Syllabus

Descrizione corso

Titolo insegnamento	Food design ed esperienze immersive legate al cibo
Codice insegnamento	40419
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	CEAR-08/D
Lingua	Tedesco
Corso di Studio	Corso di laurea in Scienze Enogastronomiche di Montagna
Altri Corsi di Studio (mutuati)	
Docenti	dott.ssa Eleonore Eisath, Eleonore.Eisath@unibz.it https://www.unibz.it/en/faculties/agricultural-environmental-food-sciences/academic-staff/person/52877
Assistente	
Semestre	Primo semestre
Anno/i di corso	3
CFU	6
Ore didattica frontale	36
Ore di laboratorio	24
Ore di studio individuale	90
Ore di ricevimento previste	18
Sintesi contenuti	Not only the food, but also the way in which it is consumed can be designed. The ingredients of a dish go far beyond its food content and extend to tradition, communication and culture. In "Food Design and immersive food related experience" the idea of food preparation will be broadened and the creation of a dish will be considered as a synesthetic project that includes all the phases from preparation to tasting, including also spaces and environments dedicated to them (from the tools to prepare or eat a food to the atmosphere of the places where it is consumed).

Argomenti dell'insegnamento	The Food Design course provides students with a deep understanding of how product, recipe, and packaging shape and enhance a holistic culinary experience. By exploring fundamental concepts of product and packaging design – from brand strategy and material selection to communication and digital design – students acquire the knowledge necessary to develop a cohesive, market-ready food concept. The course also offers practical insights into the daily work of the design studio for food and packaging innovation, MILK, and presents case studies of successful food brands. These examples illustrate how food products and their packaging are not only carriers of taste but also key factors in brand perception, sustainability, and the creation of unique consumer experiences. By the end of the course, students will be able to present a complete concept for their own food product – including target group analysis, recipe development, brand identity, packaging design, digital presence, and communication strategy – and convincingly present it in a professional pitch deck.
Parole chiave	Food Design Packaging Design Brand Building Business Modells Presentation
Prerequisiti	-
Insegnamenti propedeutici	None
Modalità di insegnamento	Lectures, practical exercises, in-person and online sessions.
Obbligo di frequenza	No
Obiettivi formativi specifici e risultati di apprendimento attesi	-
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	Students understand how product, recipe, and packaging shape a holistic culinary experience. They are able to develop their own food concept including branding, packaging, and communication strategy, and present it professionally.
Modalità di esame	Presentation of the student projects
Criteri di valutazione	- Quality of the concept

	- Visualization - Marketing - Presentation
Bibliografia obbligatoria	101 Design Methods: 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation Why Shrinkwrap a Cucumber?: The Complete Guide to Environmental Packaging
Bibliografia facoltativa	
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Innovazione e infrastrutture, Utilizzo sostenibile della terra, Utilizzo responsabile delle risorse, Città e comunità sostenibili