



UNIVERSITÀ DEGLI STUDI DI PALERMO

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| DEPARTMENT | Architettura |
| ACADEMIC YEAR | 2020/2021 |
| BACHELOR'S DEGREE (BSC) | INDUSTRIAL DESIGN |
| SUBJECT | PRODUCT DESIGN AND COMMUNICATION WORKSHOP |
| TYPE OF EDUCATIONAL ACTIVITY | B |
| AMBIT | 50234-Design e comunicazioni multimediali |
| CODE | 19548 |
| SCIENTIFIC SECTOR(S) | ICAR/13 |
| HEAD PROFESSOR(S) | ANGELICO EMANUELE Ricercatore Univ. di PALERMO FERRARA CINZIA Professore Associato Univ. di PALERMO CATANIA CARMELINA ANNA Professore Associato Univ. di PALERMO TRAPANI VITA MARIA Professore Ordinario Univ. di PALERMO |
| OTHER PROFESSOR(S) | |
| CREDITS | 12 |
| INDIVIDUAL STUDY (Hrs) | 156 |
| COURSE ACTIVITY (Hrs) | 144 |
| PROPAEDEUTICAL SUBJECTS | |
| MUTUALIZATION | |
| YEAR | 1 |
| TERM (SEMESTER) | Annual |
| ATTENDANCE | Mandatory |
| EVALUATION | Out of 30 |
| TEACHER OFFICE HOURS | ANGELICO EMANUELE Tuesday 10:30 12:30 Dipartimento d'arch - 338.8948144 CATANIA CARMELINA ANNA Wednesday 11:30 13:30 Dipartimento di Architettura Ed.14 I stanza 133 previo appuntamento FERRARA CINZIA Friday 11:00 12:30 Facolta di Architettura, Edificio 14 TRAPANI VITA MARIA Friday 11:00 13:00 Edificio 8, stanza del docente, piano 2° |

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| PREREQUISITES | Ability to apply basic methods and tools of technical drawing, knowledge of the fundamental elements of the history and culture of design and visual communication |
| LEARNING OUTCOMES | <p>Knowledge and understanding The course aims to provide the basic notions to deal with the design process of a communicative artifact and an object that can be produced from the creative, constructive, technological and performance aspect. The course brings the student to the knowledge of both theoretical areas and design methodologies of design and proposes a critical path aimed at understanding and elaborating the design processes to develop product and communication artifacts belonging to the contemporary environment. Students will acquire a design awareness linked to the social role of the designer today, capable with the design tools of being an actor in the transformation process of society. Ability to apply knowledge and understanding</p> <p>The course includes a methodological research path with analysis, definition of objectives and generation of the concept. This approach allows students to acquire specific knowledge, understanding skills and tools to develop the metaproject and project activity oriented towards product design and visual communication. The course will provide the basics to deal with the design process of a twodimensional or three-dimensional product from the conceptual and constructive aspect. We want to activate an 'open' teaching method, able to integrate different knowledge and skills, developing in the student the ideational and practical ability for the design and realization of a communicative artifact and the prototype of a reproducible object.</p> <p>Judgment autonomy Through the representation and critical description of communicative objects and artifacts and through classroom discussions, the course will develop the student's ability to become aware of the objects and signs that make up his daily life scenario and to lay the foundations of his own scientific and professional path. The ability to independently assess the relationships between the technical-construction aspect (technologies, materials, production processes) and the other aspects of the project (innovation, configuration, performance, environmental and social aspects) of the product to be created will be developed. At the end of the course, students will have acquired the ability to collect, analyze and interpret the data in the field of the discipline deemed useful to determine autonomous judgments indispensable for developing conscious projects; they will have developed those learning skills to read and critically interpret situations and contexts, without neglecting attention to social and cultural issues.</p> <p>Communication skills The communication skills, developed in parallel on the different registers of the text, image, expressive design and computerized representation, are proposed during the course as a constitutive element of the idea of the design project and carefully verified in the exercises and tests. The communication skills are thus acquired by the students in the course through the various activities carried out during the course in which they are called to actively participate through the presentation of theoretical reports, the public and shared discussion of their work, both study and project, the presentation of the progress of the project.</p> <p>Learning skills The course will offer students the theoretical tools and practical activities (bibliographies, lessons, seminar activities) to develop the ability to independently implement their knowledge and skills, through exercises aimed at acquiring research skills as well as pushing towards self-learning. At the end of the course, the students will have acquired the critical, methodological and operational tools necessary to continue their training path with a good degree of autonomy, through learning to learn, an essential step in preparation for practicing the profession</p> |
| ASSESSMENT METHODS | <p>The results of the various ongoing exercises and tests as well as the final design exercise contribute to the final vote.</p> <p>The exercises are of a character: - graphic, - typographic, - photographic, - design.</p> <p>The ongoing tests concern: - the student's representation skills, - the preparation of a short research, of which knowledge of the topic, and communication skills will be assessed, - a written test concerning understanding and judgment skills with respect to lessons and recommended texts.</p> <p>The elaboration of the project exercise will be evaluated on the basis of the innovativeness of the project idea, the technical-constructive development capacity of the product, the effectiveness of its communication through images and through its presentation. It is also required that the student be able to verbally communicate the design process in terms appropriate to the culture and technical aspects of the design.</p> <p>The evaluation is formulated on the average of the results of the tests carried out, individually or in group work, concerning the project work carried out during the course. The oral exam concerns both the theoretical topics developed and</p> |

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| | <p>the presentation of the design project created during the course.</p> <p>The evaluation is out of thirty, according to the following parameters:</p> <p>Excellent (30-30 with honors): Excellent knowledge of the topics, excellent language property, good analytical and interpretative ability; the student is fully capable of applying analysis methodologies and design approaches at the same time as the theoretical contributions acquired and tested in the Laboratory to intervene in different contexts through the design activity of product design and visual communication design.</p> <p>Very good (26-29): Good command of topics, full ownership of language; the student is able to apply analysis methodologies and design approaches at the same time as the theoretical contributions acquired and tested in the Laboratory to intervene in different contexts through the design activity of product design and visual communication design.</p> <p>Good (24-25): Basic knowledge of the main topics, fair language properties; the student shows a limited ability to use analysis methodologies and design approaches at the same time as the theoretical contributions acquired and experimented in the Laboratory to intervene in different contexts through the design activity of product design and visual communication design.</p> <p>Satisfactory (21-23): Basic knowledge of some subjects, satisfactory property of language; poor ability to independently apply analysis methodologies and design approaches at the same time as the theoretical contributions acquired and experimented in the Laboratory to intervene in different contexts through the design activity of product design and visual communication design.</p> <p>Sufficient (18-20): Minimum knowledge of some topics and language properties; very little or no ability to independently apply analysis methodologies and design approaches at the same time as the theoretical contributions acquired and tested in the Laboratory to intervene in different contexts through the product design and visual communication design activities.</p> <p>Insufficient: The student does not have an acceptable knowledge of the topics covered in the course.</p> |
| EDUCATIONAL OBJECTIVES | <p>The Laboratory has the general objective of providing students with the theoretical and methodological tools essential for the design processing of objects, systems of objects and communicative artifacts of the contemporary environment, which can be produced. The annual course is divided into theoretical lessons, exercises and laboratory design activities. The first part will introduce notions of perception and visual communication, of representation and critical description of objects and communicative artifacts, the course aims first of all to develop in the student the ability to become aware of the objects, communicative artifacts and signs that constitute the his daily life scenario, through analyzes and elaborations that highlight the functional, technical, material, figurative and symbolic qualities of the objects. In the first part exercises are foreseen: - exercises for the representation and description of objects, with the support of texts and images; - research and communication activities on topics related to the culture of design; - project of a communicative artifact. In the second part, an exercise is planned which will focus on the design of a producible object, characterized by simple technology, which expresses a clear and communicable conformation and constructive process. The notion of design as a succession of choices will be proposed and tested, which aims to express and relate techno-scientific innovation and socio-cultural changes; then the essential stages in the design of a product will be developed: - research relating to reference materials for the project and the configuration of a scenario of the project action (projects, images, environmental surveys, texts); - definition of the project concept, that is, of the innovative idea from which the elaboration and fine-tuning process starts which leads to the definition of the project; - sizing, technical development and representation of the product; - product communication, through two-dimensional representations. The Laboratory will be enriched by communications from other teachers or experts on specific topics and from meetings with companies</p> |
| TEACHING METHODS | Lectures, exercises, laboratory activities, seminars and conferences. |
| SUGGESTED BIBLIOGRAPHY | <p>Gavin Ambrose, Paul Harris, Il manuale del graphic design. Progettazione e produzione, Zanichelli, Bologna 2009– Angiolo Bandinelli, Giovanni Lussu, Roberto Iacobelli, Farsi un libro. Propedeutica dell'autoproduzione: orientamenti e spunti per un'impresa consapevole. O per una serena rinuncia, Stampa Alternativa, Roma, 1993 – Adrian Frutiger, Segni e Simboli, Stampa Alternativa & Graffiti, 2016</p> <p>– John Maeda, Le leggi della semplicità, Mondadori, 2006</p> <p>– Bruno Munari, Design e comunicazione visiva, Laterza, Roma-Bari, 2007 – Bruno Munari, Il cerchio, Corraini, Mantova, 2016</p> <p>– Bruno Munari, Il triangolo, Corraini, Mantova, 2007</p> <p>– Bruno Munari, Il quadrato, Corraini, Mantova, 2005</p> <p>– Michele Spera, Abbecedario del grafico, La progettazione tra creatività e scienza, Gangemi Editore, Roma, 2005</p> <p>– Massimo Vignelli, Il canone Vignelli, Postmedia, Milano 2012</p> <p>Dispense a cura del docente, che fornirà all'interno del corso materiali non facilmente reperibili e testi eventualmente integrati con dispense su specifici</p> |

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| | <p>argomenti. Lecture notes by the teacher, who will provide materials that are not readily available and texts possibly integrated with lecture notes on specific topics within the course.</p> |
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SYLLABUS

| Hrs | Frontal teaching |
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| 24 | - Introduction to the course. Presentation of the program and texts - Definitions and areas of product design - Definitions and areas of visual communication design - The design project of visual communication, hints of history and contemporary trends |
| 26 | - The fundamental elements of communication design (typefaces, colors, formats, materials, layout ...) - Editorial graphics and typography - The project of a graphic artifact |
| 16 | - The concept, the design, the project, the communication of a product - The design of a design product |
| Hrs | Practice |
| 38 | - Basic design exercises - Graphic exercises - Photographic exercises - Typographic exercises - Editorial graphics exercises |
| 40 | - Il concept, il disegno, il progetto, la comunicazione di un prodotto di design della comunicazione visiva - Analisi e rilievo di un prodotto di design - Il concept, il disegno, il progetto, la comunicazione di un prodotto di design |

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| <p>PREREQUISITES</p> | <p>PREREQUISITES Ability to apply basic methods and tools of technical drawing, knowledge of the fundamental elements of the history and culture of design and visual communication.</p> |
| <p>LEARNING OUTCOMES</p> | <p>Knowledge and understanding The course aims to provide the basic notions to deal with the design process of a communicative artifact and an object that can be produced from the creative, constructive, technological and performance aspect. The course brings the student to the knowledge of both theoretical areas and design methodologies of design and proposes a critical path aimed at understanding and elaborating the design processes to develop product and communication artifacts belonging to the contemporary environment. Students will acquire a design awareness linked to the social role of the designer today, capable with the design tools of being an actor in the transformation process of society.</p> <p>Ability to apply knowledge and understanding The course includes a methodological research path with analysis, definition of objectives and generation of the concept. This approach allows students to acquire specific knowledge, understanding skills and tools to develop the metaproject and project activity oriented towards product design and visual communication. The course will provide the basics to deal with the design process of a two-dimensional or three-dimensional product from the conceptual and constructive aspect. We want to activate an 'open' teaching method, able to integrate different knowledge and skills, developing in the student the ideational and practical ability for the design and realization of a communicative artifact and the prototype of a reproducible object.</p> <p>Judgment autonomy Through the representation and critical description of communicative objects and artifacts and through classroom discussions, the course will develop the student's ability to become aware of the objects and signs that make up his daily life scenario and to lay the foundations of his own scientific and professional path. The ability to independently assess the relationships between the technical-construction aspect (technologies, materials, production processes) and the other aspects of the project (innovation, configuration, performance, environmental and social aspects) of the product to be created will be developed. At the end of the course, students will have acquired the ability to collect, analyze and interpret the data in the field of the discipline deemed useful to determine autonomous judgments indispensable for developing conscious projects; they will have developed those learning skills to read and critically interpret situations and contexts, without neglecting attention to social and cultural issues.</p> <p>Communication skills The communication skills, developed in parallel on the different registers of the text, image, expressive design and computerized representation, are proposed during the course as a constitutive element of the idea of the design project and carefully verified in the exercises and tests. The communication skills are thus acquired by the students in the course through the various activities carried out during the course in which they are called to actively participate through the presentation of theoretical reports, the public and shared discussion of their work, both study and project, the presentation of the progress of the project.</p> <p>Learning skills The course will offer students the theoretical tools and practical activities (bibliographies, lessons, seminar activities) to develop the ability to independently implement their knowledge and skills, through exercises aimed at acquiring research skills as well as pushing towards self-learning. At the end of the course, the students will have acquired the critical, methodological and operational tools necessary to continue their training path with a good degree of autonomy, through learning to learn, an essential step in preparation for practicing the profession.</p> |
| <p>ASSESSMENT METHODS</p> | <p>The results of the various ongoing exercises and tests as well as the final design exercise contribute to the final vote. The exercises are of a character: - graphic, - typographic, - photographic, - design. The ongoing tests concern: - the student's representation skills, - the preparation of a short research, of which knowledge of the topic, and communication skills will be assessed, - a written test concerning understanding and judgment skills with respect to lessons and recommended texts. The elaboration of the project exercise will be evaluated on the basis of the innovativeness of the project idea, the technical-constructive development capacity of the product, the effectiveness of its communication through images and through its presentation. It is also required that the student be able to verbally communicate the design process in terms appropriate to the culture and technical aspects of the design.</p> |

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| | <p>The evaluation is formulated on the average of the results of the tests carried out, individually or in group work, concerning the project work carried out during the course. The oral exam concerns both the theoretical topics developed and the presentation of the design project created during the course.</p> <p>The evaluation is out of thirty, according to the following parameters:</p> <p>Excellent (30-30 with honors): Excellent knowledge of the topics, excellent language property, good analytical and interpretative ability; the student is fully capable of applying analysis methodologies and design approaches at the same time as the theoretical contributions acquired and tested in the Laboratory to intervene in different contexts through the design activity of product design and visual communication design.</p> <p>Very good (26-29): Good command of topics, full ownership of language; the student is able to apply analysis methodologies and design approaches at the same time as the theoretical contributions acquired and tested in the Laboratory to intervene in different contexts through the design activity of product design and visual communication design.</p> <p>Good (24-25): Basic knowledge of the main topics, fair language properties; the student shows a limited ability to use analysis methodologies and design approaches at the same time as the theoretical contributions acquired and experimented in the Laboratory to intervene in different contexts through the design activity of product design and visual communication design.</p> <p>Satisfactory (21-23): Basic knowledge of some subjects, satisfactory property of language; poor ability to independently apply analysis methodologies and design approaches at the same time as the theoretical contributions acquired and experimented in the Laboratory to intervene in different contexts through the design activity of product design and visual communication design.</p> <p>Sufficient (18-20): Minimum knowledge of some topics and language properties; very little or no ability to independently apply analysis methodologies and design approaches at the same time as the theoretical contributions acquired and tested in the Laboratory to intervene in different contexts through the product design and visual communication design activities.</p> <p>Insufficient: The student does not have an acceptable knowledge of the topics covered in the course.</p> |
| EDUCATIONAL OBJECTIVES | <p>The Laboratory has the general objective of providing students with the theoretical and methodological tools essential for the design processing of objects, systems of objects and communicative artifacts of the contemporary environment, which can be produced. The annual course is divided into theoretical lessons, exercises and laboratory design activities. The first part will introduce notions of perception and visual communication, of representation and critical description of objects and communicative artifacts, the course aims first of all to develop in the student the ability to become aware of the objects, communicative artifacts and signs that constitute the his daily life scenario, through analyzes and elaborations that highlight the functional, technical, material, figurative and symbolic qualities of the objects. In the first part exercises are foreseen: - exercises for the representation and description of objects, with the support of texts and images; - research and communication activities on topics related to the culture of design; - project of a communicative artifact. In the second part, an exercise is planned which will focus on the design of a producible object, characterized by simple technology, which expresses a clear and communicable conformation and constructive process. The notion of design as a succession of choices will be proposed and tested, which aims to express and relate techno-scientific innovation and socio-cultural changes; then the essential stages in the design of a product will be developed: - research relating to reference materials for the project and the configuration of a scenario of the project action (projects, images, environmental surveys, texts); - definition of the project concept, that is, of the innovative idea from which the elaboration and fine-tuning process starts which leads to the definition of the project; - sizing, technical development and representation of the product; - product communication, through two-dimensional representations. The Laboratory will be enriched by communications from other teachers or experts on specific topics and from meetings with companies.</p> |
| TEACHING METHODS | Lectures, exercises, laboratory activities, seminars and conferences. |
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SYLLABUS

| Hrs | Frontal teaching |
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| 24 | <ul style="list-style-type: none"> - Introduction to the course. Presentation of the program and texts - Definitions and areas of product design - Definitions and areas of visual communication design - The design project of visual communication, hints of history and contemporary trends |
| 26 | <ul style="list-style-type: none"> - The fundamental elements of communication design (typefaces, colors, formats, materials, layout ...) - Editorial graphics and typography - The project of a graphic artifact |
| 16 | <ul style="list-style-type: none"> - The concept, the design, the project, the communication of a product - The design of a design product |
| Hrs | Practice |
| 38 | <ul style="list-style-type: none"> - Basic design exercises - Graphic exercises - Photographic exercises - Typographic exercises - Editorial graphics exercises |
| 40 | <ul style="list-style-type: none"> - Il concept, il disegno, il progetto, la comunicazione di un prodotto di design della comunicazione visiva - Analisi e rilievo di un prodotto di design - Il concept, il disegno, il progetto, la comunicazione di un prodotto di design |

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| PREREQUISITES | Ability to apply basic methods and tools of technical drawing, knowledge of the fundamental elements of the history and culture of design and visual communication. |
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| ASSESSMENT METHODS | <p>The results of the various ongoing exercises and tests as well as the final design exercise contribute to the final vote. The exercises are of a character: - graphic, - typographic, - photographic, - design. The ongoing tests concern: - the student's representation skills, - the preparation of a short research, of which knowledge of the topic, and communication skills will be assessed, - a written test concerning understanding and judgment skills with respect to lessons and recommended texts. The elaboration of the project exercise will be evaluated on the basis of the innovativeness of the project idea, the technical-constructive development capacity of the product, the effectiveness of its communication through images and through its presentation. It is also required that the student be able to verbally communicate the design process in terms appropriate to the culture and technical aspects of the design.</p> |

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| EDUCATIONAL OBJECTIVES | <p>The Laboratory has the general objective of providing students with the theoretical and methodological tools essential for the design processing of objects, systems of objects and communicative artifacts of the contemporary environment, which can be produced. The annual course is divided into theoretical lessons, exercises and laboratory design activities. The first part will introduce notions of perception and visual communication, of representation and critical description of objects and communicative artifacts, the course aims first of all to develop in the student the ability to become aware of the objects, communicative artifacts and signs that constitute the his daily life scenario, through analyzes and elaborations that highlight the functional, technical, material, figurative and symbolic qualities of the objects. In the first part exercises are foreseen: - exercises for the representation and description of objects, with the support of texts and images; - research and communication activities on topics related to the culture of design; - project of a communicative artifact. In the second part, an exercise is planned which will focus on the design of a producible object, characterized by simple technology, which expresses a clear and communicable conformation and constructive process. The notion of design as a succession of choices will be proposed and tested, which aims to express and relate techno-scientific innovation and socio-cultural changes; then the essential stages in the design of a product will be developed: - research relating to reference materials for the project and the configuration of a scenario of the project action (projects, images, environmental surveys, texts); - definition of the project concept, that is, of the innovative idea from which the elaboration and fine-tuning process starts which leads to the definition of the project; - sizing, technical development and representation of the product; - product communication, through two-dimensional representations. The Laboratory will be enriched by communications from other teachers or experts on specific topics and from meetings with companies.</p> |
| TEACHING METHODS | Lectures, exercises, laboratory activities, seminars and conferences. |
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SYLLABUS

| Hrs | Frontal teaching |
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| 24 | <ul style="list-style-type: none"> - Introduction to the course. Presentation of the program and texts - Definitions and areas of product design - Definitions and areas of visual communication design - The design project of visual communication, hints of history and contemporary trends |
| 26 | <ul style="list-style-type: none"> - The fundamental elements of communication design (typefaces, colors, formats, materials, layout ...) - Editorial graphics and typography - The project of a graphic artifact |
| 20 | <ul style="list-style-type: none"> - The concept, the design, the project, the communication of a product - The design of a design product |
| Hrs | Workshops |
| 36 | <ul style="list-style-type: none"> - Basic design exercises - Graphic exercises - Photographic exercises - Typographic exercises - Editorial graphics exercises |
| 38 | <ul style="list-style-type: none"> - The concept, the design, the project, the communication of a visual communication design product - Analysis and survey of a design product - The concept, the design, the project, the communication of a design product |