

**Syllabus**  
**Course description**

<b>Course title</b>	<b>Warm up Design</b>
<b>Course code</b>	97079
<b>Scientific sector</b>	Module 1: ICAR/13 Module 2: ICAR/13
<b>Degree</b>	Bachelor in Design and Art (L-4)
<b>Semester</b>	Winter semester 2021/22
<b>Year</b>	1 <sup>st</sup>
<b>Credits</b>	12 (Module 1: 6 CP, Module 2: 6 CP)
<b>Modular</b>	Yes 2 Modules: Module "Product design" and Module "Visual communication".

<b>Total lecturing hours</b>	Module 1 "Product design": 150 Module 2 "Visual communication": 90
<b>Total hours of self-study and/ or other individual educational activities</b>	about 190 (each group)
<b>Attendance</b>	not compulsory but recommended
<b>Prerequisites</b>	none
<b>Maximum number of students per class</b>	

<b>Course description</b>	<p><i>The course belongs to the class "di base" in the curriculum in Design.</i></p> <p><b>Description Module 1 – Product Design: (Steffen Kehrle, Nitzan Cohen):</b>  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).</p> <p><b>Part 1 -Ways of Working: Design A Tree</b>  -Process tools and work-methodology  Design a tree (DAT) is a product design introduction</p>
---------------------------	---

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.

**Description Module 2 – Visual Communication**

*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

	<p><b>FRONTAL LESSON BLOCK #2</b>  <b>"LEARNING TO SEE &amp; LOOK PROFESSIONALLY"</b></p> <p>4. Psychology of perception   Gestalt theory I  5. Psychology of perception   Gestalt theory II  6. Psychology of perception   Gestalt theory III</p> <p><b>FRONTAL LESSON BLOCK #3</b>  <b>'LEARNING TO CONTROL , GUIDE &amp; "MANIPULATE" THE PERCEPTION OF THE SPECTATORS'</b></p> <p>7. Story telling I  8. Story telling II  9. Story telling III</p> <p><b>FRONTAL LESSON BLOCK #4</b>  <b>"INTRODUCTION TO IMPORTANT WORKING FIELDS OF VC"</b></p> <p>10. Webdesign Basics  11. Graphic Design History &amp; Contemporary Practice  12. Introduction to CD / CI / Branding</p> <p>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:</p> <ul style="list-style-type: none"> <li>- serigraphy</li> <li>- uv- direct printing</li> <li>- cut plot</li> <li>- book binding</li> <li>- risograph</li> <li>- laser cutting</li> <li>- styrocut</li> <li>- stamps</li> </ul>
<p><b>Specific educational objectives</b></p>	<p><b>Knowledge and understanding</b></p> <ul style="list-style-type: none"> <li>- have acquired their own project methodology in the field of product design, visual communication. This methodology includes the ability to oversee all phases of design, from the generation of ideas to the realisation of the finished project. Through the integrated teaching of project subjects and subjects of a technical, scientific and theoretical nature, graduates will be able to simultaneously address all these aspects and consider them as synonymous with the development of a project that is successful on a formal, technical, scientific and cultural level.</li> </ul> <p><b>(Steffen Kehrle, Nitzan Cohen):</b></p> <ul style="list-style-type: none"> <li>• the acquisition of a basic tools concerning design methodology in the field of product design</li> <li>• the development of basic tools, initiating the start of</li> </ul>

	<p>an independent and rigorous study pathway</p> <ul style="list-style-type: none"> <li>• the acquisition of essential basic knowledge leading to future abilities in carrying out a project in the field of product design</li> <li>• 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.</li> <li>• Acquisition of basic and preliminary knowledge concerning the field of 'digital modelling production technologies' .</li> <li>• Acquisition of basic and preliminary knowledge concerning the field of 'Eco-social design'</li> <li>• Acquisition of basic and preliminary knowledge concerning the scope spanning between 'Space to architecture'.</li> <li>• Acquisition of basic and preliminary knowledge concerning the field of design research</li> <li>• the acquisition of knowledge and understanding of:       <ul style="list-style-type: none"> <li>- The importance of model making and real scale modelling.</li> <li>- Basic tools and ways of modelling from small to medium scales.</li> <li>- The importance of variations making and rigorous studies of form through it's making.</li> <li>- design processes for industrial products for mass consumption</li> </ul> </li> <li>• the acquisition of the basic knowledge concerning the culture of design</li> </ul> <p><b><i>Educational objectives module Visual Communication (Antonino Benincasa):</i></b></p> <ul style="list-style-type: none"> <li>• the acquisition of a design methodology in the field of visual communication</li> <li>• the acquisition of the essential basic knowledge to be able to carry out a project in the field of visual communication</li> <li>• the acquisition of a design methodology in the field of visual communication</li> <li>• the acquisition of the knowledge and understanding of:       <ul style="list-style-type: none"> <li>- design processes for corporate image</li> <li>- design processes for typography</li> <li>- design processes for publishing</li> <li>- design processes for web design</li> <li>- design processes for video and motion graphics</li> </ul> </li> <li>• the acquisition of the basic knowledge concerning the culture of design in all its aspects</li> </ul>
--	---

<b>Lecturer</b>	<b>Module 1 – Product Design:</b>
-----------------	-----------------------------------

	<p>Nitzan Cohen office F5.06.a, e-mail: Nitzan.Cohen@unibz.it, tel. +39 0471 015220, webpage <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/35262-nitzan-cohen">https://www.unibz.it/en/faculties/design-art/academic-staff/person/35262-nitzan-cohen</a></p> <p>Steffen Kehrlé office _____, email: <a href="mailto:Steffen.Kehrlé@unibz.it">Steffen.Kehrlé@unibz.it</a>, webpage <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/43987-steffen-kehrle">https://www.unibz.it/en/faculties/design-art/academic-staff/person/43987-steffen-kehrle</a></p> <p><b>Module 2 – Visual Communication:</b> Antonino Benincasa office F3.01.a, e-mail antonino.benincasa@unibz.it, tel. +39 0471 015196, webpage <a href="http://www.unibz.it/en/design-art/people/StaffDetails.html?personid=879&amp;hstf=879">http://www.unibz.it/en/design-art/people/StaffDetails.html?personid=879&amp;hstf=879</a> <a href="https://pro2.unibz.it/projects/homepages/benincasa/">https://pro2.unibz.it/projects/homepages/benincasa/</a></p>
<b>Scientific sector of the lecturer</b>	Module 1 – Nitzan Cohen, Steffen Kehrlé: ICAR/13 Module 2 – Antonino Benincasa: ICAR/13
<b>Teaching language</b>	English
<b>Office hours</b>	Module 1: <i>Monday 8:30 – 13:30</i> Module 2: --
<b>Teaching assistants</b>	Module 1: Ada Keller, Matthias Pötz Module 2: Amedeo Bonini, Rocco Lorenzo Modugno
<b>List of topics covered</b>	<p><b>Module 1:</b> 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.</p> <p><b>Module 2:</b> - Fundamentals of Communication Design</p>

	<ul style="list-style-type: none"> <li>- Fundamentals of Typography</li> <li>- Software Introductions in: Adobe Illustrator (learning outcome: intermediate level) Adobe InDesign &amp; Adobe Photoshop (learning outcome: introduction level)</li> </ul>
<b>Teaching format</b>	12 frontal lectures, two workshop typologies à 5-6 main assignments per workshop, as well as ongoing exercises.

<b>Expected learning outcomes</b>	<p><b>Disciplinary competence</b></p> <p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>- have acquired the basic technical, scientific and theoretical knowledge necessary to realise a project in the field of product design, visual communication.</li> </ul> <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>- use the basic knowledge acquired in the technical, scientific and theoretical fields to realise a mature project to recognise the main phenomena of contemporary.</li> <li>- make use of the skills acquired during the course of study in the event of continuing studies in a Master's degree programme in the field of design and to develop them further.</li> </ul> <p><b>Transversal competence and soft skills</b></p> <p><i>Making judgements</i></p> <ul style="list-style-type: none"> <li>- Be able to make independent judgements for the purpose of developing their own design skills and in relation to all those decisions (technical, scientific and theoretical) that are necessary to bring a project to completion.</li> </ul> <p><i>Communication skills</i></p> <ul style="list-style-type: none"> <li>- present an independently realised project in the field of product design, visual communication in the form of an installation, orally as well as in writing in a professional manner.</li> </ul> <p><i>Learning skills</i></p> <ul style="list-style-type: none"> <li>- have learned a design methodology at a professional level - in the sense of being able to identify, develop and realise solutions to complex design problems by applying the acquired knowledge in the technical, scientific and theoretical fields - in order to start a professional activity and/or continue their studies with a master's degree programme.</li> <li>- have developed a creative attitude and learned how to enhance it and develop it according to their own</li> </ul>
-----------------------------------	--

	inclinations.
<b>Assessment</b>	<p><b>Module 1 and Module 2:</b> 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.</p> <p>It will be assigned a joint mark for the «overall WUP project» (communication and product design together).</p>
<b>Assessment language</b>	The same as the teaching language
<b>Evaluation criteria and criteria for awarding marks</b>	<p><i>By exam's date, each student must upload on the Microsite of the faculty detailed documentation of the work done during the course.</i></p> <p><a href="http://portfolio.dsgn.unibz.it/wp-admin">http://portfolio.dsgn.unibz.it/wp-admin</a> <i>Documentation is an integral part of the exam. The documentation must include visual documentation and an abstract of the project.</i></p> <p>The final assessment is based on the content of all the exercises according to the following criteria:</p> <p><b>Module Product Design (Nitzan Cohen) &amp; Module Visual Communication (Antonino Benincasa):</b></p> <p>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 done over the whole semester</u> 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:</p> <p>-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.</p> <p>-ENGAGEMENT: Overall commitment and engagement with the subjects, the exercises, and projects.</p> <p>CONTINUITY: The overall continuity of the work would be assessed –the presence and continuous work in the lectures, workshops and the overall course.</p>
<b>Required readings</b>	<p><b>Module 1:</b></p> <ul style="list-style-type: none"> <li>Jasper Morrison, Naoto Fukasawa, Super Normal:</li> </ul>

	<p>Sensations of the Ordinary. Lars Müller Publishers, 2007</p> <p><b>Module 2:</b></p> <ul style="list-style-type: none"> <li>• Robert Bringhurst</li> <li>• <i>EN</i> The Elements of Typographic Style: Version 4.0   2013</li> <li>• <i>IT</i> Gli elementi dello stile tipografico</li> </ul>
<p><b>Supplementary readings</b></p>	<p><b>Module 1:</b></p> <ul style="list-style-type: none"> <li>• <u>Drawing a tree, Bruno Munari, Corraini Publishers, 2019</u></li> <li>• <u>Designing Design, Kenya Hara, Lars Müller publishers, 2014</u></li> <li>• <u>Super Normal, Naoto Fukasawa and Jasper Morrison, Lars-Müller publishers, 2019</u></li> <li>• <u>Kunstformen der Natur, Ernst Haeckel</u></li> <li>• <u>Radically Simple, Francis Kéré</u></li> <li>• <u>Architekt, Terunobu Fujimori</u></li> <li>• <u>Wonder Wood, Barbara Glaser &amp; Stephan Ott</u></li> <li>• <u>Neubau Forst Catalogue, Lars Müller Publishers</u></li> <li>• <u>The Architecture of Trees, Princeton Architectural Press</u></li> <li>• <u>Lightness: The Inevitable Renaissance of Minimum Energy Structures, nai010 publishers</u></li> </ul> <p><b>Module 2:</b> Will be communicated during the WUP by the lecturer</p>