

Syllabus

Course Description

Course Title	Project Product Design 2.a
Course Code	97164
Course Title Additional	Rituals of Everyday Life
Scientific-Disciplinary Sector	NN
Language	Italian; English; German
Degree Course	Bachelor in Design and Art - Major in Design
Other Degree Courses (Loaned)	
Lecturers	<p>Signora Olivia Charlotte Herms, OliviaCharlotte.Herms@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/49808</p> <p>dr. Mila Stepanovic, Mila.Stepanovic@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/52991</p> <p>Dott. Elisa Testori, Elisa.Testori2@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/44073</p>
Teaching Assistant	
Semester	First semester
Course Year/s	2nd - 3rd
CP	19
Teaching Hours	90+60+30
Lab Hours	0
Individual Study Hours	295
Planned Office Hours	57
Contents Summary	The course provides students with knowledge and skills in the operational aspects approaches of designwork, methods and theories of product design for various functional and experimental

	fields of application with a focus on digital production processes.
Course Topics	<ul style="list-style-type: none"> - Use of design research methods to define the problem (context and different kinds of interaction, user, form and function of what is designed) - Understanding of manufacturing processes and materials - Hands on approach: Model making through all the design process - Representation of design ideas and feasibility of what is designed through 3D modeling and rendering - Prototyping: understanding of different possibilities for prototyping from traditional techniques to digital fabrication
Keywords	Product Interactions Model making Design research methods
Recommended Prerequisites	To have passed the Project Product Design 1; to have certified the language level proficiency B1 in the course language in years following the first.
Propaedeutic Courses	
Teaching Format	In class reviews Frontal lectures Tutorials
Mandatory Attendance	not compulsory but recommended
Specific Educational Objectives and Learning Outcomes	<p>Knowledge and understanding</p> <p>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.</p> <p>have acquired the basic practical and theoretical knowledge necessary to realise a project in the field of product design.</p> <p>have acquired the basic knowledge to be able to turn a critical eye to their own work and to deal with contemporary complexity.</p> <p>have acquired the basic knowledge necessary for further Master's studies in all components of project culture as well as in theoretical subjects.</p> <p>Applying knowledge and understanding</p> <p>plan, develop and realise a project in the field of product design.</p> <p>be able to finalize the creation of an accomplished project in the field of product design, thanks to the basic knowledge acquired in</p>

	<p>the practical, scientific and theoretical fields.</p> <p>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.</p> <p>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.</p> <p>Making judgements</p> <p>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.</p> <p>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.</p> <p>Communication skills</p> <p>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.</p> <p>to professionally communicate and substantiate one's own decisions and justify them from a formal and theoretical point of view.</p> <p>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</p> <p>Learning skills</p> <p>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.</p> <p>have developed a creative attitude and learned how to enhance it and develop it according to their own inclinations.</p> <p>have acquired basic knowledge in theoretical and practical subjects</p>
--	---

	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	Presentation, project documentation (3D models, technical drawings, research summaries, visuals/renderings, mock ups), prototypes.
Evaluation Criteria	<p>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>
Required Readings	<p>Don Norman – Emotional Design</p> <p>Don Norman – The design of everyday things</p> <p>Kenya Hara: Designing design. Lars Müller Publishers</p> <p>Naoto Fukasawa / Jasper Morrison: Super Normal – sensations of the ordinary. Lars Müller Publishers</p> <p>Klaus Thomas Elemann / Gerrit Terstiege: Gestaltung denken. Birkhäuser Verlag</p> <p>Deyan Sudjuc: The Language of Things. Penguin design</p>
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Good health and well-being, Responsible consumption and production, Sustainable cities and communities

Course Module

Course Constituent Title	Product Design
Course Code	97164A

Scientific-Disciplinary Sector	CEAR-08/D
Language	German
Lecturers	Signora Olivia Charlotte Herms, OliviaCharlotte.Herms@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/49808
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	<p>Everyday life is shaped by countless routines that often go unnoticed. From waking up in the morning and coming home to sharing a meal or taking a short break, these recurring moments structure our daily lives through sequences of gestures, interactions, and objects. When shaped by attention, interaction, and meaning, routines can become rituals.</p> <p>This studio explores everyday rituals as a starting point for product design. Rather than beginning with existing product typologies, students investigate how people interact with objects through observation, design research, prototyping, and user testing. Particular attention is given to the gestures that constitute everyday rituals—how we hold, carry, place, pour, wait, pause, or share—and how products influence these behaviours and experiences.</p> <p>The semester begins with the collaborative warm-up project One Seat. Two People. One Shared Experience., introducing methods of observation, iterative prototyping, and user testing through the design of a shared seating object. Building on these methods, students develop an individual project focusing on one everyday moment—Morning, Coming Home, Shared Meal, or Micro</p>

	Pause—exploring how product design can support, transform, and enrich the rituals of everyday life.
Teaching Format	field studies, impulse lectures, exercises, individual and group review, discussions and workshops
Required Readings	<p>Don Norman – Emotional Design</p> <p>Don Norman – The design of everyday things</p> <p>Kenya Hara: Designing design. Lars Müller Publishers</p> <p>Naoto Fukasawa / Jasper Morrison: Super Normal – sensations of the ordinary. Lars Müller Publishers</p> <p>Klaus Thomas Elemann / Gerrit Terstiege: Gestaltung denken. Birkhäuser Verlag</p> <p>Deyan Sudjic: The Language of Things. Penguin design</p>
Supplementary Readings	

Course Module

Course Constituent Title	Digital fabrication
Course Code	97164B
Scientific-Disciplinary Sector	CEAR-08/D
Language	Italian
Lecturers	<p>dr. Mila Stepanovic,</p> <p>Mila.Stepanovic@unibz.it</p> <p>https://www.unibz.it/en/faculties/design-art/academic-staff/person/52991</p>
Teaching Assistant	
Semester	First semester
CP	6
Responsible Lecturer	

Teaching Hours	60
Lab Hours	0
Individual Study Hours	90
Planned Office Hours	18
Contents Summary	The course should address the emerging world of digital fabrication from CAD to CAM and its impact on today's craft and mass production systems.
Course Topics	<p>The course aims to establish a functional relationship between research, analysis, sketching, digital modelling, and digital fabrication.</p> <p>The course is organized into the following phases:</p> <ul style="list-style-type: none"> · Develop exercises aimed at strengthening confidence in 3D modelling and 2D drawing principles. · Use 3D modelling (Rhino) and/or visual scripting (Grasshopper) to define the formal and parametric logic of what is designed (table design). · Explore expressive and complex 3D geometries through computational design techniques, and finalize the product as a functional, parametrically designed object. · Use 3D modelling to refine the design according to material, functional, and fabrication constraints. · Understand how 3D modelling and digital fabrication integrate into the design process in a functional way. · Understand the constraints of 3D modelling for specific materials and digital fabrication processes in order to create a prototype of the product.
Teaching Format	Lectures, Tutorials, Case studies, Semester's project, Personal reviews
Required Readings	<p>van den Dool, A., Martinez Castro, J., Song, W., Ozdemir, M., Doubrovski, Z., & Huysmans, T. (2024). <i>Computational design for (industrial) designers using Rhino Grasshopper</i> (W. Elkhuisen, Ed.). TU Delft OPEN Books. https://interactivetextbooks.tudelft.nl/rhino-grasshopper/Grasshopper_Rhino_course/intro.html</p> <p>Arturo Tedeschi, <i>My AAD – Algorithms Aided Design: Parametric Strategies Using Grasshopper</i>, Le Penseur Publisher, Brienza 2014</p>

	<p>Edited By Gheorghe Oancea, Panagiotis Kyratsis:</p> <p>“Digital Product Design and Manufacturing”, CRC Press</p> <p>Silva, D., (2019). “Digital fabrication: From tool to a way of thinking”. Ed. Haeusler, M. H., Schnabel, M. A. and Fukuda, T. 24th International Conference on Computer-Aided Architectural Design Research in Asia: Intelligent and Informed, CAADRIA 2019, vol 2, 463 – 470, ISBN 978-988-78917-2-7</p> <p>***Rhino and Grasshopper tutorials will be provided regularly in class</p>
Supplementary Readings	

Course Module

Course Constituent Title	Theories and languages of product design
Course Code	97164C
Scientific-Disciplinary Sector	PHIL-04/B
Language	English
Lecturers	Dott. Elisa Testori, Elisa.Testori2@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/44073
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 contents of the integrated theoretical module refer to the role and status of products in our material culture and, in particular,

	<p>how products take part in networks of meanings: how they contribute to producing meanings, through their configuration given by shapes, colours, textures and consistencies, and how they are given meanings in the course of the everyday practices in which they take part. The module refers to research areas such as product semiotics, design semiotics, object semiotics, product language, product semantics.</p>
Course Topics	<ul style="list-style-type: none"> • Typologies of objects and their design solutions: lectures. • Typologies of objects: research, how and why. • How to prepare and present projects and research. • What and how to write when presenting a personal project, while choosing the right visual material from photographs and drawings.
Teaching Format	<p>Lectures, research work and discussions on topics related to the course; individual and group exercises.</p>
Required Readings	<ul style="list-style-type: none"> • “Inventario”, Corraini Edizioni, Mantua from 2010 • “Typologie”, Collections Typologie, Paris from 2017 • Kuno Prey (ed), <i>Designing Designers</i>, Corraini Edizioni, Mantua 2022 • Naoto Fukasawa, Jasper Morrison, <i>Super Normal. Sensations of the Ordinary</i>, Lars Müller Publishers, Zurich 2007
Supplementary Readings	