

## Syllabus Course description

<b>Course title</b>	<b>Project Product Design 1.a "Human Traction"</b>
<b>Course code</b>	97152
<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>	Winter semester 2024/25
<b>Year</b>	2 <sup>nd</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 course language in years following the first.
<b>Maximum number of students per class</b>	20

<b>Course description</b>	<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><b>Description Module 1 – Product Design:</b>          EN          The evolution of humankind is marked by a very long path of physical exertion. For thousands of years, the only way to move loads and perform a variety of actions was to bring into use the power generated by our muscles only. Much of the design effort and technology developed by humans over the centuries has therefore been directed towards alleviating the pains of physical labour through increasingly sophisticated machines and mechanisms.</p> <p>Today, however, after more than two hundred years of limitless development, we are facing an epochal change and a new awareness of energy production and consumption. Thanks to innovative materials and</p>
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technologies, it is possible to imagine a category of objects that do not require energy to operate, but are even able to produce it through our movement.

Can we imagine that in the future a new category of products will be born that will be able to function with only the use of the physical power of the human being? Are we willing to give something up in exchange for a broader social vision?

IT

L'evoluzione dell'umanità è segnata da un lunghissimo percorso di fatica fisica. Per migliaia di anni l'unico modo per muovere carichi e svolgere una gran varietà di azioni era quello di mettere in gioco la forza generata dai nostri soli muscoli. Buona parte degli sforzi progettuali e delle tecnologie sviluppate dagli esseri umani nel corso dei secoli è stata per questo indirizzata ad alleviare le pene derivate dallo sforzo fisico tramite macchine e meccanismi sempre più sofisticati.

Oggi tuttavia, dopo oltre duecento anni di sviluppo senza limiti, siamo di fronte ad un cambio epocale e a nuove consapevolezza riguardo la produzione ed il consumo di energia. Grazie a materiali e tecnologie innovative, è possibile immaginare una categoria di oggetti che non richiedano energia per operare, ma che addirittura siano in grado di produrla grazie al nostro movimento.

Possiamo ipotizzare che in futuro nasca una nuova categoria di prodotti che torneranno a funzionare con il solo uso della forza fisica dell'essere umano? Siamo disposti a rinunciare a qualcosa in cambio di una visione sociale più ampia?

***Description Module 2 – Materials and production***

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 – Theorien des Kulturkonsums***

EN

This course provides an in-depth introduction to theories of cultural consumption, framed within the overarching semester theme. Students will explore the primary theories and concepts of cultural consumption, examining their historical emergence and critically considering their implications within consumer culture. Emphasising a multi-disciplinary perspective, the course addresses consumption as a socially embedded practice within specific socio-historical contexts, with a particular focus on everyday life. They will learn to:

- Understand the causes and consequences of both material and cultural consumption at micro and macro levels.
- Develop a critical understanding of the historical emergence of consumption and consumer culture theories.
- Reflect on design practice and the role of design in cultural consumption.
- Apply theoretical insights to actual consumption practices through empirical experiences.

This course aims to equip students with a comprehensive understanding of cultural consumption, fostering critical thinking and practical skills to analyse and influence consumption practices in their future.

DE

Dieser Kurs bietet eine umfassende Einführung in die Theorien des kulturellen Konsums, eingebettet in das übergreifende Semesterthema. Die Studierenden werden die grundlegenden Theorien und Konzepte des kulturellen Konsums erkunden, deren historische Entstehung untersuchen und ihre Implikationen innerhalb der Konsumkultur kritisch betrachten. Mit einem interdisziplinären Ansatz wird der Konsum als sozial eingebettete Praxis in spezifischen sozio-historischen Kontexten behandelt, mit besonderem Fokus auf das Alltagsleben.

	<p>Lernziele:</p> <ul style="list-style-type: none"> <li>• Verstehen der Ursachen und Konsequenzen sowohl des materiellen als auch des kulturellen Konsums auf Mikro- und Makroebene.</li> <li>• Kritisches Verständnis der historischen Entstehung von Konsum- und Konsumkulturtheorien entwickeln.</li> <li>• Reflexion über die Designpraxis und die Rolle des Designs im kulturellen Konsum.</li> <li>• Anwendung theoretischer Erkenntnisse auf tatsächliche Konsumpraktiken durch empirische Erfahrungen.</li> </ul> <p>Dieser Kurs zielt darauf ab, den Studierenden ein umfassendes Verständnis des kulturellen Konsums zu vermitteln, kritisches Denken zu fördern und praktische Fähigkeiten zu entwickeln, um Konsumpraktiken in ihrer Zukunft zu analysieren und zu beeinflussen.</p>
<p><b>Specific educational objectives</b></p>	<p><b>Knowledge and understanding</b></p> <ul style="list-style-type: none"> <li>- 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.</li> </ul>
<p><b>Lecturer</b></p>	<p><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></p> <p><b>Module 2 – Materials and production:</b>      Riccardo Berrone      e-mail: <a href="mailto:Riccardo.Berrone@unibz.it">Riccardo.Berrone@unibz.it</a>,      webpage <a href="https://www.unibz.it/it/faculties/design-art/academic-staff/person/43853-riccardo-berrone">https://www.unibz.it/it/faculties/design-art/academic-staff/person/43853-riccardo-berrone</a></p> <p><b>Module 3 – Theories of cultural consumption</b>      Ingrid Kofler      e-mail: <a href="mailto:ingrid.kofler2@unibz.it">ingrid.kofler2@unibz.it</a></p>

	webpage: <a href="http://unibz.it">Ingrid Kofler / Free University of Bozen-Bolzano (unibz.it)</a>
<b>Scientific sector of the lecturer</b>	Module 1 – Francesco Faccin: n.n Module 2 – Riccardo Berrone: n.n Module 3 – Ingrid Kofler: SPS/08
<b>Teaching language</b>	Module 1 – Italian Module 2 – English Module 3 – German
<b>Office hours</b>	<b>Module 1:</b> Monday 18:00-20:00 Additional office hours by appointment only.  <b>Module 2:</b> Tuesday 16:00-19:00 Additional office hours by appointment only.  <b>Module 3:</b> Wednesday after lecture: 13:00 - 14:00 Additional office hours by appointment only
<b>List of topics covered</b>	<b>Module 1:</b> Dealing with contemporary design processes, such as investigation and analysis of complex data, definition of concepts, representation through sketches and technical drawings, mock-up creation, prototype production.  <b>Module 2:</b> History of technologies and materials in relation with the history of humankind, main features and transformation processes of materials such as grown materials (wood, fibres), oil based materials (polymers), mined materials (metals, stones, glass, ceramics); materials and sustainability.  <b>Module 3:</b> History, key terms, concepts and issues and main characteristics of cultures of production, consumption and consumers.
<b>Teaching format</b>	<b>Module 1:</b> Lectures, group discussions, expert talks, individual and group revisions  <b>Module 2:</b> Lectures, workshops, individual and group revisions  <b>Module 3:</b> Lectures, discussions and group works.
<b>Expected learning outcomes</b>	<b>Disciplinary competence</b>  <i>Knowledge and understanding</i>

- 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.

*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.

	<ul style="list-style-type: none"> <li>- to professionally communicate and substantiate one's own decisions and justify them from a formal and theoretical point of view.</li> </ul> <p><i>Learning skills</i></p> <ul style="list-style-type: none"> <li>- 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.</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 and practical subjects as well as a study methodology suitable for continuing studies with a master's degree program.</li> </ul>
<p><b>Assessment</b></p>	<p><b>Module 1:</b>          The final assessment will be the result of the work carried out during the whole semester. The ability to communicate the strength of their design choices, the consistency of the final outcome with the semester topic, the quality of the mock-ups and final prototype.</p> <p><b>Module 2:</b>          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><b>Module 3:</b>          Students will be asked to carry out class and home assignments: 1) a presentation in which students discuss readings and a related empiric work; and 2) final presentation of the project considering the ability to integrate theoretical aspects in the design process.</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. Documentation is an integral part of the exam. The documentation must include visual documentation and an abstract of the project.</p>

	<p><b>Module 1:</b>          The evaluation criteria are based on personal motivation, the ability to manage team work, the quality and autonomy of design work, and the design skills acquired.</p> <p><b>Module 2:</b>          The evaluation criteria are based on personal motivation, the ability to manage team work, the ability to bring design into dialogue with materials and technologies.</p> <p><b>Module 3:</b>          The students will be evaluated on their oral presentation and their empirical work, as well as on the ability to integrate theoretical concepts in the design process.</p>
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<p>Required readings</p>	<p><b>Module 1:</b>          Richard Sennett, L'uomo artigiano, Feltrinelli, Milano, 2008</p> <p><b>Module 2:</b>          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 &amp; Hudson, London 2007</p> <p><b>Module 3:</b>          Hellmann, Kai-Uwe. Der Konsum Der Gesellschaft. Wiesbaden: Springer Fachmedien Wiesbaden GmbH, 2013. Konsumsoziologie Und Massenkultur. Web.</p> <p>Warde, A. (2015). The sociology of consumption: Its recent development. Annual Review of Sociology, 41, 117-134.</p> <p>Kofler, I.; Walder, M. (2024). Crafts and Their Social Imaginary: How Technological Development Shapes the Future of the Crafts Sector". Social Sciences 13, no. 3: 137.</p> <p><i>Additional Readings for the oral presentation will be introduced and selected from the students during lectures.</i></p>
<p>Supplementary readings</p>	<p><b>Module 1:</b>          /</p>



**Module 2:**

Chris Lefteri, "Making It. Manufacturing techniques for product design". Laurence King Publishing, London 2019

Chris Lefteri, "Materials for Design", Laurence King Publishing, London 2014

Seetal Solanki, "Why Materials Matter", Prestel Verlag, Munich 2018

**Module 3:**

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