



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Architettura
ACADEMIC YEAR	2023/2024
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)	DE SALVO VERONICA Ricercatore a tempo determinato Univ. di PALERMO INZERILLO BENEDETTO Ricercatore a tempo determinato Univ. di PALERMO EMANUELE DIEGO Professore a contratto Univ. di PALERMO DEL PUGLIA SERENA Ricercatore a tempo determinato Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	10
INDIVIDUAL STUDY (Hrs)	130
COURSE ACTIVITY (Hrs)	120
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	1
TERM (SEMESTER)	Annual
ATTENDANCE	Mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	DE SALVO VERONICA Wednesday 15:00 - 17:00 DEL PUGLIA SERENA Thursday 9:00 - 13:00 Viale delle Scienze - Edificio 8 (Stanza - 2° piano) INZERILLO BENEDETTO Monday 10:00 - 13:00 Dipartimento di architettura Edificio 14

PREREQUISITES	No pre-requisites are required to attend the lab.
LEARNING OUTCOMES	Knowledge and understanding The course aims to provide the basic notions to face the design process of a communicative artifact and of a producible object under the ideational, constructive, technological and performance aspects in terms of social, economic and environmental impact. The course leads students to the knowledge of both the theoretical fields and the 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 related to the social role of the designer today, able with the design tools to be an actor in the process of transformation of society. Ability to apply knowledge and understanding The course includes a methodological research path with analysis, definition of objectives and concept generation. This approach allows the acquisition by the students of specific knowledge, understanding and tools to develop the metaproject and project activity oriented to product design and visual communication. The course will provide the basic notions to face the design process of a two-dimensional or three-dimensional product under the ideational and constructive aspect. The aim is to activate an 'open' didactic modality, able to integrate different knowledge and competences, developing in the student the ideational and practical ability to design and realize a communicative artefact and the prototype of a reproducible object. Autonomy of judgment Through the representation and critical description of objects and communicative artifacts and through classroom discussions, the course will develop in the student the ability to become aware of the objects and signs that constitute his daily life scenario and to lay the foundations of his own scientific and professional path. It will develop the ability to independently evaluate the relationships between the technical-constructive aspect (technologies, materials, production processes) and other aspects of the project (innovation, configuration, performance, environmental and social aspects) of the product to be made. At the end of the course students will have acquired the ability to collect, analyze and interpret data in the field of the discipline considered useful to determine autonomous judgments essential to develop conscious projects; they will have developed those learning skills to read and interpret critically situations and contexts, without neglecting the attention to social, economic and environmental issues. Communication skills Communicative skills, developed in parallel on the different registers of text, image, expressive drawing and computerised representation, are proposed in the course as a constitutive element of the idea of the design project and carefully verified in the exercises and tests. Communication skills are thus acquired by the students in the course through the different activities carried out during the course in which they are called to actively participate through the exposition of theoretical reports, the public and shared discussion of their own works, both of study and of project, the presentation of the progress of their own project path. Learning skills The course will offer students the theoretical tools and practical activities (bibliographies, lectures, seminar activities) to develop the ability to independently implement their knowledge and skills, through exercises aimed at the acquisition of research skills as well as to push towards self-learning processes. Students at the end of the course will have acquired the critical, methodological and operational tools necessary to continue their training with a good degree of autonomy, through learning to learn, an essential step in preparation for the exercise of the profession.
ASSESSMENT METHODS	The final grade is based on the results of individual and group tests and exercises, on the project developments and an interview aimed at ascertaining the expected learning outcomes. The evaluation of these activities will take into account the student's ability to identify design paths in the proposed contexts, to defend the choices made, to visualize ideas and communicate the project, to manage group work. 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 interview concerns both the theoretical arguments developed

	and the presentation of the design project realized during the course. The evaluation is in thirtieths, according to the following parameters: Excellent (30 -30 cum laude): Excellent knowledge of the topics, excellent language property, good analytical and interpretative skills; the student is fully capable of applying analysis methodologies and design approaches contextually to the theoretical contributions acquired and tested in the Lab to intervene in different contexts through the design activity of product/service design and visual communication design. Very good (27-29): Very good knowledge about the topics, full control of the language; the student is able to apply methodologies and design approaches contextually to the theoretical contributions acquired and tested in the Laboratory to intervene in different contexts through the design activity of product/service design and visual communication design. Good (24-26): Good knowledge of the main topics, fair ownership of the language; the student shows a good ability to use methodologies of analysis and design approaches contextually to the theoretical contributions acquired and tested in the Laboratory to intervene in different contexts through the design activity of product/service design and visual communication design. Satisfactory (21-23): Basic knowledge of some topics, satisfactory language property; poor ability to independently apply methodologies of analysis and design approaches contextually to the theoretical contributions acquired and tested in the Laboratory to intervene in different contexts through the design activity of product/service design and visual communication design. Sufficient (18-20): Minimal knowledge of some topics and property of language; very little or no ability to independently apply methodologies of analysis and design approaches contextually to the theoretical contributions acquired and tested in the Laboratory to intervene in different contexts through the design activity of product/service design and visual communication design. Insufficient: The student does not possess an acceptable knowledge of the topics covered in the course. Students who have attended this lab in previous years are evaluated with the same criteria.
EDUCATIONAL OBJECTIVES	This Lab has the general objective of providing students with theoretical, methodological and ethical tools essential for the design of objects, systems of objects, services and communicative artefacts (both physical and digital) of the contemporary environment. The one-year course is articulated in theoretical lessons, exercises and workshops. In the first part will be introduced design methodologies, notions of perception and visual communication, representation and critical description of objects and communicative artefacts. In the first part there will be exercises - exercises of representation and description of the objects, with the support of texts and images; - research and communication activities on topics related to the culture of design; - the development of a communication project. In the second part there will be exercises that consist in the design of a tangible object, characterized by a simple technology, and an intangible service. For both exercises will be proposed and tested the notion of project as a succession of choices, which aims to express and relate the techno-scientific innovation and socio-cultural changes; then it will be developed the essential steps in the design of a product and a service: - research related to reference materials for the project and the configuration of a scenario of the design action (projects, images, environmental reconnaissance, texts); - definition of the project concept; - sizing, technical development and representation of the product; - communication of the product, through two-dimensional representations. The Laboratory will be enriched by communications of other teachers or experts on specific issues and meetings with companies.
TEACHING METHODS	Frontal lectures to introduce project briefs, methodologies and tools. Tests and exercises are foreseen constantly during the laboratory.

	There are also workshops and seminars on specific topics with the involvement of external experts and professionals.
SUGGESTED BIBLIOGRAPHY	Federico M. Butera, "Affrontare la complessità. Per governare la transizione ecologica", Edizioni Ambiente (2021). Enzo Mari, "25 modi per piantare un chiodo", Mondadori (2020). Bruno Munari, "Da cosa nasce cosa", Electa (2010). Don Norman, "La caffettiera masochista", Giunti Editore (1990). Victor Papanek, "Design for the real world: Human Ecology and Social Change", Thames & Hudson (2019). Massimo Vignelli, "Il canone Vignelli", Postmedia, Milano 2012. Paul Watzlawick, "Change: la formazione e la soluzione dei problemi", Astrolabio Ubaldini (1978).

SYLLABUS

Hrs	Frontal teaching
10	Product and communication design definitions, methods and tools.
10	The basic elements of communication design (typefaces, colors, formats, materials, layout, media...); editorial graphics and typography; the design of a graphic artifact; the Graphical User Interface.
Hrs	Practice
20	Exercises: graphical; typographical; photographic; advertising; graphical user interface (GUI)
Hrs	Workshops
80	Analysis and study of a design product; the concept, the design, the project, the communication of a design product of visual communication, the concept, the design, the project, the communication of a design product.

PREREQUISITES	No pre-requisites are required to attend the lab.
LEARNING OUTCOMES	Knowledge and understanding The course aims to provide the basic notions to face the design process of a communicative artifact and of a producible object under the ideational, constructive, technological and performance aspects in terms of social, economic and environmental impact. The course leads students to the knowledge of both the theoretical fields and the 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 related to the social role of the designer today, able with the design tools to be an actor in the process of transformation of society. Ability to apply knowledge and understanding The course includes a methodological research path with analysis, definition of objectives and concept generation. This approach allows the acquisition by the students of specific knowledge, understanding and tools to develop the metaproject and project activity oriented to product design and visual communication. The course will provide the basic notions to face the design process of a two-dimensional or three-dimensional product under the ideational and constructive aspect. The aim is to activate an 'open' didactic modality, able to integrate different knowledge and competences, developing in the student the ideational and practical ability to design and realize a communicative artefact and the prototype of a reproducible object. Autonomy of judgment Through the representation and critical description of objects and communicative artifacts and through classroom discussions, the course will develop in the student the ability to become aware of the objects and signs that constitute his daily life scenario and to lay the foundations of his own scientific and professional path. It will develop the ability to independently evaluate the relationships between the technical-constructive aspect (technologies, materials, production processes) and other aspects of the project (innovation, configuration, performance, environmental and social aspects) of the product to be made. At the end of the course students will have acquired the ability to collect, analyze and interpret data in the field of the discipline considered useful to determine autonomous judgments essential to develop conscious projects; they will have developed those learning skills to read and interpret critically situations and contexts, without neglecting the attention to social, economic and environmental issues. Communication skills Communicative skills, developed in parallel on the different registers of text, image, expressive drawing and computerised representation, are proposed in the course as a constitutive element of the idea of the design project and carefully verified in the exercises and tests. Communication skills are thus acquired by the students in the course through the different activities carried out during the course in which they are called to actively participate through the exposition of theoretical reports, the public and shared discussion of their own works, both of study and of project, the presentation of the progress of their own project path. Learning skills The course will offer students the theoretical tools and practical activities (bibliographies, lectures, seminar activities) to develop the ability to independently implement their knowledge and skills, through exercises aimed at the acquisition of research skills as well as to push towards self-learning processes. Students at the end of the course will have acquired the critical, methodological and operational tools necessary to continue their training with a good degree of autonomy, through learning to learn, an essential step in preparation for the exercise of the profession.
ASSESSMENT METHODS	The final grade is based on the results of individual and group tests and exercises, on the project developments and an interview aimed at ascertaining the expected learning outcomes. The evaluation of these activities will take into account the student's ability to identify design paths in the proposed contexts, to defend the choices made, to visualize ideas and communicate the project, to manage group work. 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 interview concerns both the theoretical arguments developed

	and the presentation of the design project realized during the course. The evaluation is in thirtieths, according to the following parameters: Excellent (30 -30 cum laude): Excellent knowledge of the topics, excellent language property, good analytical and interpretative skills; the student is fully capable of applying analysis methodologies and design approaches contextually to the theoretical contributions acquired and tested in the Lab to intervene in different contexts through the design activity of product/service design and visual communication design. Very good (27-29): Very good knowledge about the topics, full control of the language; the student is able to apply methodologies and design approaches contextually to the theoretical contributions acquired and tested in the Laboratory to intervene in different contexts through the design activity of product/service design and visual communication design. Good (24-26): Good knowledge of the main topics, fair ownership of the language; the student shows a good ability to use methodologies of analysis and design approaches contextually to the theoretical contributions acquired and tested in the Laboratory to intervene in different contexts through the design activity of product/service design and visual communication design. Satisfactory (21-23): Basic knowledge of some topics, satisfactory language property; poor ability to independently apply methodologies of analysis and design approaches contextually to the theoretical contributions acquired and tested in the Laboratory to intervene in different contexts through the design activity of product/service design and visual communication design. Sufficient (18-20): Minimal knowledge of some topics and property of language; very little or no ability to independently apply methodologies of analysis and design approaches contextually to the theoretical contributions acquired and tested in the Laboratory to intervene in different contexts through the design activity of product/service design and visual communication design. Insufficient: The student does not possess an acceptable knowledge of the topics covered in the course. Students who have attended this lab in previous years are evaluated with the same criteria.
EDUCATIONAL OBJECTIVES	This Lab has the general objective of providing students with theoretical, methodological and ethical tools essential for the design of objects, systems of objects, services and communicative artefacts (both physical and digital) of the contemporary environment. The one-year course is articulated in theoretical lessons, exercises and workshops. In the first part will be introduced design methodologies, notions of perception and visual communication, representation and critical description of objects and communicative artefacts. In the first part there will be exercises - exercises of representation and description of the objects, with the support of texts and images; - research and communication activities on topics related to the culture of design; - the development of a communication project. In the second part there will be exercises that consist in the design of a tangible object, characterized by a simple technology, and an intangible service. For both exercises will be proposed and tested the notion of project as a succession of choices, which aims to express and relate the techno-scientific innovation and socio-cultural changes; then it will be developed the essential steps in the design of a product and a service: - research related to reference materials for the project and the configuration of a scenario of the design action (projects, images, environmental reconnaissance, texts); - definition of the project concept; - sizing, technical development and representation of the product; - communication of the product, through two-dimensional representations. The Laboratory will be enriched by communications of other teachers or experts on specific issues and meetings with companies.
TEACHING METHODS	Frontal lectures to introduce project briefs, methodologies and tools. Tests and exercises are foreseen constantly during the laboratory.

	There are also workshops and seminars on specific topics with the involvement of external experts and professionals.
SUGGESTED BIBLIOGRAPHY	Federico M. Butera, "Affrontare la complessità. Per governare la transizione ecologica", Edizioni Ambiente (2021). Enzo Mari, "25 modi per piantare un chiodo", Mondadori (2020). Enzo Mari, "La valigia senza manico. Arte. design e Karaoke. Conversazione con Francesca Alfano Miglietti", Bollati Boringhieri, (2004). Bruno Munari, "Da cosa nasce cosa", Electa (2010). Donald Norman, "La caffettiera masochista. Psico-patologia degli oggetti quotidiani", Giunti Editore (1990). Donald Norman, "Emotional Design. Perché amiamo (o odiamo) gli oggetti della vita quotidiana", Apogeo (2004). Victor Papanek, "Design for the real world: Human Ecology and Social Change", Thames & Hudson (2019). Sergio Polano, Pierpaolo Vetta, "Abecedario. La grafica del Novecento", Electa (2002). Massimo Vignelli, "Il canone Vignelli", Postmedia, Milano 2012. Paul Watzlawick, "Change: la formazione e la soluzione dei problemi", Astrolabio Ubaldini (1978).

SYLLABUS

Hrs	Frontal teaching
15	Product and communication design definitions, methods and tools.
15	The basic elements of communication design (typefaces, colors, formats, materials, layout, media...); editorial graphics and typography; the design of a graphic artifact; the Graphical User Interface.
Hrs	Practice
20	Exercises: graphical; typographical; photographic; advertising; graphical user interface (GUI)
Hrs	Workshops
70	Analysis and study of a design product; the concept, the design, the project, the communication of a design product of visual communication, the concept, the design, the project, the communication of a design product.

PREREQUISITES	Non sono richiesti pre-requisiti per la frequenza del laboratorio.
LEARNING OUTCOMES	Conoscenza e capacità di comprensione Il corso si pone l'obiettivo di fornire le nozioni di base per affrontare il processo progettuale di un artefatto comunicativo e di un oggetto producibile sotto l'aspetto ideativo, costruttivo, tecnologico e prestazionale in termini di impatto ambientale, sociale ed economico. Il corso porta lo studente alla conoscenza sia degli ambiti teorici sia delle metodologie progettuali del design e propone un percorso critico finalizzato alla comprensione e all'elaborazione dei processi progettuali per sviluppare artefatti di prodotto e di comunicazione appartenenti all'ambiente contemporaneo. Gli studenti acquisiranno una consapevolezza progettuale legata al ruolo sociale del designer oggi, capace con gli strumenti progettuali di essere attore nel processo di trasformazione della società. Capacità di applicare conoscenza e comprensione Il corso prevede un percorso metodologico di ricerca con analisi, definizione degli obiettivi e generazione del concept. Tale approccio consente l'acquisizione da parte degli studenti di conoscenze specifiche, di capacità di comprensione e di strumenti per sviluppare l'attività metaprogettuale e progettuale orientata al design di prodotto e della comunicazione visiva. Il corso fornirà le nozioni di base per affrontare il processo progettuale di un prodotto fisico e digitale sotto l'aspetto ideativo, costruttivo e implementativo. Si vuole attivare una modalità didattica 'aperta', in grado di integrare diverse conoscenze e competenze, sviluppando nello studente la capacità ideativa e pratica per la progettazione e realizzazione di un artefatto comunicativo e del prototipo di un oggetto riproducibile. Autonomia di giudizio Attraverso la rappresentazione e descrizione critica degli oggetti e degli artefatti comunicativi e attraverso le discussioni in aula, il corso svilupperà nello studente la capacità di prendere consapevolezza degli oggetti e dei segni che costituiscono il suo quotidiano scenario di vita e di porre le basi di un proprio percorso scientifico e professionale. Si svilupperà la capacità di valutare autonomamente le relazioni fra l'aspetto tecnico-costruttivo (tecnologie, materiali, processi produttivi) e gli altri aspetti del progetto (innovazione, configurazione, prestazione, aspetti ambientali e sociali) del prodotto che si intende realizzare. Gli studenti a conclusione del corso avranno acquisito la capacità di raccogliere, analizzare e interpretare i dati nel campo della disciplina ritenuti utili a determinare giudizi autonomi indispensabili per sviluppare progetti consapevoli; avranno sviluppato quelle capacità di apprendimento per leggere e interpretare criticamente situazioni e contesti, senza tralasciare l'attenzione verso le problematiche ambientali, sociali ed economiche. Abilità comunicative Le abilità comunicative, sviluppate parallelamente sui diversi registri del testo, dell'immagine, del disegno espressivo e della rappresentazione informatizzata, sono proposte nel corso come un elemento costitutivo dell'idea del progetto di design e attentamente verificate nelle esercitazione e nelle prove. Le abilità comunicative vengono così acquisite dagli studenti nel Corso attraverso le diverse attività svolte durante il corso a cui sono chiamati a partecipare attivamente attraverso l'esposizione di relazioni teoriche, la discussione pubblica e condivisa dei propri lavori, sia di studio sia di progetto, la presentazione degli stati di avanzamento del proprio percorso progettuale. Capacità d'apprendimento Il corso offrirà agli studenti gli strumenti teorici e le attività pratiche (bibliografie, lezioni, attività seminariali) per sviluppare la capacità di implementare autonomamente le proprie conoscenze e competenze, attraverso esercitazioni finalizzate all'acquisizione di capacità di ricerca così come a spingere verso processi di auto-apprendimento. Gli studenti a conclusione del corso avranno acquisito gli strumenti critici, metodologici e operativi necessari per proseguire il loro percorso formativo con un buon grado di autonomia, attraverso l'apprendere ad apprendere, passaggio essenziale in preparazione all'esercizio della professione.
ASSESSMENT METHODS	Al voto finale concorrono i risultati delle prove in itinere, degli esercizi progettuali e di un colloquio volto ad accertare i risultati di apprendimento attesi. Le prove in itinere, individuali e in gruppo, riguardano attività di ricerca e progettuali. La valutazione di tali attività terrà conto della capacità dello studente, in autonomia e in gruppo, di identificare percorsi progettuali nei contesti proposti, di difendere le scelte effettuate, di visualizzare le idee e comunicare il progetto, di gestire il lavoro in gruppo. Votazioni: La valutazione è formulata sulla media dei risultati delle prove realizzate, singolarmente o in lavoro di gruppo, riguardante il lavoro progettuale svolto durante il corso. La prova orale riguarda sia gli argomenti teorici sviluppati sia la presentazione del progetto di design realizzato durante il corso.

	La valutazione è in trentesimi, secondo i seguenti parametri: Eccellente (30 -30 e lode): Ottima conoscenza degli argomenti, ottima proprietà di linguaggio, buona capacità analitica e interpretativa; lo studente è pienamente in grado di applicare metodologie di analisi e approcci progettuali contestualmente agli apporti teorici acquisiti e sperimentati nel Laboratorio per intervenire in contesti diversi attraverso l'attività progettuale del design di prodotto/servizio e del design della comunicazione visiva. Molto buono (26-29): Buona padronanza degli argomenti, piena proprietà di linguaggio; lo studente è in grado di applicare metodologie di analisi e approcci progettuali contestualmente agli apporti teorici acquisiti e sperimentati nel Laboratorio per intervenire in contesti diversi attraverso l'attività progettuale del design di prodotto/servizio e del design della comunicazione visiva. Buono (24-25): Conoscenza di base dei principali argomenti, discreta proprietà di linguaggio; lo studente mostra una limitata capacità di utilizzare metodologie di analisi e approcci progettuali contestualmente agli apporti teorici acquisiti e sperimentati nel Laboratorio per intervenire in contesti diversi attraverso l'attività progettuale del design di prodotto/servizio e del design della comunicazione visiva. Soddisfacente (21-23): Conoscenza basilare di alcuni argomenti, soddisfacente proprietà di linguaggio; scarsa capacità di applicare autonomamente metodologie di analisi e approcci progettuali contestualmente agli apporti teorici acquisiti e sperimentati nel Laboratorio per intervenire in contesti diversi attraverso l'attività progettuale del design di prodotto/servizio e del design della comunicazione visiva. Sufficiente (18-20): Minima conoscenza di alcuni argomenti e proprietà di linguaggio; scarsissima o nulla capacità di applicare autonomamente metodologie di analisi e approcci progettuali contestualmente agli apporti teorici acquisiti e sperimentati nel Laboratorio per intervenire in contesti diversi attraverso l'attività progettuale del design di prodotto/servizio e del design della comunicazione visiva. Insufficiente: Lo studente non possiede una conoscenza accettabile degli argomenti affrontati nel corso. Gli studenti che hanno maturato la frequenza negli anni precedenti sono valutati come quelli frequentanti.
EDUCATIONAL OBJECTIVES	he general objective of the Laboratory is to provide students with essential theoretical, methodological and ethical tools for the design of objects, systems of objects, services and communicative artifacts (physical and digital) of the contemporary environment. The one-year course is divided into theoretical lectures, exercises and laboratory design activities. In the first part design methodologies, notions of perception and visual communication, representation and critical description of objects and communicative artifacts will be introduced. In the first part the following exercises are planned: - exercises on the representation and description of objects, with the support of texts and images; - research and communication activities on topics relating to design culture; - the development of a communication project. In the second part, there will be exercises on the design of an industrially producible object, characterised by simple technology, and an intangible service. For both exercises, the notion of design as a succession of choices will be proposed and tested, with the aim of expressing and relating techno-scientific innovation and socio-cultural changes; then the essential phases of the design of a product and a service will be developed: - research into reference materials for the project and the configuration of a scenario for the project action (projects, images, environmental surveys, texts); - definition of the project concept; - product dimensioning, technical development and representation; - product communication through two and three-dimensional representations. The workshop will be enriched by communications from other lecturers or experts on specific topics and by meetings with companies.
TEACHING METHODS	Lectures are provided to introduce project topics, methodologies and tools. Practical tests and exercises are constant throughout the laboratory. In-depth seminars on specific topics are also planned with the involvement of external experts and professionals.
SUGGESTED BIBLIOGRAPHY	Alessi C., "Dopo gli anni Zero. Il nuovo design italiano", Laterza, Bari, 2014. Bandinelli A., Lussu G., Iacobelli R., "Farsi un libro. Propedeutica dell'autoproduzione: orientamenti e spunti per un'impresa consapevole. O per una serena rinuncia", Stampa Alternativa, 1993. Bassi A., "Design anonimo in Italia. Oggetti comuni e progetto incognito", Mondadori Electa, Milano, 2007. Bonsiepe G., "Teoria e pratica del disegno industriale. Elementi per una manualistica critica", Feltrinelli, Milano, 1975. Maldonado T., "La speranza progettuale. Ambiente e società", Feltrinelli, Milano, 2022.

	Maldonado T., "Disegno industriale: un riesame", Feltrinelli, Milano, 2013 Papanek V., "Design for the real world: Human Ecology and Social Change", Thames & Hudson, 2019. Trapani V., "Welcome to Design: riflessioni e percorsi di avvicinamento al progetto", Terra Ferma, Vicenza, 2008. Vignelli M., "Il canone Vignelli", Postmedia Books, Milano, 2012.
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SYLLABUS

Hrs	Workshops
120	Lectures: 15 hours - Definition, methods and fundamental tools of product and communication design. 15 hours - The fundamental elements of communication design (fonts, colours, formats, materials, layouts, media...); editorial graphics and typography; the design of a graphic artifact, the GUI (Graphical User Interface). Exercises: Exercises on graphics; typography; photography; advertising graphics; graphical user interface (GUI) Laboratories: 70 hours - Analysis and survey of a design product; the concept, the drawing, the project, the communication of a design product.