Syllabus

Course Description

Course Title	Project Product Design 1.a
Course Code	97152
Course Title Additional	Wood
Scientific-Disciplinary Sector	NN
Language	Italian; English; German
Degree Course	Bachelor in Design and Art - Major in Design
Other Degree Courses (Loaned)	
Lecturers	Dott. Francesco Alessandro Faccin, FrancescoAlessandro.Faccin@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/37158 Sig. Riccardo Berrone, Riccardo.Berrone@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/43853 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
Course Year/s	2nd
CP	19
Teaching Hours	180
Lab Hours	0
Individual Study Hours	295
Planned Office Hours	93
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	Wood has accompanied humankind since prehistoric times, evolving alongside us in a continuous dialogue of uses, techniques, and meanings. From shelters and tools to ritual objects, it has shaped millennia of history, art, and architecture, remaining a central and irreplaceable material. The merging of ancestral knowledge and scientific innovation has opened new horizons. Through highly energy-efficient treatments, wood's resistance and durability can be enhanced without the use of polluting substances, giving rise to "new woods" that combine performance, sustainability, and versatility. This evolution broadens both technical and aesthetic possibilities, transforming soft woods into materials with the qualities of noble species and offering innovative solutions for design and manufacturing. When responsibly sourced and certified, wood's supply chain can be among the most sustainable. Its inherently renewable nature allows for careful resource management and transparent traceability from forest to factory. Processing requires less energy than many other materials and, at the end of its life cycle, wood is easily recyclable. Each cubic metre also stores around one tonne of CO2, keeping it locked away for decades or even centuries and thus helping to mitigate climate change. In a time when the term "sustainability" is often reduced to a marketing slogan, wood offers a tangible, measurable response. Designing with it means uniting innovation, material knowledge, and environmental responsibility. A good project, like a tree, requires time to grow and take root. Wood, with its technical, aesthetic, and environmental qualities, reconnects us to the natural rhythms of life and becomes a symbol of balance between tradition and future, technology and nature. Can wood, even in a world dominated by new materials, continue to represent a cutting-edge resource within the design landscape — a material capable of addressing contemporary needs without compromising its natural, renewable, and recyclable essence?

Keywords	Product Design, Wood, Manufacturing Processes
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 NON-ATTENDING 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	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	
Further Information	
Sustainable Development Goals (SDGs)	Sustainable cities and communities, Life on land, Climate action, Responsible consumption and production

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	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	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	Sig. Riccardo Berrone, Riccardo.Berrone@unibz.it

	https://www.unibz.it/en/faculties/design-art/academic-staff/person/43853
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 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 develop a basic knowledge of materials and transformation processes that can be useful during the design process. On one side lectures will be held on the main characteristics of materials and transformation technologies, in order to provide the notions and methods preparatory to the development of their project. On the other short practical activities will be run, in order to increase the ability to identify problems, to define the project, to interact with materials and processes and to take advantage of the university workshops. Lectures and talks with designers, engineers and material experts, will provide further inspirations and practical suggestions to students.
Teaching Format	Lectures, workshops, individual and group revisions.
Required Readings	Mike Ashby, Kara Johnson, *Materials and Design: The Art and Science of Material Selection in Product Design*. Butterworth-Heinemann, Oxford 2014 Rob Thompson, *Manufacturing Processes for Design Professionals*, Thames & Hudson, London 2007
Supplementary Readings	Chris Lefteri, “Making It. Manufacturing techniques for product

	design". Laurence King Publishing, London 2019 Chris Lefteri, "Materials for Design", Laurence King Publishing, London 2014 Seetal Solanki, "Why Materials Matter", Prestel Verlag, Munich 2018

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 socio-historical 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 and group works.
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. Kofler, I.; Walder, M. (2024). Crafts and Their Social Imaginary: How Technological Development Shapes the Future of the Crafts Sector". Social Sciences 13, no. 3: 137.
Supplementary Readings	*Additional Readings for the oral presentation will be introduced and selected from the students during lectures.*