Syllabus
Course description

Course title	**Project Product Design 2c "ATELIERprojekte_SS25"**
Course code	97166
Scientific sector	Module 1: CEAR-08/D (ex ICAR/13) Module 2: CEAR-08/D (ex ICAR/13) Module 3: PHIL-04/A (ex M-FIL/04)
Degree	Bachelor in Design and Art (L-4)
Semester	Summer semester 2024/25
Year	3rd
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 3rd language in years following the first.
Maximum number of students per class	

Course description	The course belongs to the class "caratterizzante" (module 1), "di base" (module 2) and "affine integrativa" (module 3) in the curriculum in Design. ***Module 1 – Produktdesign*** DE 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. ATELIERprojekte_SS25 zielt darauf ab, diese Fähigkeiten zu schärfen und den notwendigen Weg Schritt für Schritt

in Angriff zu nehmen:

- festlegen des eigenen Arbeitsgebietes nach sorgfältiger Recherche im vielfältigen Angebot von Objekten und Dienstleistungen;
- verstehen, wie ein Unternehmen eine Kollektion aufbaut, ob und mit welchen Designern es zusammenarbeitet und wie es sich auf dem Markt präsentiert;
- wahrnehmen der offenen Bereiche, die in den verschiedenen Kollektionen/Katalogen noch zu besetzen wären;
- definieren eines konkreten Produktes oder Dienstleistung;
- dieses durch Proportions-, Funktions- oder Anschauungsmodelle zu visualisieren;
- aufbereiten einer effektiven Präsentation, auch in schriftlicher Form.

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.

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.

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.

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.

ATELIERprojekte_SS25 aims to hone these skills and to tackle the necessary path step by step:

- to define one's own field of intervention after a careful;

- 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.

Module 2 – Digital Fabrication
IT
Il corso si concentrerà sull'esplorazione di metodi di produzione contemporanei, strumenti e tecnologie. Attraverso una combinazione di esercizi ludici individuali e di gruppo, attività di ricerca e presentazioni di casi studio, gli studenti affronteranno il tema in modo pratico e dinamico.

Per approfondire la comprensione e ottenere un'esperienza diretta delle applicazioni reali, il corso includerà alcune visite ad aziende, offrendo uno sguardo sui processi di produzione contemporanei offrendo uno sguardo sui processi di produzione contemporanei a diverse scale e in ambiti differenti.

Le lezioni analizzeranno gli strumenti di produzione, esaminando le relazioni, i valori, le sfide e le differenze tra metodi di fabbricazione analogici e digitali.

EN
The course will focus on digital fabrication, exploring contemporary production methods, tools, and technologies. Through a combination of playful individual

	and group exercises, research, and case study presentations, students will engage with the subject in a hands-on and dynamic way. To deepen understanding and gain direct exposure to real-world applications, the course will include site visits, offering insight into contemporary production at various scales and across different fields. Lectures will examine production tools, analyzing the relationships, values, challenges, and differences between analog and digital fabrication methods. Additionally, the course will explore different production scales, from craftsmanship to manufacturing and industrial processes. ***Module 3 – Theories and languages of product design*** 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. In addition, a series of products typologies is being observed through punctual researches developed by the students. The course is aimed at developing practical research tools and presentation skills at a high level.
Specific educational objectives	**Knowledge and understanding** **Module 1** - 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. **Module 2** This module fosters an environment where students can experiment and exchange in both digital and analog design and fabrication. Through lectures, workshops and hands-on activities, students explore the integration of

	digital and analog production methods. Upon completion of the course, they will be able to navigate contemporary design practices, ready for critical exploration in today's evolving landscape. **Module 3** The course is designed for acquiring professional skills and knowledge in the framework of a general overview of scientific contents. The main objectives are: • the acquisition of essential theoretical knowledge (related to theories and languages of product design) so as to be able to carry out a project in the field of product design • the acquisition of basic knowledge so as to be able to look critically at their own work and to deal with the complexities of contemporary society • the acquisition of basic knowledge concerning purposeful theoretical subjects in the field of the overarching project topic • the acquisition of basic knowledge concerning the culture of design with specific reference to product design • the ability to capture and analyse contemporary cultural and social phenomena that characterize design and art • a theoretical and socio-cultural education that aims to acquire a solid cultural background where technical media skills are combined with a theoretical reflection • the ability to developed a good independent judgment, both in the critical evaluation of their work and in the ability to use the appropriate interpretive tools with respect to the contexts where they are going to apply their own design practice and / or to continue their studies, assessing also social and ethical aspects • the ability to communicate at a professional level and argue the reasons for their choices and justify them from a formal, technical, scientific and theoretical point of view.

Lecturer	**Module 1 – Product Design** Kuno Prey e-mail kuno.prey@unibz.it, tel. +39 0471 015 110, 335 29 69 67 webpage https://www.unibz.it/en/faculties/design-art/academic-staff/person/900-kuno-prey **Module 2 – Digital Fabrication** Ada Keller e-mail ada.keller@unibz.it webpage Ada Keller / Free University of Bozen-Bolzano (unibz.it)

	Module 3 – Theories and languages of product design Elisa Testori e-mail: elisa.testori2@unibz.it chat: etestori@unibz.it
Scientific sector of the lecturer	**Module 1**: Kuno Prey: CEAR-08/D (ex ICAR/13) **Module 2**: Ada Keller: CEAR-08/D (ex ICAR/13) **Module 3**: Elisa Testori: PHIL-04/A (ex M-FIL/04)
Teaching language	**Module 1**: German **Module 2**: Italian **Module 3**: English
Office hours	**Module 1:** Mo **–** Tu: 12:00 – 14:00 by appointment; **Module 2:** Tu – Wed: 9-10 by appointment **Module 3:** Mo 15:00 – 18:00, Tu 10:00 – 12:00 by appointment.
List of topics covered	**Module 1** Design of everyday objects for the home, office, person, travel, etc. Products to be produced in eco-sustainable materials that can be produced for the most part with production systems with low technological complexity. **Module 2** • Contemporary production technologies, tools, and processes • Exploration of different production scales: from analog to digital, from artisanal to industrial • Playful exercises to experiment with digital production methods **Module 3** • What is a product and what is a company in the domain and the history – and the contemporaneity – of industrial design • What is a collection • What is a catalogue • What is corporate culture, for design companies today • Case studies of companies: materials, products, catalogues, distribution, extra production activities • Typologies of products and their solutions: research • Research on products and companies • How to prepare and present projects and research on a professional level.
Teaching format	**Module 1** Project work in the atelier. **Module 2** Group and individual exercises, site visits to explore production processes of different scales and types, short

	lectures with case studies, group reflection, and discussion, Impro-presentations developed by students on various production methods, tools, and technologies **Module 3** Frontal lectures, research work and discussions on topics related to the course, individual and group exercises.

Expected learning outcomes	**Disciplinary competence** *Knowledge and understanding* - 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. - 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. - have acquired the basic knowledge necessary for the design profession. - The students will acquire basic skills that will allow them to shape their ideas starting from sketches, drawings to 3D models. - The students will also learn how to work in groups and how to solve problems in short time - The students will acquire capacity to think which technology is the better one to realize their works - The students will acquire basic skills that will enable them to communicate their ideas/projects in an analytical way, with the support of technical drawings. - The students will acquire basic knowledge of file management processes for laser cutting, CNC and 3D printing. - to have the ability to finalize the implementation of a project undertaken in the field of product design drawing on the basic knowledge acquired in the subjects of "Theories and Languages of Product Design" - to have the ability to grasp important phenomena that characterize today's society and to know how to look at these critically, also from a social and ethical perspective, and to develop appropriate

solutions in terms of the proposal / response regarding the project (PD-D4)

- knowledge of historical and theoretical foundations of design
- knowledge of relevant sociological, semiotic and anthropological aspects
- know how to analyze (critically), define and contextualize their projects
- know how to apply methods of empirical research in the context of the project topic
- know how to present critical and planning analysis orally
- know how to present written critical and planning analysis
- develop a good independent judgment, both in the critical evaluation of their work and in the ability to use the appropriate interpretive tools with respect to the contexts where they are going to apply their own design practice and / or to continue their studies, assessing also social and ethical aspects
- communicate at a professional level and argue the reasons for their choices and justify them from a theoretical point of view

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.
- to use the basic knowledge acquired during the course of digital modeling to deal with projects in full autonomy from the logical point of view

- to use in a conscious and critical way the digital modeling tools as well as the digital fabrication processes
- to use the skills acquired to create 2D technical tables in order to conceive their models in a professional manner
- to use the skills acquired to create 3D digital models in order to create printed and/or milled models
- the expected learning outcome is that students will have been enabled to demonstrate a systematic understanding of the topics covered by the course;
- a further expected learning outcome is that students will have developed conceptual insight and ability of analysis (focusing on research skills, theoretical and analytical methods and on how they are applied)

The expected learning outcome is that students will have been enabled to apply their knowledge and understanding to those professional situations in which theoretical design expertise related to the thematic cluster of the project is necessary and required or, in any case, useful and inspiring

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 (technical, scientific and theoretical) 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.
- be able to understand and analyze their own ideas in a mathematical and logical way
- be able to understand when and why digital process becomes a tool to support and simplify design within their creative process.
- to be able to establish one's own methodology and critical thinking
- the expected learning outcome is that students will have been enabled to gather and interpret relevant sources, information and documentations

from the fields of product design theory, with particular reference to the thematic project cluster (PD-D4), in the context of design projects or design study topics (e.g. in the concept and research state of projects);

- a good autonomy of judgment in the critical evaluation of their own work and in their ability to use correct interpretative methods in relation to the contexts in which they will apply their design practice 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.
- be able to communicate projects/objects in a clear and professional manner, with the use of 2D technical drawings and 3D models/prototypes
- be able to make use of digital modelling as support for rapid design and models
- be able to communicate projects/objects in a professional way.
- the expected learning outcome is that students will have been enabled to communicate to both specialist and non-specialist audiences clearly and unambiguously - with confidence and originality - information, ideas, problems and solutions related to questions and topics of product design theory (with particular reference to the thematic project cluster)

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 programme.
- 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 andpractical subjects as well as a study methodology suitable for continuing studies with a master's degree programme. - 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. - Make experience and improve your skills described above. - the expected learning outcome is that students will have developed those learning skills that are necessary for them to continue to undertake successfully further studies of product design with a high degree of autonomy.
Assessment	**Module 1** Product Design 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. Materials to be delivered: three days before the examination date the following documents must be delivered to the project assistant: 1. construction drawings; 2. model of proportions or functional model (possibly in 1:1 scale); 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; 4. short summary text where the final paper is presented (max 500 characters, doc or rtf); 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. NB: The timely delivery of all the materials being examined is essential for admission to the exam itself.

	Module 2 • Handing in a brief summary of individual and collective reflections • Submitting a brief summary documentation of the assignments and exercises developed during the semester • Preparing Impro-presentations showing production tools and tecnologies • Handing in the technical drawing (2D-construction drawings) of the final semester product **Module 3** 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. 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.
Assessment language	The same as the teaching language
Evaluation criteria and criteria for awarding marks	*By exam's date, each student must upload on the Microsite of the faculty detailed documentation of the work done during the course.* https://designart.unibz.it/admin *Documentation is an integral part of the exam. The documentation must include visual documentation and an abstract of the project.* The final assessment is based on the content of all the exercises according to the following criteria: **Module 1** 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. 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. **Module 2** The evaluation will consider factors such as creativity and originality in approaching exercises, adherence to

	deadlines, curiosity, and motivation in addressing short and secondary projects, as well as the quality of the design process. The ability to express ideas through technical representations (2D tables and 3D models) will be an other evaluation criteria. Additionally, the final assessment will take into account the commitment to the main project and participation in the work group, research, and study, as well as the demonstrated attention, curiosity, and continuity in projects. **Module 3** Participation is the engagement in class activities, through attention, good researches, analysis and improvements. The evaluation will consider: • active participation in class • home assignements results and attitude • improvement in the capacity of engaging, researching, elaborating and presenting within the class context • the final A5 format project in all its contents and details.

Required readings	**Module 1**: - **Module 2**: - **Module 3**: According to the course aim, the readings can vary from companies products catalogues to specific volumes. Among the books: - AA. VV., *La fabbrica del design. Conversazioni con protagonisti del design italiano*, Skira, Milano 2007 - *Inventario*, Corraini Edizioni, Mantova from 2010 - Beppe Finessi (ed), *Il design italiano oltre la crisi*, Corraini Edizioni, Mantova 2014 - Michele De Lucchi, *I miei orribili e meravigliosi clienti / My horrible wonderful clients,* Quodlibet Habitat, Macerata 2015 - Kuno Prey (ed), *Designing Designers*, Corraini Edizioni, Mantova 2022
Supplementary readings	**Module 1:** / **Module 2:** / **Module 3:** Peter Erni, Martin Huwiler, Christophe Marchand, *Transfer,* Lars Müller Publishers, Baden 2008