

Syllabus
Course description

Course title	Project Product Design 1.c “BASIC EQUIPMENT”
Course code	97154
Scientific sector	Module 1: ICAR/13 Module 2: ING-IND/22 Module 3: SPS/08
Degree	Bachelor in Design and Art (L-4)
Semester	Summer semester 2022/23
Year	1 st
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
Maximum number of students per class	20

Course description	<p><i>The course belongs to the class “caratterizzante” (module 1), “di base” (module 2) and “affine integrativa” (module 3) in the major in Design.</i></p> <p>Description Module 1 – Product Design: ENG For tens of thousands of years, man has lived within nature with the primary need to feed himself and at the same time protect himself from danger and adversity. The Earth is a wild planet that man is trying to domesticate with sometimes surprising and sometimes grotesque results. The evolution of thought goes hand in hand with the development of the most astonishing ability that distinguishes us from all other creatures: Imagining and thus creating tools capable of solving and improving our lives; Objects that are true extensions of our bodies and that at the same time have offered us the possibility of evolving our capacity for abstraction.</p>
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This course will be both a collective experience and an individual exercise. Students will have to develop basic equipment to face a day and night in nature. Reflection on basic needs combined with an industrial designer's approach will make us investigate some intrinsic and ancestral aspects of our actions as human beings. Objects will have to fulfil a number of primary needs such as eating, heating, sheltering, lighting....

ITA

L'uomo per decine di migliaia di anni ha vissuto dentro la natura avendo come necessità primaria quella di nutrirsi e al contempo di proteggersi da pericoli e avversità. La Terra è un pianeta selvaggio che l'uomo sta cercando di addomesticare con risultati a volte sorprendenti a volte grotteschi.

L'evoluzione del pensiero va di pari passo con lo sviluppo della capacità più sorprendente che ci distingue da tutte le altre creature: Immaginare e quindi creare strumenti capaci di risolvere e migliorare le nostre vite; Oggetti che sono vere e proprie estensioni del nostro corpo e che allo stesso tempo ci hanno offerto la possibilità di evolvere la nostra capacità di astrazione..

Questo corso sarà allo stesso tempo un'esperienza collettiva ed un esercizio individuale. Gli studenti dovranno sviluppare un equipaggiamento base per affrontare un giorno ed una notte nella natura. La riflessione sui bisogni primari unita ad un approccio tipico dell'industrial designer ci farà indagare alcuni aspetti intrinseci ad ancestrali del nostro agire come essere umani .

Gli oggetti dovranno assolvere una serie di bisogni primaria quali mangiare, scaldarsi, ripararsi, illuminare....

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, research 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.

Description Module 3 – Theories of cultural consumption

	<p>The course introduces different theories of cultural consumption. Students will learn the main theories and concepts, including a critical consideration of the historical emergence of consumption and consumer culture. Using a multi-disciplinary perspective, consumption will be addressed as a social 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 research experiences.</p> <p>Der Kurs bietet eine Einführung in die Theorien der Konsumsoziologie. Die Studierenden lernen dabei die wichtigsten Theorien und Konzepte kennen. Der Konsum wird dabei als eine soziale Praxis in einem spezifischen sozio-historischen Kontext mit besonderem Fokus auf das Alltagsleben aus einer multidisziplinären Perspektive betrachtet. Die Studierenden entwickeln ein Verständnis für die Hintergründe und Auswirkungen des (materiellen und kulturellen) Konsums sowohl auf der Mikro- als auch auf der Makro-Ebene. Darüber hinaus lernen die Studierenden die Rolle des Designs zu reflektieren. Nach einer theoretischen Einführung verschiedener Theorien zum Thema Konsum werden die Studierenden die theoretischen Erkenntnisse durch praktische Forschungserfahrungen anwenden.</p>
<p>Specific educational objectives</p>	<p>Knowledge and understanding</p> <ul style="list-style-type: none"> - 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 realization of the finished project. Through the integrated teaching of project subjects of practical 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.
<p>Lecturer</p>	<p>Module 1 – Product Design: Francesco Faccin e-mail: francesco.faccin@unibz.it, tel. +39 0471 015323, webpage https://www.unibz.it/en/faculties/design-</p>

	<p>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 Ingrid Kofler e-mail: Ingrid.kofler@unibz.it, webpage: https://www.unibz.it/de/faculties/design-art/academic-staff/person/18815-ingrid-kofler</p>
Scientific sector of the lecturer	<p>Module 1 – Francesco Faccin: ICAR/13 Module 2 – Alessandro Mason: ING-IND/22 Module 3 – Ingrid Kofler: SPS/08</p>
Teaching language	<p>Module 1 – Italian Module 2 – English Module 3 – German</p>
Office hours	<p>Module 1: Monday 14 – 18:03 and Tuesday 09 - 11 Module 2: Monday after Lesson Module 3: Module 3: Wednesday after lesson Additional office hours by appointment only.</p>
List of topics covered	<p>Module 1: Design Module 2: Materials, resources production processes, systems, Industrial production, craft production self production, digital fabrication. Module 3: <i>Cultural consumption, sustainability, design, qualitative research methods, design, inter- and transdisciplinarity.</i></p>
Teaching format	Lectures / laboratory

Expected learning outcomes	<p>Disciplinary competence</p> <p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> - have acquired their own project methodology in the field of product design, from the phase of planning to the phase of realisation of the project. - have acquired the basic practical and theoretical knowledge necessary to realise a project in the field of product design. - have acquired the basic knowledge to be able to turn a critical eye to their own work and to deal with contemporary complexity. - have acquired the basic knowledge necessary for further Master's studies in all components of project culture as well as in theoretical subjects.
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Applying knowledge and understanding

- plan, develop and realise a project in the field of product design.
- use the basic knowledge acquired in the technical, scientific and theoretical fields to realise a mature project.
- be able to finalize the creation of an accomplished project in the field of product design, thanks to the basic knowledge acquired in the practical and theoretical fields.
- recognise the main phenomena of contemporary society, to observe them critically, also from an ethical and social point of view, and to elaborate appropriate solutions at the level of a design proposal/response.
- 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 product design and to develop them further.

Transversal competence and soft skills

Making judgements

- Be able to make independent judgements for the purpose of developing their own design skills and in relation to all those decisions that are necessary to bring a project to completion.
- Be able to make independent judgements, both in the critical evaluation of their own work and in their ability to use the right interpretative tools in those design contexts in which they will work and/or continue their studies, also considering ethical and social aspects.

Communication skills

- 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.
- to professionally communicate and substantiate one's own decisions and justify them from a formal and theoretical point of view.

Learning skills

- have learned a work methodology at a professional level - in the sense of being able to identify, develop and realise solutions to complex problems by applying the knowledge acquired in the practical and theoretical fields - in order to start a professional activity and/or continue their studies with a master's degree program.
- have developed a creative attitude and learned how to enhance it and develop it according to their own inclinations.

	<ul style="list-style-type: none"> - have acquired basic knowledge in theoretical and practical subjects as well as a study methodology suitable for continuing studies with a master's degree program.
<p>Assessment</p>	<p>Module 1: 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>Module 2: 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>Module 3: Students will be asked to carry out class and home assignments: 1) a presentation in which students discuss a) practical work and b) readings; and 2) final presentation of the project considering the ability to integrate theoretical aspects of cultural consumption.</p>
<p>Assessment language</p>	<p>The same as the teaching language</p>
<p>Evaluation criteria and criteria for awarding marks</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>http://portfolio.dsgn.unibz.it/wp-admin</p> <p>Documentation is an integral part of the exam. The documentation must include visual documentation and an abstract of the project.</p> <p>The final assessment is based on the content of all the exercises according to the following criteria:</p> <ul style="list-style-type: none"> - Process and implementation of the project - Relation and understanding of the given brief

	<ul style="list-style-type: none"> - Final object or research - Model Presentation
<p>Required readings</p>	<p>Module 1: <i>25 modi per piantare un chiodo: sessant'anni di idee e progetti per difendere un sogno</i>, Enzo Mari Edizioni Mondadori, 2011</p> <p>Module 2: Chris Lefteri, <i>Materials for design</i>, Hachette UK, 2014</p> <p>Module 3: Hellmann, Kai-Uwe. <i>Der Konsum Der Gesellschaft</i>. Wiesbaden: Springer Fachmedien Wiesbaden GmbH, 2013. Konsumsoziologie Und Massenkultur. Web.</p> <p>Additional required readings will be communicated to the students at beginning of the semester.</p>
<p>Supplementary readings</p>	<p>Module 1: -</p> <p>Module 2: -</p> <p>Module 3: Silverstone R. and Haddon L. (1996). "<i>Design and the domestication of information and communication technologies: technical change and everyday life</i>". 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</p> <p>Warde, A. (2015). The sociology of consumption: Its recent development. <i>Annual Review of Sociology</i>, 41, 117-134. additional readings will be communicated at the beginning of the semester.</p>