

Syllabus

Course Description

Course Title	Project Product Design 1.a
Course Code	97152
Course Title Additional	The personal ark
Scientific-Disciplinary Sector	NN
Language	Italian; English; German
Degree Course	Bachelor in Design and Art - Major in Design
Other Degree Courses (Loaned)	
Lecturers	Prof. Dr. Ingrid Kofler, Ingrid.Kofler2@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/18815 Dott. Francesco Alessandro Faccin, FrancescoAlessandro.Faccin@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/37158 Dott. Ada Keller, Ada.Keller@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/35600
Teaching Assistant	
Semester	First semester
Course Year/s	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 PERSONAL ARK: In an era defined by forced nomadism and hyper-commodity overload, producing "new things" is a contradictory act. This course addresses this crisis by shifting the focus from accumulation to radical reduction. Students are challenged to define their "minimum essential" by designing and manufacturing a 1:1 transport crate tailored exclusively for the tools of their personal passion (music, photography, woodworking). This crate is not mere packaging; it is a political manifesto of voluntary restriction. Choosing what to carry is an act of identity definition against the culture of disposal. Methodology (Individual vs. Collective) The project operates on a dual scale to simulate professional dynamics: Individual Track: Each student freely defines the dimensions and constraints of their crate by selecting a real-world transport standard based on their mobile lifestyle (e.g., airline hand luggage, car boot, under a train seat, bicycle rack, or standard pallet). The interior will be a custom, precise architecture for their specific tools. Collective Track: Since there is no uniform size, the crates will feature diverse shapes and constraints. The collective challenge lies in the final assembly: the class must collaborate to find a structural dialogue between these heterogeneous volumes, combining and arranging into a three-dimensional topography: "The Landscape of the Essential." Fieldwork & Manual Practice The course is rooted in physical making. The first weeks focus on a radical, weighed inventory of personal objects. This is followed by intensive workshop practice at Unibz. The crate must be designed for future repair. Examination The final exam is a performance titled "The Unpacking." The committee will evaluate the assembled "Collective Landscape." Then, each student will extract their crate, perform the ritual of unpacking their tools, and defend the technical engineering and mobility philosophy behind their selection.
Keywords	Product Design Mobility Material Culture Repairability

	Essential Living
Recommended Prerequisites	
Propaedeutic Courses	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.
Teaching Format	Lectures, group discussions, expert talks, individual and group revisions
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 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. N.B. ALL THE STUDENTS ATTENDING THE EXAM AS NONATTENDING STUDENTS MUST AGREE UPON THE CONTENTS WITH THE TEACHER.

Evaluation Criteria	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.
Required Readings	Jason W. Moore, Capitalism in the Web of Life, Verso, London-New York 2015 Michel Serres, Il contratto naturale, Feltrinelli, Milano 2019 Emanuele Coccia, La vita delle piante, il Mulino, Bologna 2018 Richard Sennett, L'uomo artigiano, Feltrinelli, Milano, 2008
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Quality education, Gender equality, Decent work and economic growth, Life on land, Responsible consumption and production, Climate action, Industry, innovation and infrastructure

Course Module

Course Constituent Title	Product Design
Course Code	97152A
Scientific-Disciplinary Sector	CEAR-08/D
Language	Italian
Lecturers	Dott. Francesco Alessandro Faccin, FrancescoAlessandro.Faccin@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/37158
Teaching Assistant	
Semester	First 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	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.
Teaching Format	Lectures, group discussions, expert talks, individual and group revisions
Required Readings	Peter Dauvergne, Jane Lister, Timber, Cambridge University Press, Cambridge 2013 Jason W. Moore, Capitalism in the Web of Life, Verso, London-New York 2015 Michel Serres, Il contratto naturale, Feltrinelli, Milano 2019 Emanuele Coccia, La vita delle piante, il Mulino, Bologna 2018 Richard Sennett, L'uomo artigiano, Feltrinelli, Milano, 2008.
Supplementary Readings	

Course Module

Course Constituent Title	Materials and production
Course Code	97152B
Scientific-Disciplinary Sector	IMAT-01/A
Language	English
Lecturers	Dott. Ada Keller, Ada.Keller@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/35600
Teaching Assistant	
Semester	First semester
CP	6
Responsible Lecturer	
Teaching Hours	60
Lab Hours	0

Individual Study Hours	95
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	Materials are the starting point. Through hands-on experimentation and rapid prototyping, students explore the properties, behaviours and possibilities of different materials, asking what each one allows, resists, or suggests, and how material choices reflect a broader design philosophy. This material exploration runs in parallel with a broader investigation into containment and organisation systems: how different people, professions and contexts carry, store and protect objects, and what the relationship is between use, user and production. Studying and working in an atelier means sharing a space and preparing for the future. Through communication and collective guidelines, students develop both personal methods for managing their projects and shared rules for living and working together in a studio.
Teaching Format	Exercises and experimentations, workshops, case studies and filed research, lectures, discussions and personal/group reviews.
Required Readings	no required readings
Supplementary Readings	Sachs, T., <i>Ten Bullets Zine</i>, 2024. Available at Unibz library. Thompson, R., <i>Manufacturing Processes for Design Professionals</i>, Thames & Hudson, 2007

Course Module

Course Constituent Title	Theories of cultural consumption
Course Code	97152C

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	First 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 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 sociohistorical 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.
Teaching Format	Lectures, discussions, group works, 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.
Supplementary Readings	<i>Additional Readings for the oral presentation will be introduced and selected from the students during lectures.</i>