

Syllabus
Course description

Course title	Project Product Design 1.a "Sit-in"
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 2022/23
Year	2 nd
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 course language in years following the first.
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: La sedia è un oggetto complesso per varie ragioni. Strutturalmente deve rispettare forze e tensioni molto intense e per questo da sempre è considerata una sfida progettuale a cavallo tra estetica e statica. Ma l'aspetto che rende davvero unica la sedia come categoria è la sua capacità di rappresentare epoche e stili, fotografando in maniera molto più efficace di altre tipologie un determinato momento storico. La sedia nel secolo scorso ha assunto un ruolo di Manifesto di un'idea politica, di una visione sul futuro e molti progettisti l'hanno utilizzata come pretesto per veicolare un racconto e attivare un dibattito.</p>
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In questo semestre gli studenti dovranno progettare una "macchina per sedersi" che sia l'incarnazione di un proprio pensiero legato ai processi, alle esigenze di trasporto, alla sostenibilità economica e produttiva...L'epilogo del percorso progettuale sarà un evento/tavola rotonda aperto a tutti dove gli studenti dovranno dibattere, sostenendo le proprie scelte progettuali al fine di attivare un dialogo costruttivo legato ai grandi temi urgenti di questa epoca.

The chair is a complex object for several reasons. It has to comply with very intense structural forces and tensions, which is why it has always been considered a design challenge standing between aesthetics and statics. But the aspect that makes the chair truly unique as a category is its ability to represent times and styles, photographing a given historical moment much more effectively than other typologies of product. The chair in the last Century has been assumed as a manifesto of a political idea, a vision about the future, and many designers have used it as an excuse to tell a story or activate a debate.

In this semester, students will have to design a "seating machine" that is the embodiment of their own thinking related to processes, transportation needs, economic and production sustainability... The epilogue of the design path will be an event/round table open to everyone where students will have to debate, supporting their design choices in order to activate a constructive dialogue related to the great urgent issues of this era.

Description Module 2 – Material science and technologies

The purpose of the module is to develop a basic knowledge of materials and transformation processes that can be useful during the design process. On one side lectures will be held on the main characteristics of materials and transformation technologies, in order to provide the notions and methods preparatory to the development of their project. On the other short practical activities will be run, in order to increase the ability to identify problems, to define the project, to interact with materials and processes and to take advantage of the university workshops.

Lectures and talks with designers, engineers and material experts, will provide further inspirations and practical suggestions to students.

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.

Der Kurs bietet eine Einführung in die Theorien der Konsumkultur. Die Studierenden lernen die wichtigsten Theorien und Konzepte der Konsumsoziologie kennen. Aus einer multidisziplinären Perspektive wird Konsum als eine soziale Praxis in einem spezifischen sozio-historischen Kontext mit besonderem Fokus auf das Alltagsleben 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 über die Rolle des Designs zu reflektieren. Nach einer theoretischen Einführung verschiedener Theorien zum Thema Konsum werden die Studierenden die theoretischen Erkenntnisse durch praktische Erfahrungen anwenden.

Specific educational objectives	Knowledge and understanding - 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.
Lecturer	<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-art/academic-staff/person/37158-francesco-alessandro-faccin</p> <p>Module 2 – Material science and technologies: Riccardo Berrone e-mail: Riccardo.Berrone@unibz.it, webpage https://www.unibz.it/it/faculties/design-art/academic-staff/person/43853-riccardo-berrone</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	Module 1 – Francesco Faccin: ICAR/13 Module 2 – Riccardo Berrone: ING-IND/22 Module 3 – Ingrid Kofler: SPS/08
Teaching language	Module 1 – Italian Module 2 – English Module 3 – German
Office hours	Module 1: Monday 14 - 18 and Tuesday 09 - 11 Module 2: Tuesday 16:00-19:00 Additional office hours by appointment only. Module 3: Wednesday after lesson
List of topics covered	<p>Module 1: Product Design, Materials, resources production processes, systems, Industrial production, craft production self-production, digital fabrication.</p> <p>Module 2: history, main characteristics and transformation processes of materials such as grown materials (wood, fibers, animals), oil based materials (polymers), mined</p>

	materials (metals, stones, glass, ceramics); materials and sustainability.
	Module 3: Theories of cultural consumption
Teaching format	<i>Lectures / laboratory</i>

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. <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> - 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. <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 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
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	<p>contexts in which they will work and/or continue their studies, also considering ethical and social aspects.</p> <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. - to professionally communicate and substantiate one's own decisions and justify them from a formal and theoretical point of view. <p><i>Learning skills</i></p> <ul style="list-style-type: none"> - 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. - 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 consists 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</p> <p>Module 2: The final assessment will be the result of the work carried out during the whole semester. Motivation, commitment, teamwork and participation in all activities are crucial.</p> <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 - Final object or research - Model Presentation
<p>Required readings</p>	<p>Module 1: Required readings will be communicated to the students at beginning of the semester</p> <p>Module 2: Mike Ashby, Kara Johnson "Materials and Design: The Art and Science of Material Selection in Product Design". Butterworth-Heinemann, Oxford 2014</p> <p>Rob Thompson "Manufacturing Processes for Design Professionals", Thames&Hudson, London 2007</p> <p>Module 3: 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: Chris Lefteri, "Making It. Manufacturing techniques for product design". Laurence King Publishing, London 2019</p> <p>Chris Lefteri, "Materials for Design", Laurence King Publishing, London 2014</p> <p>Seetal Solanki, "Why Materials Matter", Prestel Verlag, Munich 2018</p> <p>Module 3:</p>

Hellmann, Kai-Uwe. Der Konsum Der Gesellschaft. Wiesbaden: Springer Fachmedien Wiesbaden GmbH, 2013. Konsumsoziologie Und Massenkultur. Web.

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.) Communication by Design: The Politics of Information and Communication Technologies. Oxford, Oxford University Press, pp. 44-74

Warde, A. (2015). The sociology of consumption: Its recent development. *Annual Review of Sociology*, 41, 117-134.

additional readings will be communicated at the beginning of the semester.