/Building Society*, edited by Wiebe E. Bijker and John Law. Cambridge, Mass., MIT Press, 1992, pp. 205-224.

Akrich, Madeline, and Bruno Latour. 1992. "A Summary of Convenient Vocabulary for the Semiotics of Human and Nonhuman Assemblies." In *Shaping Technology/Building Society: Studies in Sociotechnical Change*, edited by Wiebe E Bijker and John Law. Cambridge, Mass., MIT Press, 1992, pp. 259-264.

Latour, Bruno. 2000. "The Berlin Key or How to Do Words with Things." In *Matter, Materiality and Modern Culture*, edited by Paul Graves Brown, 10–21. London: Routledge.

Mattozzi, Alvise. 2019. "Cycles of Dispositions–Unfoldings . A Retro-ANT View of Practices." *Sociologica* 13 (3): 87–105.

Mattozzi, Alvise and Piccioni, Tiziana. "A Depasteurization of Italy? Mediations of Consumption and the Enrollment of Consumers within the Raw-Milk Network". *Sociologica*, 3, 2012.

About home/house and domesticity

Atkinson, Rowland and Jacobs, K. *House, Home and Society*, Red Globe Press, 2016.

Boccagni, Paolo, *Migration and the Search for Home. Mapping Domestic Spaces in Migrants' Everyday Lives*, Palgrave. 2017.

Boccagni, Paolo et al., *Thinking home on the Move. A conversation across disciplines*, Emerald, 2020.

Meschiari, Matteo, *Disabitare*, Meltemi, 2018.

Murphy, Keith, *Swedish Design*, Cornell University Press,

2015.

Pink, Sarah et al., *Making Homes. Ethnography and Design*, Bloomsbury, 2017.

other readings will be suggested at the start of the course

Syllabus

Descrizione del corso

Titolo del corso	Project Product Design 1a (ex A) New Domestic Escape
Codice del corso	97080
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 2020/21
Anno del corso	2°, 3°
Crediti formativi	19 (Modulo 1: 8 CP, Modulo 2: 6 CP, Modulo 3: 5 CP)
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: modulo 1 – product design	<p><i>Il corso si inserisce nell'area di apprendimento dei corsi "caratterizzante" (modulo 1), "di base" (modulo 2) e "affini integrativa" (modulo 3) del curriculum in Design.</i></p> <p>DESCRIZIONE DEL PROGETTO <i>Descrizione del corso modulo 1 – product design</i></p> <p><i>WELCOME è un corso che indaga da molteplici punti di vista e molteplici livelli di lettura il tema dell' accoglienza</i></p> <p><i>L'accoglienza è un'apertura verso l'esterno, la diversità. Accogliere vuol dire mettersi in gioco, e in questo esprime una sfumatura ulteriore rispetto al buon costume dell'ospitalità - che appunto può essere anche solo un abitudine culturale. Chi accoglie rende partecipe di qualcosa di proprio, si offre, si spalanca verso l'altro diventando un tutt'uno con lui.</i></p> <p><i>Tutto questo ha a che vedere strettamente con la vita di tutti i giorni e con la professione del designer che deve saper accogliere l'altro e soprattutto la novità e la diversità per rielaborarla e tradurla in linguaggi nuovi e contemporanei.</i></p>

	<p><i>Quindi qual è la forma dell'accoglienza?</i></p> <p>Obiettivi formativi modulo 1 – product design:</p> <ul style="list-style-type: none"> ● acquisire una metodologia progettuale nel campo del design di prodotto ● sviluppo di un percorso autonomo e rigoroso ● acquisire le conoscenze di base necessarie alla realizzazione di un progetto nel campo del design di prodotto ● acquisire una metodologia progettuale nel campo del design di prodotto, dalla fase di ideazione alla fase di realizzazione del progetto ● acquisire la conoscenza e comprensione dei: <ul style="list-style-type: none"> ● processi del design di arredamento ● processi del design di prodotti industriali di consumo di massa ● processi del design per la visualizzazione di scenari virtuali e fisici ● acquisizione delle conoscenze di base relative alla cultura di progetto in tutte le sue componenti.
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Modulo 1	Product design
Docente	Francesco Faccin e-mail francesco.faccin@unibz.it , tel. +39 0471 015323, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/37158-francesco-alessandro-faccin
Lingua ufficiale del corso	Italiano
Assistenza/Orario di ricevimento	lunedì pomeriggio ore 14-18:30 e martedì 09-11
Lista degli argomenti trattati	<i>Design</i>
Attività didattiche previste	Lezioni frontali, lectures, workshop, revisioni personali e collettive

Modulo 2	-> <i>vedi syllabus in lingua inglese</i>
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Modulo 3	> <i>vedi syllabus in lingua inglese</i>
Docente	> <i>vedi syllabus in lingua inglese</i>
Lingua ufficiale del corso	> <i>vedi syllabus in lingua inglese</i>
Assistenza/Orario di ricevimento	> <i>vedi syllabus in lingua inglese</i>
Lista degli argomenti trattati	> <i>vedi syllabus in lingua inglese</i>
Attività didattiche previste	> <i>vedi syllabus in lingua inglese</i>

Risultati di apprendimento attesi	<i>Risultati di apprendimento attesi relativi al modulo 1 – Product design:</i>
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- essere in grado di ideare, sviluppare, realizzare un progetto nel campo del design di prodotto
- sapere analizzare, ideare e sviluppare progetti di arredamento
- sapere analizzare, ideare e sviluppare progetti industriali per il consumo di massa
- sapere analizzare, ideare e sviluppare progetti per l'industria meccanica
- sapere analizzare, ideare e sviluppare prodotti in serie limitata nell'ambito dell'artigianato
- sapere analizzare, ideare e sviluppare progetti d'imballaggio nei suoi aspetti di prodotto e di grafica
- sapere analizzare, ideare e sviluppare progetti curatoriali ed espositivi
- conoscenza degli aspetti tecnico-scientifici del design di arredamento
- conoscenza degli aspetti tecnico-scientifici del design di prodotti industriali di consumo di massa
- conoscenza degli aspetti tecnico-scientifici del design per l'industria meccanica
- conoscenza degli aspetti tecnico-scientifici del design per il packaging
- sapere realizzare progetti d'imballaggio nei suoi aspetti di prodotto e di grafica
- sapere realizzare visualizzazioni di scenari virtuali e fisici per il design degli interni ed espositivi
- presentare ad un livello professionale un proprio progetto realizzato nel campo del design di prodotto, della comunicazione visiva e/o delle arti visive in forma di installazione, oralmente e scritto
- comunicare e argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista formale, tecnico, scientifico e teorico.

Risultati di apprendimento attesi relativi al modulo 3 - Teorie dei consumi culturali

> vedi syllabus in lingua inglese

Capacità di applicare conoscenza e comprensione

Gli studenti saranno in grado di:

- cogliere i principali fenomeni che caratterizzano la società attuale, saperli osservare criticamente anche in una prospettiva etica e sociale ed elaborare soluzioni adeguate sul piano della proposta/risposta progettuale;
- mettere a frutto e sviluppare quanto appreso nel corso di studi nell'eventuale proseguimento della propria formazione con la laurea magistrale nell'ambito del design.

	<p><u><i>Capacità trasversali /soft skills</i></u></p> <p><i>Autonomia di giudizio</i> Gli studenti avranno sviluppato:</p> <ul style="list-style-type: none"> - una buona autonomia di giudizio finalizzata allo sviluppo della propria capacità progettuale e all’insieme di decisioni (tecniche, scientifiche e teoriche) necessarie per portare un progetto a compimento; - una buona autonomia di giudizio sia nella valutazione critica del proprio lavoro, sia nella capacità di utilizzare corretti strumenti interpretativi rispetto ai contesti dove andranno ad applicare la propria pratica progettuale e/o a proseguire i propri studi valutandone anche aspetti di carattere etico e sociale. <p><i>Abilità comunicative</i> Gli studenti saranno in grado di:</p> <ul style="list-style-type: none"> - comunicare ed argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista formale, tecnico, scientifico e teorico; <p><i>Capacità di apprendimento</i> Gli studenti avranno:</p> <ul style="list-style-type: none"> - sviluppato un’attitudine creativa e appreso le modalità per incrementarla e valorizzarla secondo le proprie inclinazioni; - acquisito una conoscenza di base di discipline di carattere teorico, scientifico e tecnico unita ad una metodologia di studio adeguata a proseguire il proprio percorso di studi con la laurea magistrale;
<p>Metodo d’esame</p>	<p><i>Metodo d’esame relativo al modulo 1 – Product design:</i></p> <p>Lo studente dovrà presentare il risultato del proprio lavoro con una discussione verbale e mostrando modelli e tavole di progetto.</p> <p><i>Metodo d’esame relativo al modulo 3 – Teorie dei consumi culturali:</i></p> <p>Prova orale riguardante il contenuto delle lezioni e saggi presenti nel programma</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 è unico ed è</i></p>

	<p><i>definito dalla media dei tre voti, ponderata in base ai crediti dei singoli moduli.</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 documentazione visiva e un abstract del progetto.</p> <p><i>I docenti valutano il progetto secondo questi criteri:</i></p> <p><i>Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 1 – Product design:</i></p> <ul style="list-style-type: none"> • capacità analitica e di osservazione dello studente • completezza e coerenza delle idee progettuali • chiarezza nel presentare il processo che ha condotto alle scelte progettuali • caratteristiche tecnico-formali degli elaborati <p><i>Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 3 – Teorie dei consumi culturali:</i></p> <ul style="list-style-type: none"> • capacità analitica e di osservazione dello studente • capacità analitica dei processi sociali e culturali legati al consumo • capacità analitica dei luoghi e dei dispositivi mediali in cui si realizzano i consumi
<p>Bibliografia fondamentale</p>	<p><i>Modulo 1 – Product design:</i> </p> <p><i>Modulo 3 - Teorie dei consumi culturali:</i> Verrà indicata (o resa disponibile, ad esempio tramite PDF) durante il corso.</p> <p>Per gli studenti non frequentanti:</p> <p>CODELUPPI V., Dalla produzione al consumo. Processi di cambiamento delle società contemporanee, Milano, Franco Angeli, 2010.</p>
<p>Bibliografia consigliata</p>	<p><i>Modulo 1 – Product design:</i> </p> <p><i>Modulo 2 – Product design:</i></p>

Modulo 3 - Teorie dei consumi culturali

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