

**Syllabus**  
**Course description**

<b>Course title</b>	<b>Project Product Design 1.c</b> <b>standard</b>
<b>Course code</b>	97082
<b>Scientific sector</b>	Module 1: ICAR/13 Module 2: ING-IND/22 Module 3: SPS/08
<b>Degree</b>	Bachelor in Design and Art (L-4)
<b>Semester</b>	Summer semester 2021/22
<b>Year</b>	1 <sup>st</sup>
<b>Credits</b>	19 (Module 1: 8 CP, Module 2: 6 CP, Module 3: 5 CP)
<b>Modular</b>	Yes

<b>Total lecturing hours</b>	180 (Module 1: 90, Module 2: 60, Module 3: 30)
<b>Total hours of self-study and/ or other individual educational activities</b>	295 (Module 1: about 110, Module 2: about 90, Module 3: about 95)
<b>Attendance</b>	not compulsory but recommended
<b>Prerequisites</b>	To have passed the WUP project and all the WUP courses; to have certified the language level proficiency B1 in the 3 <sup>rd</sup> language in years following the first.
<b>Maximum number of students per class</b>	20

**Course description**

The course belongs to the class "caratterizzante" (module 1), "di base" (module 2) and "affine integrativa" (module 3) in the curriculum in Design.

**Description Module 1 – Product Design:**

ENG

"I take an industrial object, an unquestionably beautiful object because it is absolute, I make a small intervention, I introduce a dissonant element, this is design. I wanted to highlight that the use of the semi-finished product where there is no aesthetic concern always gives rise to a perfect object" (Enzo Mari)

In this semester starting from standard products given by the contemporary industry, unified at an international level, we will try to retrace the spirit that guided Enzo Mari to the realization of one of the most emblematic and radical projects in the history of Italian design: the putrella series, designed in 1958. This apparently simple object comes from deep reflections and gives us the opportunity to reflect on issues such as: efficiency and alienation of work, extractivism and geopolitics, sustainability of processes, logistics and last but not least, aesthetics.

ITA

"Prendo un oggetto industriale, un oggetto indiscutibilmente bello perchè assoluto, faccio un piccolo intervento, introduco un elemento dissonante, questo è design. Volevo evidenziare che l'uso del semilavorato ove non esiste preoccupazione estetizzante da luogo sempre ad un oggetto perfetto" (Enzo Mari)

In questo semestre partendo da ciò che è offerto dall'industria contemporanea di prodotti standard unificati a livello internazionale, cercheremo di ripercorrere lo spirito che ha guidato Enzo Mari alla realizzazione di uno dei progetti più emblematici e radicali della storia del design italiano: la serie putrella disegnata nel 1958. Questo oggetto apparentemente semplice nasce da profonde riflessioni e ci dà la possibilità di riflettere su temi quali: efficienza e alienazione del lavoro, estrattivismo e geopolitica, sostenibilità dei processi, logistica e, non ultimo, estetica.

**Description Module 2 – Material science and**

## technologies

### ENG

The course is based on the intersection of two teaching methodologies: The first is linear and is focused on the basic and preparatory fields for the students growth plan; the second is open, horizontal and organized through a series of collective experience, research and experiments.

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

### ITA

Il corso si basa sull'intersezione di due metodologie di insegnamento: la prima è lineare e si concentra sui fondamenti e su un approccio preliminare per la crescita intellettuale e progettuale degli studenti, la seconda è aperta, orizzontale e organizzata in una serie di esperienze collettive di ricerca e sperimentazione.

Le lezioni si basano su una serie di oggetti o progetti di design storico e contemporaneo: ne analizzeremo la forma, i materiali e il processo produttivo.

## Description Module 3 – Theories of cultural consumption

The course provides an introduction to theories of cultural consumption. Students will learn the main theories and concepts of cultural consumption, including a critical consideration of their historical emergence, regarding consumption and consumer culture. Using a multi-disciplinary perspective, consumption will be addressed as a socially embedded practice in a specific socio-historically context with a special focus on everyday life. This means that students develop an understanding of the causes and consequences of consumption (both material and cultural) at both the micro-level and the macro-level. Moreover the students learn to reflect on design practice and the role of design in cultural consumption. After a solid theoretical foundation on consumption, students will apply theoretical insights to actual consumption practices by practical experiences (i.e. interviews, self-reporting, literature study of specific elements...)

<b>Specific educational objectives</b>	<b>Knowledge and understanding</b> - have acquired one's 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.
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<b>Lecturer</b>	<b>Module 1 – Product Design:</b> Francesco Faccin e-mail: <a href="mailto:francesco.faccin@unibz.it">francesco.faccin@unibz.it</a> , tel. +39 0471 015323, webpage <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/37158-francesco-alessandro-faccin">https://www.unibz.it/en/faculties/design-art/academic-staff/person/37158-francesco-alessandro-faccin</a>  <b>Module 2 – Material science and technologies:</b> Alessandro Mason e-mail: <a href="mailto:Alessandro.Mason@unibz.it">Alessandro.Mason@unibz.it</a> , webpage <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/37721-alessandro-mason">https://www.unibz.it/en/faculties/design-art/academic-staff/person/37721-alessandro-mason</a>  <b>Module 3 – Theories of cultural consumption</b> Ingrid Kofler e-mail: <a href="mailto:Ingrid.kofler@unibz.it">Ingrid.kofler@unibz.it</a> , webpage:
<b>Scientific sector of the lecturer</b>	Module 1 – Francesco Faccin: ICAR/13 Module 2 – Alessandro Mason: ING-IND/22 Module 3 – Ingrid Kofler: SPS/08
<b>Teaching language</b>	Module 1 – Italian Module 2 – Italian Module 3 – English
<b>Office hours</b>	Module 1: Monday 14 – 18:00 and Tuesday 09 - 11 Module 2: Monday after Lesson Module 3: Wednesday after lesson

<b>List of topics covered</b>	Module 1: Design Module 2: Materials, resources production processes, systems, Industrial production, craft production self production, digital fabrication. Module 3: Theories of cultural consumption, Critical Theory, Design Theory
<b>Teaching format</b>	Lectures / laboratory

Expected learning outcomes	Disciplinary competence
	<p>Knowledge and understanding</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.</li> <li>- 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.</li> </ul> <p>Applying knowledge and understanding</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>Making judgements</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>Communication skills</p> <ul style="list-style-type: none"> <li>- 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.</li> </ul> <p>Learning skills</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 inclinations.</li> <li>- have acquired basic knowledge in theoretical, technical and scientific subjects as well as a study</li> </ul>

methodology suitable for continuing studies with a Master's degree programme.

<p><b>Assessment</b></p>	<p><b>Module 1:</b> The final exam consists 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"> <li>. screen presentation</li> <li>. complete printed documentation of the project</li> <li>. a model</li> <li>. material that will be defined with the students during the course</li> </ul> <p><b>Module 2:</b> 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"> <li>. screen presentation</li> <li>. complete printed documentation of the project</li> <li>. a model</li> <li>. material that will be defined with the students during the course</li> </ul> <p><b>Module 3:</b> Students will be asked to carry out class and home assignments: 1) reading notes; 2) a presentation in which students discuss a practical example of consumption in the light of the course literature; and 3) final presentation of the project considering the ability to integrate theoretical aspects of cultural consumption.</p>
<p><b>Assessment language</b></p>	<p>The same as the teaching language</p>
<p><b>Evaluation criteria and criteria for awarding marks</b></p>	<p>By exam's date, each student must upload on the Microsite of the faculty detailed documentation of the work done during the course.</p> <p><a href="http://portfolio.dsgn.unibz.it/wp-admin">http://portfolio.dsgn.unibz.it/wp-admin</a></p> <p>Documentation is an integral part of the exam. The documentation must include visual documentation and an abstract of the project.</p>

<p><b>Required readings</b></p>	<p><b>Module 1:</b> 25 modi per piantare un chiodo: sessant'anni di idee e progetti per difendere un sogno, Enzo Mari Edizioni Mondadori, 2011</p> <p><b>Module 2:</b> Materials for design, Chris Lefteri, Hachette UK, 2014</p> <p><b>Module 3:</b></p> <ul style="list-style-type: none"> <li>□ Latour, B. (2000). "The Berlin Key or How to Do Words with Things." In Paul Graves-Brown, P. (editor) Matter, Materiality and Modern Culture. 10–21. London: Routledge.</li> <li>□ Money, A. (2007). Material culture and the living room: The appropriation and use of goods in everyday life. <i>Journal of Consumer Culture</i>, 7 (3), 355-377.</li> <li>□ Silverstone R. and Haddon L. (1996). "Design and the domestication of information and communication technologies: technical change and everyday life". In Mansell, R. and Silverstone, R., (eds.) <i>Communication by Design: The Politics of Information and Communication Technologies</i>. Oxford, Oxford University Press, pp. 44-74</li> </ul> <p>Warde, A. (2015). The sociology of consumption: Its recent development. <i>Annual Review of Sociology</i>, 41, 117-134.</p> <p>Other required readings will be communicated during the first weeks of the course.</p>
<p><b>Supplementary readings</b></p>	<p><b>Module 1:</b> -</p> <p><b>Module 2:</b> -</p> <p><b>Module 3:</b> -</p>