

**Syllabus**  
**Course description**

<b>Course title</b>	<b>Project Product Design 2a</b> <b>"ATELIERprojekte_WS24/25"</b>
<b>Course code</b>	97164
<b>Scientific sector</b>	Module 1: ICAR/13 Module 2: ICAR/13 Module 3: M-FIL/05
<b>Degree</b>	Bachelor in Design and Art (L-4)
<b>Semester</b>	Winter semester 2024/25
<b>Year</b>	3 <sup>rd</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>	

<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 curriculum in Design.</i></p> <p><b>Modul 1 – Produktdesign/ Product Design</b> DE</p> <p>Ein junger Designer, der sich der Berufsrealität nähert, muss nicht darauf warten, dass ihm ein Unternehmen einen direkten Auftrag erteilt, sondern kann aus eigener Initiative neue Projekte vorschlagen. Er muss jedoch klare Vorstellungen haben und zunächst seine eigenen Interessensgebiete und den Beriech definieren, in dem er arbeiten sowie mit welchem Unternehmen er (fiktiv) zusammenarbeiten möchte. Er sollte eine besondere Sensibilität entwickeln, um die unterschiedlichen Philosophien/Kulturen der jeweiligen Unternehmen zu verstehen und "Lücken" innerhalb bestehender Kollektionen finden.</p> <p>ATELIERprojekte_WS24/25 zielt darauf ab, diese Fähigkeiten zu schärfen und den notwendigen Weg Schritt</p>
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	<p>für Schritt in Angriff zu nehmen:</p> <ul style="list-style-type: none"> <li>• festlegen des eigenen Arbeitsgebietes nach sorgfältiger Recherche im vielfältigen Angebot von Objekten und Dienstleistungen;</li> <li>• verstehen, wie ein Unternehmen eine Kollektion aufbaut, ob und mit welchen Designern es zusammenarbeitet und wie es sich auf dem Markt präsentiert;</li> <li>• wahrnehmen der offenen Bereiche, die in den verschiedenen Kollektionen/Katalogen noch zu besetzen wären;</li> <li>• definieren eines konkreten Produktes oder Dienstleistung;</li> <li>• dieses durch Proportions-, Funktions- oder Anschauungsmodelle zu visualisieren;</li> <li>• aufbereiten einer effektiven Präsentation, auch in schriftlicher Form.</li> </ul> <p>Studierende haben in ATELIERprojekte die Aufgabe, ein eigenes Thema zu definieren und im Laufe des Semesters zu entwickeln. Die Ausgangspunkte können dabei die unterschiedlichsten sein: von der Erkundung urbaner Räume bis hin zur Neuinterpretation der eigenen persönlichen Umgebung. In jedem Fall werden die Studierenden ermutigt, die Realität, in der sie leben, mit einem kritischen Auge zu beobachten.</p> <p>Diese sehr offene und freie Form des Projekts ist eine Übung im selbständigen Arbeiten, die besondere Aufmerksamkeit in der Organisation der eigenen Arbeit sowie ein gutes und verantwortungsvolles Management der eigenen Zeit erfordert.</p> <p>EN Generally a young designer who approaches the reality of the profession is not forced to wait for a company to give him a direct assignment but can, on his own initiative, come forward proposing new projects.</p> <p>However, he must have clear ideas and first of all identify his fields of interest and the sector in which he wishes to enter and then which companies he would like to collaborate with. He needs to develop a particular sensitivity to understand the different philosophies of the companies he is considering and to perceive the "gaps" within the existing collections.</p> <p>ATELIERprojekte_WS24/25 aims to hone these skills and to tackle the necessary path step by step:</p> <ul style="list-style-type: none"> <li>• to define one's own field of intervention after a careful;</li> </ul>
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- investigation into the world of objects and services that surround us;
- understand how a company builds a collection, if and with which designers it collaborates and how it presents itself on the market;
- perceive the "empty" spaces to fill in the collections/catalogues;
- think and define a concrete project or service;
- visualize it through models of proportion, function or mock-up;
- prepare an appropriate presentation, also in writing.

Each student will have the task of defining his or her own theme and developing it during the semester.

The points from which to start can be the most varied: from the exploration of urban spaces to the reinterpretation of one's own personal environment. In any case, students will be encouraged to take a critical look at the reality in which they live.

This very open and free form of project is an exercise in self-employment that requires particular attention to the organization of one's work and a good and responsible management of one's time.

### ***Description Module 2 – Digital Fabrication***

IT

La progettazione 3D è un linguaggio universale che permette di mettere in relazione un progettista/designer con le aziende produttrici. Questo significa che un progettista/designer deve essere in grado di leggere, comprendere e scrivere le regole della progettazione 3D. La modellazione digitale non è solo programmazione; ma è un qualcosa di molto più ampio: è intrinseca alla progettazione stessa e fortemente legata ad ogni fase del processo creativo.

Tramite esercitazioni, casi studio, lezioni, workshop ed attività di modellazione manuale gli studenti impareranno ad analizzare le proprie idee in modo matematico. Con lo scopo di unire la propria creatività con le regole logiche e di modellazione 3D.

EN

3D design is a universal language that connects a designer with manufacturers. This means that a designer must be able to read, understand and write the rules of 3D design. Digital modeling is not just programming; it is something much broader: it is intrinsic to the design itself and strongly linked to every phase of the creative process.

Through exercises, case studies, lectures, workshops and

	<p>manual modeling activities, students will learn to analyze their ideas in a mathematical way. With the aim of combining their creativity with the logical rules of 3D modeling.</p> <p><b><i>Description Module 3 – Theories and languages of product design</i></b></p> <p>The aim of the course is to provide students with a theoretical path related to design companies case studies, both Italian and international. Through the observation of those cases, key concepts are: the catalogue, the series, the development, the strategy, the communication, the corporate culture, the distribution, within the history of the companies and the development of the industrial design system of objects. A series of products typologies is being observed through cases of realisations by different designers. The course is aimed at developing practical research tools and presentation skills at a high level.</p>
<p><b>Specific educational objectives</b></p>	<p><b>Knowledge and understanding</b></p> <p><b>Module 1</b> - have acquired their 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.</p> <p><b>Module 2</b> The course aims to provide all the necessary skills to deal autonomously with a project in the field of product design, paying particular attention to the real feasibility of the idea. It will provide the necessary skills to learn the language of digital modelling and how it interacts with the creative process of a designer. In addition, the technical knowledge necessary to communicate with the language of digital modelling will be acquired.</p> <p><b>Module 3</b> The educational objectives of the module are:</p> <ul style="list-style-type: none"> <li>• the acquisition of knowledge in relation to significative companies cases in the history of industrial design</li> <li>• developing the ability to grasp the sense of corporate</li> </ul>

	<p>culture in the field</p> <ul style="list-style-type: none"> <li>• knowledge of the different approaches and corporate development design companies can have</li> <li>• knowledge of the different approaches a designer can have in relation to a specific typology</li> <li>• know how to develop and apply research methods in an empirical research</li> <li>• know how to develop and submit an assignment</li> <li>• acquiring curiosity, to be applied it with coherence</li> <li>• developing an independent judgment, both in the evaluation of a personal work and in the use of appropriate descriptive, analytical methods</li> <li>• communicating in a professional manner, both through written documents and in oral language</li> </ul>
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<b>Lecturer</b>	<p><b>Module 1 – Product Design</b> Kuno Prey e-mail <a href="mailto:kuno.prey@unibz.it">kuno.prey@unibz.it</a>, tel. +39 0471 015 110, 335 29 69 67 webpage <a href="https://www.unibz.it/en/faculties/design-art/academic-staff/person/900-kuno-prey">https://www.unibz.it/en/faculties/design-art/academic-staff/person/900-kuno-prey</a></p> <p><b>Module 2 – Digital Fabrication</b> Ofer Kristal Email: <a href="mailto:Ofer.Kristal@unibz.it">Ofer.Kristal@unibz.it</a> Webpage: Ofer Kristal / Free University of Bozen-Bolzano (unibz.it)</p> <p><b>Module 3 – Theories and languages of product design</b> Elisa Testori Email: <a href="mailto:Elisa.Testori2@unibz.it">Elisa.Testori2@unibz.it</a> Webpage: <a href="#">Elisa Testori / Free University of Bozen-Bolzano (unibz.it)</a></p>
<b>Scientific sector of the lecturer</b>	<p>Module 1: Kuno Prey: ICAR/13 Module 2: Ofer Kristal: nd Module 3: Elisa Testori: nd</p>
<b>Teaching language</b>	<p>Module 1: German Module 2: Italian Module 3: English</p>
<b>Office hours</b>	<p><b>Module 1:</b> Mo – Tu: 12:00 – 14:00 by appointment; <b>Module 2:</b> Mo – Tu: 13:00 – 14:00 in order to avoid overlapping the exact time of the appointment will be arranged by email. <b>Module 3:</b> Mo: 13–14 and Tu: 10–12, always by appointment.</p>
<b>List of topics covered</b>	<p><b>Module 1</b> Design of everyday objects for the home, office, person, travel, etc. Products to be produced in eco-sustainable</p>

	<p>materials that can be produced for the most part with production systems with low technological complexity.</p> <p><b>Module 2</b></p> <ul style="list-style-type: none"> <li>- how to move from an idea to the 3D modelling (sketches, form prototypes, digital creation)</li> <li>- digital modelling is an indispensable support of a creative process: <i>when, how and why?</i></li> <li>- digital modelling vs. craft modelling</li> <li>- how methods to use and how to design in 3 dimensions (use of the Rhinoceros software)</li> <li>- polygon mesh surface, nurbs surface and subD surface</li> <li>- program learning, with all the basic functions for objects-modelling</li> <li>- laser cutting, plotting techniques and rapid design: CNC and 3D printing</li> <li>- how to communicate ideas in an analytic and mathematical manner, using technical tables.</li> </ul> <p><b>Module 3</b></p> <ul style="list-style-type: none"> <li>- What is a product and what is a company in the domain and the history – and the contemporaneity – of industrial design</li> <li>- What is a collection</li> <li>- What is a catalogue</li> <li>- What is corporate culture, for design companies today</li> <li>- Case studies of companies: materials, products, catalogues, distribution, extra production activities</li> <li>- Typologies of products and their solutions</li> <li>- Research papers on products and companies</li> <li>- How to prepare and present projects and researches on a professional level</li> </ul>
<b>Teaching format</b>	<p><b>Module 1</b> Project work in the atelier.</p> <p><b>Module 2</b> Lectures, exercises, workshops, case studies.</p> <p><b>Module 3</b> Frontal lectures, research work and discussions on topics related to the course, individual and group exercises.</p>
<b>Expected learning outcomes</b>	<p><b>Disciplinary competence</b></p> <p><i>Knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>- have acquired one's own project methodology in the field of product design, from the phase of planning to the phase of realisation of the project.</li> <li>- have acquired the basic practical and theoretical</li> </ul>

	<p>knowledge necessary to realise a project in the field of product design.</p> <ul style="list-style-type: none"> <li>- have acquired the basic knowledge to be able to turn a critical eye to their own work and to deal with contemporary complexity.</li> <li>- have acquired the basic knowledge necessary for further Master's studies in all components of project culture as well as in theoretical subjects.</li> <li>- have acquired the basic knowledge necessary for the design profession.</li> </ul> <p><i>Applying knowledge and understanding</i></p> <ul style="list-style-type: none"> <li>- plan, develop and realise a project in the field of product design.</li> <li>- use the basic knowledge acquired in the technical, scientific and theoretical fields to realise a mature project.</li> <li>- 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.</li> <li>- 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.</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 product design and to develop them further.</li> </ul> <p><b>Transversal competence and soft skills</b></p> <p><i>Making judgements</i></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> <li>- 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.</li> </ul> <p><i>Communication skills</i></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>
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	<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 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 and practical subjects as well as a study methodology suitable for continuing studies with a master's degree programme.</li> <li>- have acquired basic knowledge in theoretical, technical and scientific subjects as well as a study methodology suitable for continuing studies with a Master's degree programme.</li> </ul>
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<p><b>Assessment</b></p>	<p><b>Module 1</b> Product Design</p> <p>presentation of the project: each candidate will present his work through graphic drawings, a model, photographs, a synthetic text and a concentrate of his work in a sixteenth. The design path, the final result and all the materials delivered will be evaluated. The presentation of the project will be public.</p> <p>Materials to be delivered: three days before the examination date the following documents must be delivered to the project assistant:</p> <ol style="list-style-type: none"> <li>1. construction drawings;</li> <li>2. model of proportions or functional model (possibly in 1:1 scale);</li> <li>3. Max. 3 photos that highlight the characteristics of the final elaborate format 10cm x 15cm, 72 dpi, RGB, jpg and 300 dpi, CMYK, tif;</li> <li>4. short summary text where the final paper is presented (max 500 characters, doc or rtf);</li> <li>5. the data need to be concentrated in a sixteenth in the A5 format of the design path and with the final result. The facsimile of the sixteenth will be delivered and explained to the students one month before the end of the project.</li> </ol>
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	<p>NB: The timely delivery of all the materials being examined is essential for admission to the exam itself.</p> <p><b>Module 2</b> Digital modelling The final assessment will be the result of work conducted during the whole semester. In particular the following will be evaluated:</p> <ul style="list-style-type: none"> <li>• The ability to self-express through technical presentations (2D Tables – 3D models);</li> <li>• The motivation and the commitment shown during the module and in the atelier;</li> <li>• The spirit of observation and the curiosity displayed during the semester.</li> <li>• the ability to develop functional ideas.</li> </ul> <p>Materials to be delivered: three days before the examination date the following documents must be delivered - technical tables (2D-construction drawings) of your project.</p> <p><b>Module 3</b> Students will be asked to carry out home assignments during the module. The final assessment will be based on the results of those assignments, on participation in class, on the final presentation of the main project and on a dedicated written presentation. The students will be asked to prepare a sextodecimo in A5 size: a “journal” project dedicated to the Atelierprojekte path, with a detailed description (with both texts and visual material) of the development of the final, personal project. The contents are to be elaborated according to a set of columns/chapters, to be filled with the material prepared and collected during the semester development.</p>
<b>Assessment language</b>	The same as the teaching language
<b>Evaluation criteria and criteria for awarding marks</b>	<p><i>By exam’s date, each student must upload on the Microsite of the faculty detailed documentation of the work done during the course.</i> <a href="https://designart.unibz.it/">https://designart.unibz.it/</a> <i>Documentation is an integral part of the exam. The documentation must include visual documentation and an abstract of the project.</i></p> <p>The final assessment is based on the content of all the exercises according to the following criteria:</p>

	<p><b>Module 1</b> Product Design The quality and clarity of the research, the creativity and the originality of the design concept, the quality and clarity of the design process, of the development and realization of the project such as the professionalism and consistency of the presentation and documentation.</p> <p>Also contributing to the final evaluation will be the initiative and the personal commitment in the atelier, in the research and the study and the participation in the project or the continuity, the attention and the curiosity demonstrated.</p> <p><b>Module 2</b> Digital modelling</p> <ul style="list-style-type: none"> <li>- (25/100) participation, punctuality, spirit of observation and reasoning skills to solve technical problems</li> <li>- (25/100) ability to self-express through technical presentations (2D tables – 3D models)</li> <li>- (25/100) 2D-construction drawings of the project idea</li> <li>- (25/100) quality of the end of semester project in relation to the digital modelling module.</li> </ul> <p><b>Module 3</b> Participation is the engagement in class activities, through attention, good researches, analysis and improvements. The evaluation will consider:</p> <ul style="list-style-type: none"> <li>• active participation in class</li> <li>• home assignments results and attitude</li> <li>• improvement in the capacity of engaging, researching, elaborating and presenting within the class context</li> <li>• the final A5 format project in all its contents and details</li> </ul>
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<p><b>Required readings</b></p>	<p><b>Module 1:</b> -</p> <p><b>Module 2:</b> -</p> <p><b>Module 3:</b> According to the course aim, the readings can vary from companies products catalogues to specific volumes. Among the books:</p> <ul style="list-style-type: none"> <li>- AA. VV., La fabbrica del design. Conversazioni con protagonisti del design italiano, Skira, Milano 2007</li> <li>- Inventario, Corraini Edizioni, Mantova from 2010</li> <li>- Beppe Finessi (ed), Il design italiano oltre la crisi,</li> </ul>
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	<p>Corraini Edizioni, Mantova 2014</p> <ul style="list-style-type: none"> <li>- Michele De Lucchi, I miei orribili e meravigliosi clienti / My horrible wonderful clients, Quodlibet Habitat, Macerata 2015</li> <li>- Kuno Prey (ed), Designing Designers, Corraini Edizioni, Mantova 2022</li> </ul>
<p><b>Supplementary readings</b></p>	<p><b>Module 1:</b></p> <ul style="list-style-type: none"> <li>-</li> </ul> <p><b>Module 2:</b></p> <ul style="list-style-type: none"> <li>-</li> </ul> <p><b>Module 3:</b></p> <ul style="list-style-type: none"> <li>-</li> </ul>