Freie Universität Bozen
Libera Università di Bolzano
Università Liedia de Bulsan

-> *Syllabus in lingua italiana*

Syllabus
Course description

Course title	**Project PD 1c (ex A)** **Intorno al Corpo**
Course code	97082
Scientific sector	Module 1: ICAR/13 Product Design Module 2: ING-IND/22 Material science and technologies Module 3: SPS/08 Theories of cultural consumption
Degree	Bachelor in Design and Art (L-4)
Semester	Summer semester 20/21
Year	1st, 2nd or 3rd
Credits	19
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 65, 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 3rd language

Project description and specific educational objectives	*The course belongs to the class "caratterizzante" (module 1), "di base" (module 2) and "affine integrativa" (module 3) in the curriculum in Design.* **PROJECT DESCRIPTION** ***Course description module 1 – Product Design:*** Within the present situation, which forces us to live in isolation and to have mainly virtual contacts with other people, we are left alone with our thoughts, bodies and objects that surround us. A neuroscientific research recently published in *Current Biology* (Miller et al., "Somatosensory Cortex Efficiently Processes Touch Located Beyond the Body", 2019) has demonstrated that our brains perceive the objects we handle as actual extensions of our bodies. Such result helps us in understanding, at least in part, the deep and

complex relationship that has always connected us to things.
Such relationship is complex because objects, by working as extensions, also transform our bodies and senses.
Since antiquity, humans have used their bodies as unit of measure and tools to understand the world. For instance Vitruvius, Roman architect and engineer, used the human body to scientifically study symmetry and proportions in relation to architectural design. Therefore, the body is often taken as reference for designing products and architectures. At the same time bodies are multiple and have transformed themselves through the centuries, also thanks to products and architectures designed by taking a body as reference.
During the present semester we want to explore the world of products moving from the functional and sensorial relationship we have with them, especially focusing on that category of objects that live in close relation with our body and in symbiosis with us, at the same time stabilizing and transforming our bodies.

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:

The aim of the module is 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 meant to be directly exploitable in order to think how to design artifacts that should be able to take part to everyday use practices.

In relation to the "Intorno al corpo [Around the body]" theme of the course, the module will especially investigate the possibilities of describing the ways in which consumers' products engage users-consumers' bodies, by addressing the senses and by rearticulating bodily competences.

	In order to provide students with tools to observe, describe and compare practices, the course will privilege methodology over theory. Before getting into the issue of consumption practices and the role of bodies in them, a short introduction to approaches to bodies, their multiplicity, potential and limits will be proposed. Such introduction will focus on how artifacts, as mediators, can rearticulate bodies. Then, there will be an introductory part about what is consumption, seen mainly through the lenses of "domestication theory", "theory of social practice" and "actor-network theory". Whereas the other modules of the course will focus on how the designing of artifacts is carried out, this module aims to sensitize students to what happens to artifacts once they leave the hands of their designers and makers. ***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 characterise 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 ● 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

Module 1	**Product Design**
Lecturer	Francesco Faccin office C1.03.a, 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
List of topics covered	Design
Teaching format	Frontal lectures, revisions, mini-workshops, lectures

Module 2	**Material Science and Technologies**
Lecturer	Alessandro Mason office C1.03.a, 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 from 9:00: to 10:00
List of topics covered	Materials, resources 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 office F4.04., 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	Wednesday: 18-19
List of topics covered	- socio-anthropological approaches to bodies, their multiplicity, potential and limits - what is consumption - consumption as practice - bodies and consumption - the social role of artifacts - how to study the social role of artifacts - domestication theory - the theory of social practices - the *script* approach and *de-scription* - the senses, bodies and consumers products

	- how to describe interactions among bodies
Teaching format	Frontal lectures, collective discussions around readings, workshops

Learning outcomes	***Learning outcomes for module 1 – Product Design:*** ● 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 packaging projects from a product design and graphical perspective ● 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 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:*** **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 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 - executive drawings and/or CAD (computer-aided design) - 3D models - virtual and physical prototypes and functional models - Virtual and physical visualization of scenarios

- prototyping

Knowledge and understanding
The students will have acquired:
- a design methodology in the field of product design in relation with materials/resources and production process from craft to industrial scale
- the basic knowledge necessary for the development of a project in the field of product design, understanding the necessities and requirements needed to move from the project phase to production, with a particular attention to sustainable process, from a technical and scientific 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 relation the project has with resources, environmental impact, production phases, in order 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;
- finalize to the realization of a complete project in the field of product design, the basic knowledge acquired in the technical and scientific and fields such as relation between materials and territory, production process with attention on technological developments and also with attention and respect for the human skills of production that have been handed down over the years

- 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, 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.

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 and scientific 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, scientific and technical aspect of the project developments from the selection of the material to the production process, disciplines combined with a suitable study methodology to continue their studies with a master's degree;

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 judegments* Students will learn to assess the empirical adequacy of certain concepts and the empirical grounding of certain projects. *Communication skills* Student will learn how to communicate results of a qualitative social science research in relation to a design or art project. *Learning skills* Students will be able to autonomously deepen the knowledge of social research methods in order to use them within design or art research

Assessment	*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.* ***Assessment details for module 1 – Product Design:*** 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: . screen presentation . complete printed documentation of the project .a model . material that will be defined with the students during the course ***Assessment details for module 2 – Material Science and Technologies:*** 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: . screen presentation . complete printed documentation of the project . a model . material that will be defined with the students during the course

	Assessment details for module 3 – Theories of Cultural Consumption: 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.
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	*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:*** Relation between the project developed during the semester and the topics studied during lessons and workshops. ***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 course in OLE-Moodle and the delivery on time of the assignments.
Required readings	***Module 1 – Product Design:*** - ***Module 2 – Material Science and Technologies:*** - ***Module 3 – Theories of Cultural Consumption:*** Italo Calvino, "Il Nome, Il Naso", in *Sotto il sole giaguaro*, Mondadori, 1986 (an English version of the short story will be available) Italo Calvino, "L'avventura di un miope", in *I Racconti*, Einaudi, 1958. (an English version of the short story will be available) Bruno Latour, "Where Are the Missing Masses? The Sociology of a Few Mundane Artifacts." In *Shaping Technology/Building Society: Studies in Sociotechnical Change*, edited by W.E. Bijker and J. Law, 225–58. Cambridge, MA: MIT Press, 1992. 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.), *Communication by Design: The Politics of Information and Communication Technologies*. Oxford, Oxford University Press, pp. 44-74. other required readings will be communicated during the first weeks of the course.
Supplementary readings	***Module 1 – Product Design:*** Miller, L. E., Fabio, C., Ravenda, V., Bahmad, S., Koun, E., Salemme, R., Luauté, J., Bolognini, N., Hayward, V., &

Farnè, A. (2019). "Somatosensory Cortex Efficiently Processes Touch Located Beyond the Body", *Current Biology*, 29(24), 4276-4283.e5.

Module 2 – Material Science and Technologies:

Lefteri Chris, Materials for Design,

Module 3 – Theories of Cultural Consumption:

<u>About consumption as practice</u>

Berker, Thomas, Maren Hartmann, Yves Punie and Katie J. Ward (eds.). *Domestication of Media and Technology*. Open University Press, 2006.

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.

<u>About the *de-scription* of artifacts</u>

Akrich, Madeleine. "The De-Scription 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.

Latour B (1990) "Technology is society made durable". *The Sociological Review* 38(1_suppl): 103-131

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 approaches to bodies and senses

Ingold T (2007) "Materials against materiality" *Archaeological Dialogues* 14(1): 1–16.

Latour B (2004) "How to Talk About the Body? the Normative Dimension of Science Studies". *Body & Society*, 10(2–3): 205–229.

Mattozzi A. and Parolin L. L. (2020) "Bodies Translating Bodies: Tackling 'Aesthetic Practices' from an ANT Perspective". *Science and Technology Studies*, in publication.

Mol A., *The Body Multiple*, Duke University Press, 2003.

Turner B. (ed.), *The Routledge Handbook of Body Studies*, Routledge, 2012.

About bodies, consumption, design and consumer products

Ash J (2015) "Technology and affect: Towards a theory of inorganically organised objects". *Emotion, Space and Society* 14: 84–90

Mattozzi A (2017) "Semiotics' Razor: Or, how to tell products' signification apart from products' communication". MEI 40: 125-142.

Oudshoorn N. *Resilient Cyborgs. Living and Dying with Pacemakers and Defibrillators*. Palgrave, 2020.

Parolin LL and Mattozzi A (2013) "Sensitive translations: Sensitive dimension and knowledge within two craftsmen's workplaces". *Scandinavian Journal of Management* 29(4): 353-366.

Shove, E., & Pantzar, M. (2005). "Consumers, Producers and Practices: Understanding the Invention and

	Reinvention of Nordic Walking". *Journal of Consumer Culture*, 5(1), 43–64. Volonté, P. (2019). The thin ideal and the practice of fashion. *Journal of Consumer Culture*, 19(2), 252–270.

Syllabus
Descrizione del corso

Titolo del corso	**PROGETTO PD – 1a (ex A)** **Intorno al corpo**
Codice del corso	97082
Settore scientifico disciplinare del corso	Modulo 1: ICAR/13 Design del prodotto Modulo 2: ING-IND/22 Scienze e tecnologie dei materiali Modulo 3: SPS/08 Teorie dei consumi culturali
Corso di studio	Bachelor in Design and Art (L-4)
Semestre	Semestre estivo 2020/21
Anno del corso	1°, 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, Module 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	*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*. **DESCRIZIONE DEL PROGETTO** ***Descrizione del corso modulo 1 – product design*** In un momento che ci obbliga all'isolamento e a contatti quasi esclusivamente virtuali, siamo soli con i nostri pensieri, corpi e gli oggetti che ci circondano. Una ricerca nell'ambito delle neuroscienze recentemente pubblicata in Current Biology (Miller et al., "Somatosensory Cortex Efficiently Processes Touch Located Beyond the Body", 2019) ha dimostrato che il nostro cervello percepisce gli oggetti che maneggiamo come vere e proprie estensioni dei nostri corpi. Questo risultato ci aiuta a spiegare almeno in parte il rapporto complesso e profondo che da sempre ci lega alle "cose". Tale rapporto è complesso perché gli oggetti, funzionando come estensioni, al contempo trasformano i nostro corpi e sensi. Fin dall'antichità l'uomo ha usato il proprio corpo come unità di misura e strumento di comprensione del mondo e

	tra i primi nella storia a misurare il corpo con approccio scientifico c'è Vitruvio, architetto e ingegnere di epoca romana, che usa il corpo umano per studiare scientificamente la simmetria e le proporzioni in relazione al progetto architettonico. Come questo caso dimostra, il corpo è spesso assunto come referente per il design di prodotti e architetture. Al contempo i corpi sono molteplici e si sono trasformati nei secoli anche grazie a prodotti e architetture progettati prendendo il corpo come riferimento. In questo semestre vogliamo esplorare il mondo dei prodotti partendo partendo dal rapporto funzionale e sensoriale che abbiamo con essi mettendo particolare attenzione su quella categoria di oggetti che vivono in funzione del nostro corpo ed in simbiosi con noi, al contempo fissando e trasformando i nostri corpi. ***Obiettivi formativi modulo 1 – product design:*** ● 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: ● 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.

Modulo 1	**Product design**
Docente	Francesco Faccin office C1.03.a, 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	*Design*
Attività didattiche previste	Lezioni frontali, lectures, workshop, revisioni personali e collettive

Modulo 2	*-> vedi syllabus in lingua inglese*

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

Risultati di apprendimento attesi	***Risultati di apprendimento attesi relativi al modulo 1 – Product design:*** • essere in grado di ideare, sviluppare, realizzare un progetto nel campo del design di prodotto • 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 analizzare, ideare e sviluppare progetti d'imballaggio nei suoi aspetti di prodotto e di grafica • conoscenza degli aspetti tecnico-scientifici del design di prodotti industriali di consumo di massa • 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 ista 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. *Capacità trasversali /soft skills* *Autonomia di giudizio* Gli studenti avranno sviluppato: - una buona autonomia di giudizio finalizzata allo sviluppo della propria capacità progettuale e all'insieme di decisioni (tecniche, scientifiche) 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. *Abilità comunicative* Gli studenti saranno in grado di: - comunicare ed argomentare ad un livello professionale le ragioni delle proprie scelte e motivarle dal punto di vista formale, tecnico, scientifico e teorico; *Capacità di apprendimento* Gli studenti avranno: - 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;

Metodo d'esame	*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.*

	Metodo d'esame relativo al modulo 1 – Product design: Lo studente dovrà presentare il risultato del proprio lavoro con una discussione verbale e mostrando modelli e tavole di progetto. ***Metodo d'esame relativo al modulo 3 – Teorie dei consumi culturali:*** → *vedi Syllabus in lingua inglese*
Lingua dell'esame	corrisponde alla lingua d'insegnamento
Criteri di misurazione e criteri di attribuzione del voto	*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 definito dalla media dei tre voti, ponderata in base ai crediti dei singoli moduli.* *I docenti valutano il progetto secondo questi criteri:* ***Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 1 – Product design:*** • 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 ***Criteri di misurazione e criteri di attribuzione del voto relativi al modulo 3 – Teorie dei consumi culturali:*** → *vedi Syllabus in lingua inglese*

Bibliografia fondamentale	***Modulo 1 – Product design:*** ***Modulo 2 – Product design:*** ***Modulo 3 - Teorie dei consumi culturali:*** → *vedi Syllabus in lingua inglese*
Bibliografia consigliata	***Modulo 1 – Product design:*** Miller, L. E., Fabio, C., Ravenda, V., Bahmad, S., Koun, E., Salemme, R., Luauté, J., Bolognini, N., Hayward, V., & Farnè, A. (2019). "Somatosensory Cortex Efficiently Processes Touch Located Beyond the Body", *Current*

	Biology, 29(24), 4276-4283.e5. ***Modulo 2 – Product design:*** ***Modulo 3 - Teorie dei consumi culturali*** → *vedi Syllabus in lingua inglese*