Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Projekt Warm-up DES
Code der Lehrveranstaltung	97079
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	NN
Sprache	Englisch
Studiengang	Bachelor in Design und Künste - Studienzweig Design
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Prof. Antonino Benincasa, Antonino.Benincasa@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/879 Dott. Alessandro Mason, Alessandro.Mason@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/37721 Dr. Camilo Ayala Garcia, Camilo.AyalaGarcia@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/47021
Wissensch. Mitarbeiter/Mitarbeiterin	Dott. Stefania Rigoni Dott. Amedeo Bonini Dott. Rocco Lorenzo Modugno Dott. Andrea Maffei
Semester	Erstes Semester
Studienjahr/e	1st
KP	12
Vorlesungsstunden	180+180
Laboratoriumsstunden	0

Stunden für individuelles Studium	190
Vorgesehene Sprechzeiten	120
Inhaltsangabe	The module will provide students with the foundations of product design and visual communication with a practice-oriented approach.
Themen der Lehrveranstaltung	Warm Up Project – Product Design The aim of the Warm Up Project is to introduce students to the field of three-dimensional design and its role in the development of a design project. The semester initiates a process of individual professional learning and prepares students for the project-based work carried out in the faculty. The course supports the development of a professional habitus: learning to think through making, to test and validate ideas, and to establish a solid foundation for advanced studies in design. ----------- Warm Up Project – Visual Communication The aim of the Warm Up Project – Visual Communication (VC) is to introduce students to the fundamentals of visual communication across print, editorial and digital media. The course provides a first foundation in key areas such as typography, layout, image-making, and storytelling. The semester initiates a process of individual professional learning and prepares students for the project-based work carried out in the faculty. Students are encouraged to explore and test ideas visually, to build methodological awareness, and to establish a solid basis for advanced studies in communication design.
Stichwörter	Design fundamentals, Learning through making, Exploration through images and typography
Empfohlene Voraussetzungen	None
Propädeutische Lehrveranstaltungen	None

Unterrichtsform	Introductory lectures Hands-on exercises Weekly updates and presentation by students
Anwesenheitspflicht	Not compulsory but recommended
Spezifische Bildungsziele und erwartete Lernergebnisse	Knowledge and understanding - have acquired their own project methodology in the field of product design, visual communication. This methodology includes the ability to oversee all phases of design, from the generation of ideas to the realisation of the finished project. Through the integrated teaching of project subjects and subjects of a technical, scientific and theoretical nature, graduates will be able to simultaneously address all these aspects and consider them as synonymous with the development of a project that is successful on a formal, technical, scientific and cultural level. Disciplinary competence Knowledge and understanding - have acquired the basic technical, scientific and theoretical knowledge necessary to realise a project in the field of product design, visual communication. - have acquired the basic knowledge necessary for further Master's studies in all components of project culture as well as in technical, scientific and theoretical subjects. Applying knowledge and understanding - use the basic knowledge acquired in the technical, scientific and theoretical fields to realise a mature project to recognise the main phenomena of contemporary. - 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 design and to develop them further. Transversal competence and soft skills Making judgements - Be able to make independent judgements for the purpose of developing their own design skills and in relation to all those decisions (technical, scientific and theoretical) that are necessary

	to bring a project to completion.
	Communication skills
	- present an independently realised project in the field of product design, visual communication in the form of an installation, orally as well as in writing in a professional manner.
	Learning skills
	- have learned a design methodology at a professional level - in the sense of being able to identify, develop and realise solutions to complex design problems by applying the acquired knowledge in the technical, scientific and theoretical fields - in order to start a professional activity and/or continue their studies with a master's degree programme.
	- 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, technical and scientific subjects as well as a study methodology suitable for continuing studies with a Master's degree programme.
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	By the end of the course, students will be able to:
	-Understand and apply the fundamentals of model making.
	-Demonstrate knowledge of design methodology and project development, with an emphasis on the meta-level of creating a project.
	-Develop process awareness through design methodology and design thinking.
	-Employ design investigation as a continuous methodological tool.
	-Translate conceptual development into three-dimensional outcomes.
	-Conduct basic use and user analysis to inform design decisions.
	-Engage in hands-on project development through model making.
	- Learn to combine critical thinking with creative practice
	- Understand the social and cultural role of visual communication
	- Gain confidence in presenting and discussing their work
Art der Prüfung	As in the integrated courses of subsequent semesters, the evaluation of the individual modules and exercises within the Warm Up Project (WUP) does not result in separate grades. Instead, all

| | components contribute to the assessment of the WUP as a single, coherent project.

Evaluation is based on participation, engagement with exercises, and the presentation of projects. A complete and correct delivery of the course files on the Teams channel is mandatory. For each module, the required digital files must be submitted via Teams. In cases where physical artefacts are produced (e.g. in the Magazine project), two physical copies must also be delivered in addition to the digital files.

A joint grade will be assigned for the overall WUP project, covering both Product Design and Visual Communication.

Students who enrol with gaps in their basic education (identified during the selection process) are assigned Additional Educational Requirements (OFA).
The additional educational requirements will be met by passing an oral exam, which consists of presenting 3 podcasts/videos, chosen from a list sent by the faculty secretariat to all students who have been assigned OFAs, together with the exam content and date. |
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| Bewertungskriterien | The evaluation of modules, workshops, and exercises does not result in separate grades. Instead, all components contribute to a single overall project assessment. Students are expected to complete and present all work developed throughout the semester. The final grade is determined jointly by the three professors based on the following criteria:

- Quality – The overall standard of the work, demonstrated both in day-to-day practice and in the final presentation of projects and exercises.

- Engagement – The level of commitment and active participation in the subjects, exercises, and projects.

- Continuity – The consistency of work throughout the semester, including presence and sustained participation in lectures, workshops, and course activities. |

Pflichtliteratur	- Terstiege, G. (2012). The making of design: From the first model to the final product. Birkhäuser Verlag. - Mari, E. (2001). Progetto e passione. Milano: Bollati Boringhieri. - Smith, K. (2008). How to be an explorer of the world: Portable life museum. Penguin Books. - Robert Bringhurst: The Elements of Typographic Style (EN Version 4.0, 2013; IT: Gli elementi dello stile tipografico)
Weiterführende Literatur	Will be communicated during the WUP by the lecturer.
Weitere Informationen	For Visual Communication Section: Module 1: Design Classics – Digital Drawing and Illustration - Analysis of visual archetypes and design classics - Fundamentals of vector-based illustration - Adobe Illustrator (intermediate) - Digital drawing exercises (line, form, color, composition) Module 2: Interdisciplinary Visual Communication - Typography and expressive lettering - Artificial Intelligence workflows - Illustration as communication - Psychology of perception and Gestalt theory - Storytelling and sequence design - Explorations of intermedia and experimental visual strategies - Assignments linked to workshops: e.g. UV-direct printing, cut plot, etc. Module 3: Magazine / Editorial Project - Fundamentals of editorial grids - Layout, hierarchy, and typographic systems - Image–text relations - Adobe InDesign (introductory) - Production and finishing (binding, risograph, bookbinding, laser cutting)

	- Final student-edited magazine project
Ziele für nachhaltige Entwicklung (SDGs)	Geschlechter-Gleichheit, Hochwertige Bildung

Kursmodul

Titel des Bestandteils der Lehrveranstaltung	WUP DES - Produkt Design
Code der Lehrveranstaltung	97079A
Wissenschaftlich-disziplinärer Bereich	ICAR/13
Sprache	Englisch
Dozenten/Dozentinnen	Dr. Camilo Ayala Garcia, Camilo.AyalaGarcia@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/47021 Dott. Alessandro Mason, Alessandro.Mason@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/37721
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
KP	6
Verantwortliche/r Dozent/in	
Vorlesungsstunden	180
Laboratoriumsstunden	0
Stunden für individuelles Studium	
Vorgesehene Sprechzeiten	60
Inhaltsangabe	The product design module provides students in a practical and exemplary way the basics of product design.
Themen der Lehrveranstaltung	Warm Up Project – Product Design

The aim of the Warm Up Project is to introduce students to the field of three-dimensional design and its role in the development of a design project. The semester initiates a process of individual |

	professional learning and prepares students for the project-based work carried out in the faculty. The course supports the development of a professional habitus: learning to think through making, to test and validate ideas, and to establish a solid foundation for advanced studies in design. The course is structured in three phases that build progressively: Form and Space – exploring form and our relationship with the surrounding space. Making as Research – engaging with the history of product design and recognizing making as a foundational mode of thinking and practice for designers. Detail and Body – investigating the relationship between objects and the body through exploratory and experimental exercises. In addition to the main course, students will participate in workshop-courses (officine) held at different workshop facilities.
Unterrichtsform	Introductory lectures Hands-on exercises Weekly updates and presentation by students
Pflichtliteratur	- Terstiege, G. (2012). The making of design: From the first model to the final product. Birkhäuser Verlag. - Mari, E. (2001). Progetto e passione. Milano: Bollati Boringhieri. - Smith, K. (2008). How to be an explorer of the world: Portable life museum. Penguin Books.
Weiterführende Literatur	

Kursmodul

Titel des Bestandteils der Lehrveranstaltung	WUP DES - Visuelle Kommunikation
Code der Lehrveranstaltung	97079B

Wissenschaftlich-disziplinärer Bereich	ICAR/13
Sprache	Englisch
Dozenten/Dozentinnen	Prof. Antonino Benincasa, Antonino.Benincasa@unibz.it https://www.unibz.it/en/faculties/design-art/academic-staff/person/879
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
KP	6
Verantwortliche/r Dozent/in	
Vorlesungsstunden	180
Laboratoriumsstunden	0
Stunden für individuelles Studium	60
Vorgesehene Sprechzeiten	
Inhaltsangabe	The visual communication module provides students in a practical and exemplary way the basics of visual communication.
Themen der Lehrveranstaltung	Warm Up Project – Visual Communication

The aim of the Warm Up Project – Visual Communication (VC) is to introduce students to the fundamentals of visual communication across print, editorial and digital media. The course provides a first foundation in key areas such as typography, layout, image-making, and storytelling. The semester initiates a process of individual professional learning and prepares students for the project-based work carried out in the faculty. Students are encouraged to explore and test ideas visually, to build methodological awareness, and to establish a solid basis for advanced studies in communication design.

The course is structured in 3 modules that build progressively:

Module 1 – Design Classics: Digital Drawing and Illustration
This module introduces students to the fundamentals of digital drawing with Adobe Illustrator. It is conceived as a tool-enabling |

foundation module, guiding the transition from classical hand drawing to digital vector illustration. Starting from an absolute beginner's level, students gradually build skills in line, shape, color, and composition. Equal emphasis is placed on technical proficiency and on conceptual development, encouraging students to reinterpret visual archetypes and design classics in a contemporary digital context. By the end of the module, students are expected to reach a lower-intermediate stage, with the first steps towards advanced Illustrator practice.

Module 2 – Interdisciplinary Visual Communication
This module explores the wide spectrum of visual communication through a series of experimental exercises. Students might work with typography, illustration, and perception, creating narrative communication across different media. The focus lies equally on building a solid understanding of traditional foundations – such as Gestalt principles, hierarchy, and visual structure – and on exploring new methods and tools, including the integration of artificial intelligence in the creative workflow. The assignments are designed as mini-projects, encouraging students to investigate specific aspects of VC in depth, while also experimenting with cross-disciplinary approaches. By combining analytical study with playful exploration, students learn to connect conceptual thinking with practical skills and to broaden their creative toolkit.

Module 3 – Magazine / Editorial Project
This module introduces students to the fundamentals of editorial design as a synthesis of the skills acquired throughout the course. The focus is on layout, rhythm, and sequence, explored through the production of a student-edited magazine. Students will learn how to structure visual and textual content across multiple pages, working with grids, hierarchy, and typographic systems. At the same time, they will be encouraged to shape the magazine's content conceptually, developing narratives that connect form and meaning.
Technical training includes an introduction to Adobe InDesign at a basic level, covering page setup, grid construction, and typographic control. In addition, students will acquire practical skills in bookbinding – such as thread binding, glue binding, and alternative binding methods – by producing their own prototypes. The module

	also introduces the preparation of print-ready files (PDF export, booklet assembly, preflight checks) and explains essential printing techniques. While not all printing methods can be realized in practice, they will be introduced theoretically and contextualized through case studies. The project culminates in the realization of a printed magazine, integrating typography, illustration, and imagery. Beyond the design of form and content, the module emphasizes the enabling of technical and workflow competence: students develop a foundational understanding of editorial production processes that will support more advanced projects in the future.
Unterrichtsform	Introductory lectures Hands-on exercises Weekly updates and individual revisions presentations by students
Pflichtliteratur	Robert Bringhurst: The Elements of Typographic Style (EN Version 4.0, 2013; IT: Gli elementi dello stile tipografico)
Weiterführende Literatur	Will be communicated during the WUP by the lecturer.