



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Architettura		
ACADEMIC YEAR	2023/2024		
BACHELOR'S DEGREE (BSC)	INDUSTRIAL DESIGN		
SUBJECT	PRODUCT DESIGN AND INTEGRATED COMMUNICATION STUDIO		
TYPE OF EDUCATIONAL ACTIVITY	B		
AMBIT	50234-Design e comunicazioni multimediali		
CODE	21124		
SCIENTIFIC SECTOR(S)	ICAR/13		
HEAD PROFESSOR(S)	RUSSO DARIO	Professore Associato	Univ. di PALERMO
	TRAPANI VITA MARIA	Professore Ordinario	Univ. di PALERMO
OTHER PROFESSOR(S)			
CREDITS	10		
INDIVIDUAL STUDY (Hrs)	130		
COURSE ACTIVITY (Hrs)	120		
PROPAEDEUTICAL SUBJECTS			
MUTUALIZATION			
YEAR	3		
TERM (SEMESTER)	2° semester		
ATTENDANCE	Mandatory		
EVALUATION	Out of 30		
TEACHER OFFICE HOURS	RUSSO DARIO Monday 10:00 13:00 Dipartimento di Architettura Edificio 14 Corpo C stanza 204 TRAPANI VITA MARIA Friday 11:00 13:00 Edificio 8, stanza del docente, piano 2°		

PREREQUISITES	Methodological knowledge and design processing skills in the field of design and visual communication and visualization of ideas and concepts through the methods of three-dimensional representation and modeling.
LEARNING OUTCOMES	<p>The student will develop the knowledge of the theoretical areas and of the design methodologies of competence of the designer concerning systems of objects and communicative artefacts, including digital ones.</p> <p>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 elaboration and verification of the project for the configuration of communicative products and artefacts within a sustainability-oriented strategy designed for a company or cultural production.</p> <p>Judgment skills Through the implementation of an individual research path and the critical reading of examples of strategic design of communicative and digital objects and artifacts, the course aims to enhance the critical ability of students who, once they have acquired the necessary tools, will be able to stand autonomously and in an original way with respect to the issues addressed and able to fully explain each phase of the design process.</p> <p>Communication skills Students will be able to effectively communicate their skills in the development of innovations in the design of tangible and intangible products. They will be able to use visual communication techniques to convey design content.</p> <p>Learning skills The course will provide students with the tools necessary to develop a sufficiently autonomous and critical training path; through concepts and examples provided by the teacher during the lectures, the aim will be to build a good ability to organize one's own learning path, aimed at addressing and solving problems that emerged during the design exercise.</p>
ASSESSMENT METHODS	<p>the results of the ongoing tests and the design exercise and an interview aimed at ascertaining the expected learning outcomes contribute to the final vote. The following will contribute to the evaluation: the innovative quality of the project, the application of a correct methodological process, the ability to describe and represent the project, the commitment to research and theoretical acquisition demonstrated during the course. 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.</p> <p>Grades: 30-30 with honors: 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) great ability to apply autonomously the knowledge acquired in the course and formulate original judgments; c) good property in the use of specific languages of the disciplines of design and representation; d) excellent communication skills on different registers (texts, graphic visualizations, two-dimensional drawings, interactive and multimedia communication).</p> <p>26-29: a) good ability to conceive and develop a project with strategic value and innovative content; b) verified ability to independently apply the acquired knowledge and to formulate judgments; c) good ability in the use of specialized language; d) adequate communication skills, including through graphic visualizations and advanced representation methods.</p> <p>22-25 : a) sufficient ability to conceive and develop a project with elements of innovation; b) basic ability to apply acquired knowledge independently and to make judgments; c) basic ability in the use of specialized language; d) fair communication skills, including through graphic visualizations and methods of advanced representation.</p> <p>18-21</p>

	<p>a) fair ability to conceive and develop a project with elements of innovation; b) fair ability to apply acquired knowledge and make judgments; c) sufficient ability to use specialized language; d) minimal ability to communicate through graphic design and representation tools.</p> <p>Students who doesn't come to the lesson are evaluated like those who do.</p>
EDUCATIONAL OBJECTIVES	<p>The product and integrated communication laboratory aims to provide students with 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 oriented towards sustainability, innovation (social and technological) and territorial development, illustrating research and work methodologies developed within the discipline.</p> <p>The key skills will be provided for the training of a professional who knows how to operate in the complexity of a strategic and systemic project.</p> <p>In the first part, research paths and design methodologies suitable for the development of innovative solutions in the indicated areas will be defined. In the second part he will develop a project that will integrate different approaches and design tools in relation to an objective identified also in collaboration with companies and organizations.</p>
TEACHING METHODS	<p>The laboratory includes lectures, exercises and laboratory activities, as well as meetings with designers and company representatives. At the discretion of the teacher, it will also be possible to carry out a final workshop.</p>
SUGGESTED BIBLIOGRAPHY	<p>Tim Brown, "Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation", Harper business (2019). Bruno Munari, "Da cosa nasce cosa", Electa, (2010). Jesse James Garrett, "The Elements of User Experience User-Centered Design for the Web and Beyond", Peachpit, (2011). Michael Lewrick, Patrick Link, Larry Leifer, "Manuale di design thinking", Edizioni LSWR (2018). Ezio Manzini, "Design, When Everybody Designs: An Introduction to Design for Social Innovation", MIT Press (2015). Dario Russo, "Vanità e socialità nel design. Icone e paradossi", Mimesis (2021).</p>

SYLLABUS

Hrs	Frontal teaching
20	Product and service design definitions, methods and tools.
20	Notes on systemic design, UX&UI, game design, branding and digital media.
Hrs	Practice
24	Design Sprints: short and intensive design workshops.
Hrs	Workshops
80	Product/service design and corporate image

PREREQUISITES	Methodological knowledge and design processing skills in the field of design and visual communication and visualization of ideas and concepts through the methods of three-dimensional representation and modeling.
LEARNING OUTCOMES	<p>The student will develop the knowledge of the theoretical areas and of the design methodologies of design competence concerning systems of objects and communicative artifacts, including digital ones.</p> <p>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 elaboration and verification of the project for the configuration of communicative products and artefacts within a sustainability-oriented strategy designed for a company or cultural production.</p> <p>Judgment skills. Through the implementation of an individual research path and the critical reading of examples of strategic design of communicative and digital objects and artefacts, the course aims to enhance the critical ability of students who, once they have acquired the necessary tools, will be able to stand autonomously and in an original way with respect to the issues addressed and able to fully explain each phase of the design process.</p> <p>Communication skills. Students will be able to effectively communicate their skills in the development of innovations in the design of tangible and intangible products. They will be able to use visual communication techniques to convey design content.</p> <p>Learning skills. The course will provide students with the tools necessary to develop a sufficiently autonomous and critical training path; through concepts and examples provided by the teacher during the lectures, the aim will be to build a good ability to organize one's own learning path, aimed at addressing and solving problems that emerged during the design exercise.</p>
ASSESSMENT METHODS	<p>The final vote is attended by the results of the ongoing tests and the project exercise and an interview aimed at ascertaining the expected learning outcomes. The evaluation will include: the innovative quality of the project, the application of a correct methodological process, the ability to describe and represent the project, the commitment to research and theoretical acquisition demonstrated during the course. It is also required that the student is able to verbally communicate the design process in terms appropriate to the culture and ethics of design and its most innovative aspects.</p> <p>Votes:</p> <p>30-30 and praise:</p> <p>a) excellent ability to develop an original and innovative project (product, communication, services, interaction and multimedia);</p> <p>b) excellent ability to apply acquired knowledge autonomously and to formulate critical thoughts;</p> <p>c) excellent skills in the use of languages specific to the disciplines of design and representation;</p> <p>d) excellent communication skills on different registers (texts, graphic visualizations, bi-three-dimensional drawings, interactive and multimedia communication).</p> <p>26-29:</p> <p>a) good ability to develop a project with strategic values and innovative content;</p> <p>b) good ability to apply acquired knowledge autonomously and to formulate critical thoughts;</p> <p>c) good ability to use specialised language;</p> <p>d) good communication skills, also through graphic visualizations.</p> <p>22-25: a) discrete ability to design a project with elements of innovation;</p> <p>b) discrete ability to apply the acquired knowledge autonomously and to make judgements;</p> <p>c) good ability to use specialised language;</p> <p>d) discrete communication skills, also through graphic visualizations.</p> <p>18-21: a) sufficient ability to develop a project with elements of innovation;</p> <p>b) sufficient ability to apply acquired knowledge and to formulate critical thoughts;</p> <p>d) sufficient communication skills through graphics and representation tools</p>
EDUCATIONAL OBJECTIVES	The aim of the integrated product and communication laboratory is to provide students with theoretical and methodological tools for the design of objects, object systems, services and communicative and digital artifacts. The course aims to introduce students to the knowledge of the technical and communicative

	<p>aspects of design oriented towards sustainability, innovation (social and technological) and the development of the territory, illustrating research and work methodologies developed within the discipline.</p> <p>Key competences will be provided for the training of a professional who can operate in the complexity of a strategic and systemic project.</p> <p>The first part will define research paths and design methodologies suitable for the development of innovative solutions in the areas indicated. In the second part he will develop a project that will integrate different approaches and tools of design in relation to a goal identified also in collaboration with companies and organizations.</p>
TEACHING METHODS	The laboratory includes lectures, exercises and laboratory activities, as well as meetings with designers and company representatives. At the discretion of the teacher, it will also be possible to carry out a final workshop.
SUGGESTED BIBLIOGRAPHY	<p>Bibliografia essenziale</p> <ul style="list-style-type: none"> - Antonelli, P., Tannir, A. (eds.): Broken Nature. XXII Triennale di Milano, Electa, Milano 2019. - Manzini Ezio, Bertola Paola, Design Multiverso. Appunti per una fenomenologia del design, Polidesign, Milano 2006 - Manzini Ezio, Design, When Everybody Designs: An Introduction to Design for Social Innovation, The Mit Press, 2015 - Thackara John, In the bubble. Design per un futuro sostenibile, Allemandi, Torino 2008 - Trapani Viviana, Design e cultura, Letteraventidue, Siracusa 2016 - Micelli Stefano, Fare e' innovare. Il nuovo lavoro artigiano, Il Mulino 2016 - MDJournal 7/2019, Design & New Craft Dipartimento di Architettura, Università di Ferrara- - Zurlo Francesco, Design Strategico, Treccani 2010 <p>https://www.treccani.it/enciclopedia/design-strategico_(XXI-Secolo)/</p>

SYLLABUS

Hrs	Frontal teaching
4	- Definitions, areas and connections of product design, communication and services.
4	Design and culture, culture of design
6	Made in Italy: sustainability, innovation, identity
6	Definition and design areas for the enhancement of assets and territorial resources
4	Strategic and systemic project tools and methods
6	Information and interaction design: history, maps, architecture and interfaces, forms of interaction
4	Languages and techniques of narration in multimedia communication
4	Design of evocative spaces and paths for installations and events.
4	New approaches and strategies for sustainability: right to repair
Hrs	Practice
15	Seminars and extemporaneous exercises in the classroom
Hrs	Workshops
15	Narrative infographic: research and data processing exercise with companies, cultural institutions, communities
62	Design, prototyping and communication of a product oriented to new sustainability strategies, in collaboration with a territorial production structure.
Hrs	Others
10	company visits and conferences