Syllabus

Course Description

Course Title	Project Product Design 1.c
Course Code	97154
Course Title Additional	Waiting is not waisting. Time as a design matter.
Scientific-Disciplinary Sector	NN
Language	Italian; English; German
Degree Course	Bachelor in Design and Art - Major in Design
Other Degree Courses (Loaned)	
Lecturers	Dott. Emanuele Magini, https://www.unibz.it/en/faculties/design-art/academic-staff/person/54877 Prof. Dr. Ingrid Kofler, Ingrid.Kofler2@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/18815
Teaching Assistant	Dott. Gabriele Lucchitta
Semester	Second semester
Course Year/s	1st and 2nd
CP	19
Teaching Hours	180
Lab Hours	0
Individual Study Hours	295
Planned Office Hours	57
Contents Summary	The course provides students with knowledge and skills on the operational approaches of work, methods and theories of product design for various fields of application with a focus on the use of materials.
Course Topics	The course introduces the fundamentals of the design process through three phases: Learn to Generate, dedicated to generating

	ideas through research, experimentation, and manipulation; Learn to Observe, focused on observing people, behaviours, objects, and contexts; and Learn to Design, aimed at transforming ideas and observations into concrete product proposals. The final project takes time and the experience of waiting as a field of investigation, exploring new possibilities of use, experience, and interaction through design.
Keywords	Concept generation, user-centred design, learning by doing
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.
Propaedeutic Courses	
Teaching Format	The course adopts a modular and multidisciplinary approach, combining practical, theoretical, and reflective learning formats tailored to the subject addressed in each module.
Mandatory Attendance	not mandatory but recommended
Specific Educational Objectives and Learning Outcomes	Knowledge and understanding 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. 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, scientific 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. 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. to professionally communicate and substantiate one's own decisions and justify them from a formal and theoretical point of view. communicate and present your own project at a professional level in another language and correctly in a third language in addition to their own language 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 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.
Specific Educational Objectives and Learning Outcomes (additional info.)	

Assessment	The final assessment will take into account the work carried out throughout the semester. It will consider students' ability to explain and justify their design choices, the coherence of the final outcome with the semester's theme, and the quality of the mock-ups and final prototype. N.B. ALL THE STUDENTS ATTENDING THE EXAM AS NON-ATTENDING STUDENTS MUST AGREE UPON THE CONTENTS WITH THE TEACHER.
Evaluation Criteria	Assessment will be based on: •Personal motivation, commitment, participation, and curiosity, demonstrated and applied by the student throughout the semester. •Quantity and design productivity, understood as the ability to generate numerous ideas and design alternatives, including divergent ones, and to develop drawings, sketches, models, and experiments aimed at exploring, testing, and validating these ideas. •Autonomy, understood as the ability to independently progress through the design process, organising the different stages of research, development, testing, and project development. •Judgement and synthesis, understood as the ability to recognise, select, and develop the ideas, procedures, and formal solutions that are most valid and coherent in relation to the established project objectives. •Quality and coherence of the work developed and proposed, assessed through the way the project is developed, visualised, argued, and communicated throughout the different stages of the course, up to the final examination presentation.
Required Readings	**Norman D.A., La caffettiera del masochista, Editore: Giunti, Anno edizione: 1997** **Munari Bruno ,** *Da cosa nasce cosa*, **Laterza , 2017** **Barker Peter ,Product Design for Students , Routledge , 2025** **Maeda J., Le leggi della semplicità, Editore: Mondadori, 2006**
Supplementary Readings	
Further Information	
Sustainable Development	Quality education

Goals (SDGs)	

Course Module

Course Constituent Title	Product Design
Course Code	97154A
Scientific-Disciplinary Sector	CEAR-08/D
Language	Italian
Lecturers	Dott. Emanuele Magini, https://www.unibz.it/en/faculties/design-art/academic-staff/person/54877
Teaching Assistant	
Semester	Second semester
CP	8
Responsible Lecturer	
Teaching Hours	90
Lab Hours	0
Individual Study Hours	110
Planned Office Hours	24
Contents Summary	The course should provide fundamentals, skills, working methods, theories and practices of Product Design in diverse functional and experimental scopes.
Course Topics	The module explores the main tools and methods of product design through observation, research, generation, and the development of design proposals, from concept definition to the production of models and prototypes for testing and verification. The main project takes time as a field of investigation, exploring the relationship between objects, people, behaviours, and the temporal dimension, and developing possible design responses based on this relationship.
Teaching Format	The module combines lectures, individual and group exercises, research and experimentation activities, collective reviews, and progressive assessments, with particular attention to learning through making, discussion, and the iterative development of design proposals.

Required Readings	**Norman D.A., La caffettiera del masochista, Editore: Giunti, Anno edizione: 1997** **Munari Bruno , *Da cosa nasce cosa*, Laterza , 2017** **Barker Peter ,Product Design for Students , Routledge , 2025** **Maeda J., Le leggi della semplicità, Editore: Mondadori, 2006**
Supplementary Readings	**Alessi C., Giacomazzi P., Dopo gli anni zero. Il nuovo design italiano. , Editore: Laterza, Bari, 2014** **Mari, Enzo. 25 modi per piantare un chiodo. Mondadori, 2011.**

Course Module

Course Constituent Title	Materials and production
Course Code	97154B
Scientific-Disciplinary Sector	IMAT-01/A
Language	English
Lecturers	Dott. Gabriele Lucchitta, Gabriele.Lucchitta@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/51151
Teaching Assistant	
Semester	Second semester
CP	6
Responsible Lecturer	
Teaching Hours	60
Lab Hours	0
Individual Study Hours	90
Planned Office Hours	18
Contents Summary	The course should provide fundamentals, methods, theories and techniques referred to materials, technologies and production processes for the creation of three-dimensional objects.
Course Topics	The purpose of the module is to provide a basic knowledge of materials, technologies and production processes useful for the development of design projects.

	The lectures will analyse and compare the main characteristics of materials and transformation processes, examining various historical and contemporary objects from the world of design and research. In the evolution of product design language, they have always been a key element in determine the final artefact. Taking into account the needs of the project that each student will have to carry out, specific practical and experimental activities will be run in the University workshops. The knowledge acquired will allow them to define their own working methodology, translating their ideas into physical objects, developing drawings and interacting with materials, tools and machines with their own hands. The students will have the opportunity to discover and critically engage with different design approaches and production dynamics, contaminating their research with insights from other fields and their own personal interests.
Teaching Format	Short Lectures, experimentation, workshops, case studies, individual and group reviews.
Required Readings	- Chris Lefteri, Materials for Design, Laurence King Publishing, London, 2013. - Chris Lefteri, Making It. Manufacturing Techniques for Product Design, Laurence King Publishing, London, 2012.
Supplementary Readings	- Kate Franklin and Caroline Till, Radical Matter. Rethinking Materials for a Sustainable Future, Thames & Hudson, London, 2018. - Seetal Solanki, Why Materials Matter. Responsible Design for a Better World, Prestel, Munich, 2018. - Philip Howes and Zoe Laughlin, Material Matters. New Materials in Design, Black Dog Publishing, London, 2012. - Rob Thompson, Manufacturing processes for design professionals, Thames & Hudson, New York, 2010. - Gerrit Terstiege, The making of design. From the first sketches to the final product, Birkhauser Architecture, Basel, 2009. - Hella Jongerius, I don't have a favourite colour. Creating the Vitra colour & material library, Gestalten, Berlin, 2016. - Giulio Ridolfo and Jane Withers, Materialising colour journeys

	with Giulio Ridolfo, Phaidon, New York, 2020.

Course Module

Course Constituent Title	Theories of cultural consumption
Course Code	97154C
Scientific-Disciplinary Sector	GSPS-06/A
Language	German
Lecturers	Prof. Dr. Ingrid Kofler, Ingrid.Kofler2@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/18815
Teaching Assistant	
Semester	Second semester
CP	5
Responsible Lecturer	
Teaching Hours	30
Lab Hours	0
Individual Study Hours	95
Planned Office Hours	15
Contents Summary	The module introduces students to issues related to material culture, consumption practices, their values and how these have been theorised in sociology, but not only, to the role of consumption in globalisation processes.
Course Topics	This course provides an introduction to theories of cultural consumption. Students will explore the primary theories and concepts of cultural consumption, examining their historical emergence and critically considering their implications within consumer culture. Emphasizing 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.
Teaching Format	Lectures, exercises, discussions, presentations.
Required Readings	Hellmann, Kai-Uwe. Der Konsum Der Gesellschaft. Wiesbaden:

	Springer Fachmedien Wiesbaden GmbH, 2013. Konsumsoziologie Und Massenkultur. Web. Warde, A. (2015). The sociology of consumption: Its recent development. *Annual Review of Sociology*, *41*, 117-134 *Complete listing will be provided at the start of the course*
Supplementary Readings	*Additional Readings for the oral presentation will be introduced and selected from the students during lectures.*