## COURSE DESCRIPTION — ACADEMIC YEAR 2023/2024

<table>
<thead>
<tr>
<th>Course title</th>
<th>Product Design</th>
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</thead>
<tbody>
<tr>
<td>Course code</td>
<td>42609</td>
</tr>
<tr>
<td>Scientific sector</td>
<td>ICAR/13</td>
</tr>
<tr>
<td>Degree</td>
<td>Professional Bachelor in Wood Technology (L-P03)</td>
</tr>
<tr>
<td>Semester</td>
<td>1</td>
</tr>
<tr>
<td>Year</td>
<td>1</td>
</tr>
<tr>
<td>Credits</td>
<td>4</td>
</tr>
<tr>
<td>Modular</td>
<td>No</td>
</tr>
<tr>
<td>Total lecturing hours</td>
<td>30</td>
</tr>
<tr>
<td>Total lab hours</td>
<td>---</td>
</tr>
<tr>
<td>Attendance</td>
<td>Attendance is recommended but not mandatory.</td>
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</tbody>
</table>
| Exam modalities    | Exam modalities for non-attending students are indicated below, in the fields “Assessment” and “Evaluation criteria and criteria for awarding marks“.
| Prerequisites      | ---                                            |
| Course page        | **Microsoft Teams**                            |
|                    | https://teams.microsoft.com/l/team/19%3armgkoS5-CF_bBfj2gieRUB3KnXGH-
|                    | FAtFG14gecK9ok1%40thread.tacv2/conversations?groupId=626f262
|                    | 6-080e-4f01-a3b4-1ecf6033cb78&tenantId=92513267-03e3-401a-
|                    | 80d4-c58ed6674e3b                              |
|                    | **OLE**                                        |
|                    | https://ole.unibz.it/course/view.php?id=11003  |
| Specific educational objectives | The course aims to provide the student with the basic critical tools for the formation of their own project methodology in the field of product design, treating wood as the main theme. The student will be gradually introduced into the discipline, with targeted design methodology lessons, supported by the analysis of real case studies. The invitation of sector experts (companies and/or professionals operating in the fields of product design or in the world of design) and possible external educational visits will complete the contents of the lessons. The assignment of theoretical-practical exercises, which will present problems of increasing complexity, will see the course "42609 Product Design" integrated with the course "42610 Laboratory of Product Design", for the practical application of the theoretical methodologies addressed during the semester. |
| Lecturer           | Dott. Simone Bellan                            |
| Contact            | Simone.Bellan@unibz.it                         |
| Scientific sector of lecturer | ICAR/13                                    |
| Teaching language  | Italian                                        |
| Office hours       | During the Office Hour time span, arrange beforehand by email. |
| Lecturing Assistant (if any) |                                                |
| Contact LA         |                                                |
| Office hours LA    |                                                |
List of topics

Introduction to product design
Design methodology
- from the idea to the finished product
- materials and product design
Design and processes
- brief, concept, choice of material, CMF, work tools, mock-up and aesthetic model, evaluation of production and processing
technologies, prototype, sustainability in the production chain, packaging, transport, traceability, communication, sale, disposal
- branding processes
Designers and products
- the Master of Industrial Design
- contemporary designers
- case histories

Teaching format

lectures, exercises, professional guests, educational visits (optional)

Learning outcomes

Knowledge and understanding:
- D1.1 – Knowledge of the key concepts and technologies of data science disciplines.
  Knowledge of the fundamentals of industrial design and product design that allow you to understand, analyze and evaluate the objective quality of an artefact.
- D1.2 – Understanding of the skills, tools and techniques required for an effective use of data science.
  Ability to understand the various phases of conception, conception, development, presentation and creation of a design product.
- D1.11 – Knowledge of the main algorithms for data analysis, and of elements of the complexity theory.

Applying knowledge and understanding:
- D2.2 – Ability to address and solve a problem using scientific methods.
  Re-elaboration of the knowledge acquired for the formation of one's own basic project methodology in the context of product design. Practical design application for the creation of a contemporary design product.
- D2.4 – Ability to develop programmes and use tools for the analysis and management of data and related infrastructures.

Making judgments
- D3.2 – Ability to autonomously select the documentation (in the form of books, web, magazines, etc.) needed to keep up to date in a given sector.
  Ability to critically and objectively evaluate the factors determining the aesthetic, perceptive (appeal), technical and productive quality of a design product, be it industrial or high craftsmanship.

Communication skills
- D4.1 – Ability to use Italian at an advanced level with particular reference to disciplinary terminology.
  Autonomy in the presentation of a design project with appropriate methods and technical language.
Learning skills

- D5.3 – Ability to deal with problems in a systematic and creative way and to appropriate problem-solving techniques. Ability to independently and proactively research, update and extend the knowledge acquired and the topics covered during the course. Development of organizational skills and teamwork.

Assessment

**Attending students**
The exam consists of the overall evaluation of the work carried out during the course (whether individual or in a team).
In particular, the design quality of the projects created in compliance with the assigned briefs, the ability to rework and apply the theoretical notions learned, and the commitment made throughout the duration of the “42610 Laboratory of Product Design” will be judged. Autonomy in the presentation of a design project with appropriate methods and technical language and respect for deadlines in the delivery of the requested documents contribute to the definition of the final grade.

**Exam modalities for Non-attending students**
The exam consists of the overall evaluation of the work carried out during the course (whether individual or in a team).
In particular, the design quality of the projects created in compliance with the assigned briefs, the ability to rework and apply the theoretical notions learned, and the commitment made throughout the duration of the “42610 Laboratory of Product Design” will be judged. Autonomy in the presentation of a design project with appropriate methods and technical language and respect for deadlines in the delivery of the requested documents contribute to the definition of the final grade.
Reviews with the teacher on the projects assigned during the semester are required, in a manner to be agreed upon and according to the course calendar, with delivery of the requested papers on OLE. Projects must be evaluated DURING the course and BEFORE the final exam, otherwise the exam cannot be recorded.

Even if attendance of this course is highly recommended, please inform the teacher at the beginning of the course if you will take the exam as a non-attending student.

**Assessment language**
Italian

**Assessment Typology**
Monocratic

**Evaluation criteria and criteria for awarding marks**

**Evaluation criteria for Attending students and for Non-attending students**
Project’s deadlines are mandatory.
Partial projects or missed deadlines determine a partial evaluation which will contribute to the student’s final mark.
The presentation of the final project is required to be admitted to the final exam.
Required readings

- B. Munari, *Da cosa nasce cosa*, Editori Laterza, Bari 2018
- B. Munari, *Arte come mestiere*, Bari 2018


Subject Librarian: David Gebhardi, David.Gebhardi@unibz.it and Ilaria Miceli, Ilaria.Miceli@unibz.it

Supplementary readings

Design


Designers


Software used

Recommended/suggested but not mandatory:

**Browser**
Safari, Chrome, Edge, Mozilla Firefox

**Operating**
Mac OS: Pages, Keynote, Numbers, Foto
Microsoft Office 365: Word, Excel, PowerPoint
OpenOffice
Graphic / Photo
Photoshop, Illustrator, InDesign, Affinity
2D/3D + Rendering
Rhinoceros, Autocad, SolidWorks, SolidEdge, Keyshot, Vray