UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Architettura
ACADEMIC YEAR	2021/2022
BACHELOR'S DEGREE (BSC)	ARCHITECTURE AND PROJECT IN BUILT SPACE
SUBJECT	INDUSTRIAL DESIGN
TYPE OF EDUCATIONAL ACTIVITY	D
AMBIT	10507-A scelta dello studente
CODE	02631
SCIENTIFIC SECTOR(S)	ICAR/13
HEAD PROFESSOR(S)	DI MATTEO GIOVANNI Professore a contratto Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	6
INDIVIDUAL STUDY (Hrs)	102
COURSE ACTIVITY (Hrs)	48
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	3
TERM (SEMESTER)	1° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	

DOCENTE: Prof. GIOVANNI DI MATTEO

PREREQUISITES	The student must have knowledge of the methods and tools for product design and communication, as well as a certain command of the design codes for the development of technical drawings and for three-dimensional modeling. He must also have basic knowledge of rendering techniques.
LEARNING OUTCOMES	2570 / 5000 Risultati della traduzione Knowledge and understanding The student will develop knowledge of the theoretical areas and design methodologies of design competence inherent in systems of objects and communicative artefacts, including digital ones, of the contemporary environment; knowledge and control skills of digital representation technologies and their potential will also be acquired. Ability to apply knowledge and understanding The creative and practical activities of the laboratory will allow students to experience the way in which different knowledge and skills contribute to the development and verification of the project; in particular, the ability to apply design techniques and methods to strategies for sustainability, inclusion and enhancement of territorial resources and cultural heritage will be developed, implementing the ability to develop communicative, interactive and multimedia artefacts. Judgment skills Through the implementation of an individual research path and the critical readings of examples of strategic design of communicative and digital objects and artifacts, the course aims to enhance the critical capacity of students who, once they have acquired the necessary tools, will be able to be autonomous and original with respect to the issues addressed and the design experience; the ability to choose, with critical evaluation, methods, tools and techniques for the multimedia and interactive representation of the design project will also be developed. Communication skills Students will be able to effectively communicate their skills in developing significant innovations in the design of tangible and intangible products. They will be able to use advanced visual communication techniques to convey design content and to use the innovative languages of ICT, multimedia and interactive representation in presentations Learning skills The course will provide students with the necessary tools to develop a sufficiently autonomous and critical study path; through concepts and examples provided by the teacher during the lectures, the aim will be to build a good ability to face and solve the problems that emerged during the design exercise. At the end of the course the student will be able to know and apply the representation criteria by means of IT procedures; you will be able to choose the most appropriate systems to structure a digital process for the representation of the project.
ASSESSMENT METHODS	EVALUATION OF LEARNING The final vote will include the results of the ongoing tests and the design exercise and an interview aimed at ascertaining the expected learning outcomes. The ongoing tests concern: - the development of a project activity, for which knowledge of the subject and communication skills will be assessed; - a written test concerning the understanding and judgment skills with respect to the lessons and the recommended texts. The elaboration of the design exercise will be evaluated on the basis of the innovativeness of the project idea, the technical development capacity of the product, the effectiveness of its representation and communication. The student is also required to be able to verbally communicate the design process in terms appropriate to the culture and ethics of design and its most innovative aspects. Voting: 30-30 cum laude: a) excellent ability to conceive and develop an original and strategic project in all its aspects (product, communication, development of technological services, interaction and multimedia); b) excellent ability to independently apply the knowledge acquired during the course and to formulate original judgments; c) excellent properties in the use of specific languages of the disciplines of design and representation; d) excellent communication skills on different registers (texts, graphic displays, two-dimensional drawings, interactive and multimedia communication).

	26-29: a) exhaustive ability to conceive and develop a project with strategic values and innovative contents; b) good ability to independently apply the acquired knowledge and to formulate judgments; c) good ability in the use of specialized language; d) satisfactory communication skills, also through graphic visualizations and methods of advanced representation. 22-25: a) satisfactory ability to conceive and develop a project with elements of innovation; b) good ability to independently apply the acquired knowledge and to formulate judgments; c) adequate skills in the use of specialized language; d) good communication skills, also through graphic visualizations and advanced representation methods. 18-21 a) sufficient ability to conceive and develop a project with elements of innovation; b) sufficient ability to apply the acquired knowledge and to formulate judgments; c) basic ability to use specialized language; d) sufficient communication skills through graphic and representation tools. Students who do not attend classes are valued as those who attend.
EDUCATIONAL OBJECTIVES	The product and integrated communication laboratory has the general objective of providing students with advanced theoretical and methodological tools for the design development of objects, systems of objects, services and communicative and digital artefacts. The course aims to introduce students to the knowledge of the technical and communicative aspects of design for sustainability, inclusion and development of the territory, illustrating and applying the main research and work methodologies developed within the discipline. The key skills will be provided for the training of a professional who knows how to operate in the complexity of a strategic project and who knows how to conceptually develop cultural productions, taking care of the narrative, communicative, interactive, multimedia aspects, through an effective design methodology. In the first part, the laboratory develops an investigation concerning the design methodologies suitable for the development of innovative solutions in the areas listed above. In the second part it develops one or more aspects of a strategic design project (product design, set-up, communication, events, circular design, service design, UX design) in relation to an objective, also identified in collaboration with institutions, associations, organizations , and developed through interdisciplinary contributions. The result of the research and project development can be proposed, with appropriate additions and insights, as the student's final paper.
TEACHING METHODS	The product and integrated communication laboratory is divided into a semester to develop a complete and advanced final paper in the contents of the project, in the representation and communication. The course will take place through lectures, exercises, meetings with companies and experts and a final workshop.
SUGGESTED BIBLIOGRAPHY	- Daverio Philippe, Trapani Viviana (a cura di), Il design per i beni culturali. Crisi, territori, identità, Rizzoli, Milano 2013. ISBN 9788817069861 - Chris Anderson, Makers. Il ritorno dei produttori, Rizzoli, Milano 2013. ISBN 9788817064613 - C. Ferrara, La Comunicazione Dei Beni Culturali, Lupetti, Milano 2007. ISBN 9788883911590 - S. Settis, Italia S.p.A. L’assalto al patrimonio culturale, Ed. Einaudi – Milano 2002. ISBN 9788806185497 Altri testi e articoli di riviste di settore saranno consigliati durante lo svolgimento del Corso

SYLLABUS

Hrs	Frontal teaching
20	Definition, methods and tools of product and service design.
20	The design project (product, set-up, communication), case studies

Hrs	Practice
24	Representation and design tools and techniques for complexity (concept maps, infographics and visual storytelling)