Syllabus

Course Description

Course Title	Project Product Design 2.a
Course Code	97164
Course Title Additional	ATELIERprojekte_WS25/26
Scientific-Disciplinary Sector	NN
Language	Italian; English; German
Degree Course	Bachelor in Design and Art - Major in Design
Other Degree Courses (Loaned)	
Lecturers	Prof. Kuno Prey, Kuno.Prey@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/900 Sig. Ofer Kristal, Ofer.Kristal@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/49270 Dott. Elisa Testori, Elisa.Testori2@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/44073
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	93
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	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 The course aims at establishing a functioning relation between research / analysis / sketching / digital modelling and digital fabrication. Main phases: - Research and analyze existing flower vases in terms of form, function, and relation with the plant they host. - Develop a systematic intervention language through writing, drawing, and sketching to describe the logic behind the formal language of the vase. - Utilize visual scripting (Grasshopper) or 3D modeling (Rhino) to define the formal and parametric logic of the object itself and its fabrication. - Generate a (parametric) digital model that allows variation and customization based on defined constraints. - Explore expressive and complex 3D geometries through computational design techniques. - Use digital fabrication methods to create a prototype of the digital model. - Refine the design based on material, functionality, and fabrication constraints. - Finalize the vase on as a functional, parametrically designed object integrating expressive geometry and practical use. Module 3 The topics are organized along selected steps of design processes and professional day-by-day practices regarding, for instance: empathy (personal relationship to the project topic), inter- and transdisciplinarity (cultural engineering, storytelling), relevant examples / role models (context, character, content, methodology), WYSIWYG - What You See Is What You Get, impact of and quality in design projects, presentation and communication of projects, design methodoloy, design analysis.

Keywords	Product design, project work in the atelier
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	Project work in the atelier, Lectures, Tutorials, Case studies, Personal reviews
Mandatory Attendance	not compulsoy 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	Module 1 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 (Sedicesimo) 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 The final assessment will be the result of work conducted during the entire semester. The following will be evaluated: • The ability to express ideas through technical representations (2D / 3D Drawings – models). • The motivation and the commitment shown during the module and in the atelier. • The spirit of observation and the curiosity displayed. • The ability to develop functional ideas. • The ability to create a methodical framework and work systematically. Materials to be delivered: three days before the examination date the following documents must be delivered: - 3D Models / Codes - 2D drawings - Physical models of the vase - Conceptual Sketches and Diagrams - Booklet (Sedicesimo) Module 3 The exam is included as integral part in the final presentations concerning the project PD-2a with particular reference - on one hand - to those contents that have been explored, presented and discussed in the classroom

	and - on the other hand - to those ones documented in the digital Reserve Collection of "Theories and Languages of Product Design: Project 2a". The exams' evaluations will particularly focus onto the students' ability and originality concerning the integration of conceptual and theoretical topics and characteristics into their final presentations of the projects. N.B. ALL THE STUDENTS ATTENDING THE EXAM AS NON-ATTENDING STUDENTS MUST AGREE UPON THE CONTENTS WITH THE TEACHER.
Evaluation 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 - (15/100) Participation, punctuality, learning abilities. - (25/100) Ability to research, observe, analyse and create logic / conceptual links. - (25/100) Ability to express ideas through 3D models / 2D drawings. - (35/100) Quality of final submission Module 3 - correctness of presented topics, concepts and theoretical contents/analysis/conclusions - clarity of presented topics, concepts and theoretical contents/analysis/conclusions - mastery of course-related language and terminology - demonstration of knowledge and understanding - ability to summarize, evaluate, and establish relationships between topics (ability of contextualization)

	- skills in critical thinking - ability to summarize in own words
Required Readings	----
Supplementary Readings	
Further Information	
Sustainable Development Goals (SDGs)	Gender equality, Responsible consumption and production, Reduced inequalities

Course Module

Course Constituent Title	Product Design
Course Code	97164A
Scientific-Disciplinary Sector	ICAR/13
Language	German
Lecturers	Prof. Kuno Prey, Kuno.Prey@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/900
Teaching Assistant	
Semester	
CP	8
Responsible Lecturer	
Teaching Hours	90
Lab Hours	0
Individual Study Hours	110
Planned Office Hours	60
Contents Summary	The course should provide fundamentals, skills, working methods, theories and practices of Product Design in diverse functional and experimental scopes.
Course Topics	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_WS25/26 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.
Teaching Format	Project work in the atelier.
Required Readings	---
Supplementary Readings	---

Course Module

Course Constituent Title	Digital fabrication
Course Code	97164B
Scientific-Disciplinary Sector	ICAR/13
Language	Italian
Lecturers	Sig. Ofer Kristal, Ofer.Kristal@unibz.it

	https://www.unibz.it/en/faculties/design-art/academic-staff/person/49270
Teaching Assistant	
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	The course aims at establishing a functioning relation between research / analysis / sketching / digital modelling and digital fabrication. Main phases: - Research and analyze existing flower vases in terms of form, function, and relation with the plant they host. - Develop a systematic intervention language through writing, drawing, and sketching to describe the logic behind the formal language of the vase. - Utilize visual scripting (Grasshopper) or 3D modeling (Rhino) to define the formal and parametric logic of the object itself and its fabrication. - Generate a (parametric) digital model that allows variation and customization based on defined constraints. - Explore expressive and complex 3D geometries through computational design techniques. - Use digital fabrication methods to create a prototype of the digital model. - Refine the design based on material, functionality, and fabrication constraints. - Finalize the vase on as a functional, parametrically designed object integrating expressive geometry and practical use.
Teaching Format	Lectures, Tutorials, Project work, Case studies, Personal reviews
Required Readings	---

Supplementary Readings	Arturo Tedeschi, *My AAD – Algorithms Aided Design: Parametric Strategies Using Grasshopper,* Le Penseur Publisher, Brienza 2014 Carlos Alberto Montana Hoyos, *Bio-ID4S: Biomimicry in Industrial Design for Sustainability,* VDM Verlag, Brienza 2010

Course Module

Course Constituent Title	Theories and languages of product design
Course Code	97164C
Scientific-Disciplinary Sector	M-FIL/05
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	
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, 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.
Course Topics	• What is a product and what is a company in the sector 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 on products and companies; • How to prepare and present projects and research on a professional level; • How – and what – to write and choose the correct iconography in order to present a personal project.
Teaching Format	Frontal lectures, research work and discussions on topics related to the course, individual and group exercises.
Required Readings	- 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	