

Syllabus
Course description

Course title	Project Product Design 1a Leggerezza
Course code	97080
Scientific sector	Module 1: ICAR/13 Module 2: ING-IND/22 Module 3: SPS/08
Degree	Bachelor in Design and Art (L-4)
Semester	Winter semester 2021/22
Year	2 nd and 3 rd
Credits	19 (Module 1: 8 CP, Module 2: 6 CP, Module 3: 5 CP)
Modular	Yes
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 in years following the first.
Maximum number of students per class	
Course description	<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>Description Module 1 – Product Design:</p> <p>ITALIANO: La leggerezza non è frivola spiega Italo Calvino nelle sue "Lezioni americane per il nuovo millennio". Il mondo è pesante, opaco e inerte: la ricerca della leggerezza, per Calvino, è "reazione al peso del vivere". Ciò non significa, per lui, estraniarsi dal mondo. Poiché la leggerezza, contortintuitivamente è un modo di approfondire, di stimolare l'invenzione. Di accedere a un altro luogo, dove trovare però "le forze per modificare la realtà".</p>

La leggerezza deve essere una costante del progettista che ha a che fare con il peso dei materiali, ma principalmente è un'attitudine che dobbiamo avere verso il pianeta e la natura, che stanno subendo già oltremodo il peso della nostra presenza.

La leggerezza è una delle possibili strade per accedere ad un livello di sostenibilità superiore. Durante questo semestre indagheremo il concetto di leggerezza applicandolo a progetti concreti.

ENGLISH:

Lightness is not frivolous, explains Italo Calvino in his "Lezioni americane per il nuovo millennio". The world is heavy, opaque and inert: the search for lightness is, for Calvino, a "reaction to the weight of living". For him, this does not mean alienating oneself from the world. This does not mean, for him, alienating oneself from the world, because lightness, counterintuitively, is a way of deepening, of stimulating invention. It is a way of accessing another place, where one can find "the strength to modify reality".

Lightness has to be a constant for the designer, which has to do with the materials weight, but primarily it is an attitude we must have towards the planet and nature, which are already suffering from the weight of our presence.

Lightness is one of the possible ways to access a higher level of sustainability. We will investigate, during this semester, the concept of lightness by applying it to concrete projects.

Description Module 2 – Material science and technologies/ Scienze e tecnologie dei materiali**ENGLISH**

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 series of historical and contemporary design objects or projects, we will analyse their shape, materials and production process.

ITALIANO

	<p>Il corso si basa sull'intersezione di due metodologie di insegnamento: la prima è lineare e si concentra su degli elementi basilari, fondamentali nel percorso di crescita degli studenti, la seconda è aperto, orizzontale e attinge ad una serie di esperienze collettive, di ricerche ed esperimenti.</p> <p>Durante le lezioni verrà studiata una serie di oggetti o progetti di design storici e contemporanei, ne verrà analizzata la forma, i materiali ed il processo produttivo.</p> <p><i>Description Module 3 – Theories of cultural consumption</i></p> <p>The course provides an introduction to theories of cultural consumption. It offers an overview of the main developments in theories of cultural consumption, beginning from Commodity Fetishism at the end of the 19th century to aesthetic capitalism in the 21st century. Each lesson starts with a frontal lecture that provides the main arguments and is followed by an intensive discussion where we will reflect on design practice and the role of design in cultural consumption. Since design students often experience some struggles with writing scientific papers, the course also offers an integrated writing workshop.</p>
Specific educational objectives	<p>Knowledge and understanding</p> <ul style="list-style-type: none">- Have acquired their own project methodology in the field of product design. 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.
Lecturer	<p>Module 1 – Product Design:</p> <p>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</p>

	<p>Module 2 – Material science and technologies: Alessandro Mason e-mail: Alessandro.Mason@unibz.it, webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/37721-alessandro-mason</p> <p>Module 3 – Theories of cultural consumption Sandra Groll e-mail: Sandra.groll@unibz.it, webpage: sandra.groll@unibz.it</p>
Scientific sector of the lecturer	Module 1 – Francesco Faccin: ICAR/13 Module 2 – Alessandro Mason: ING-IND/22 Module 3 – Sandra Groll: SPS/08
Teaching language	Module 1 – Italian Module 2 – Italian Module 3 – English
Office hours	Module 1: Monday 14 - 18 and Tuesday 09 - 11 Module 2: Tuesday from 9:00 to 10:00 Module 3: Wednesday 9:00 to 10:00
List of topics covered	Module 1 and Module 2: Product Design, Materials, resources production processes, systems, Industrial production, craft production self-production, digital fabrication. Module 3: Theories of cultural consumptions, design theory, critical social theory
Teaching format	Frontal lectures, exercises, projects, workshops.
Expected learning outcomes	<p>Disciplinary competence</p> <p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none">- have acquired the basic technical, scientific and theoretical knowledge necessary to realise a project in the field of product design.- have acquired the basic knowledge necessary for further Master's studies in all components of project culture as well as in technical, scientific and theoretical subjects <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none">- use the basic knowledge acquired in the technical, scientific and theoretical fields to realise a mature project to recognise the main phenomena of contemporary.- 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.

	<p>Transversal competence and soft skills</p> <p><i>Making judgements</i></p> <ul style="list-style-type: none">- 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. <p><i>Communication skills</i></p> <ul style="list-style-type: none">- present an independently realised project in the field of product design in the form of an installation, orally as well as in writing in a professional manner. <p><i>Learning skills</i></p> <ul style="list-style-type: none">- 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.- have developed a creative attitude and learned how to enhance it and develop it according to their own inclinations.- have acquired basic knowledge in theoretical, technical and scientific subjects as well as a study methodology suitable for continuing studies with a Master's degree programme.
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Assessment	<p>Module 1:</p> <p>The final exam consists of a documentation of the project developed during the semester.</p> <p>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>Module 2:</p> <p>The final exam consists of a documentation of the project developed during the semester.</p> <p>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
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	<ul style="list-style-type: none"> . a model . material that will be defined with the students during the course <p>Module 3: The final exam consists of a short paper (approx. 5 pages / 2500 words) on a self-chosen design example analysed with the theoretical framework of the course.</p>
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	<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>http://portfolio.dsgn.unibz.it/wp-admin</p> <p><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>Process and implementation of the project Relation and understanding of the given brief Final object or research Model Presentation</p>

Required readings	<p>Module 1: -</p> <p>Module 2: Lefteri Chris, Materials for Design</p> <p>Module 3: Karl Marx, The Fetishism of Commodities Max Weber, The Protestant Ethic and the Spirit of Capitalism Wolfgang Fritz Haug, New Elements of a Theory of Commodity Aesthetics Jean Baudrillard, The Consumer Society Andreas Reckwitz, The Society of Singularities Zygmunt Baumann, Consuming Life Thorstein Veblen, The Theory of Leisure Class Genot Böhme, Critique of Aesthetic Capitalism</p>
Supplementary readings	<p>Module 1: --</p>

Module 2:

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Module 3:

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