

**A
GUIDE
FOR
ERASMUS
STUDENTS
DISCOVERING
ISIA
AND
ROME**

WHAT IS ISIA?

ISIA (Istituto Superiore per le Industrie Artistiche – Higher level institution for Artistic Industries) is Italy's oldest institution in the field of Industrial Design. It is the first public design school in Italy and it was founded in 1973 by Giulio Carlo Argan.

ISIA takes inspiration from the Bauhaus method: according to Walter Gropius the 'Bauhaus' had to be a school and not a movement. A place where the most extraordinary personalities of the world of art and of the 'Gestalt Psychology' meet and work.

Faithfully to these principles, ISIA applies a method that is theoretical and practical at the same time, thus putting into practice both the 'learning by doing' and the 'learning by thinking' approach.

This is why Isia does not provide students only with the knowledge and skills for a designer-to-be. Isia students will learn how 'to set questions' and carry out research.

Team work, cooperative learning and individual research overlap each other and are the basic principles of daily lessons.

Each and every subject is important in helping Isia students to become well-rounded industrial designers. But each learning experience in the classroom is connected to another one in order to create a whole, a network or a

'system' where every piece contributes to create the full picture.

The many theoretical courses that make up the study-plan will intersect with the practical ones leading students to research and develop their own projects. Students are able to create, present and propose their ideas.

Throughout the three years, Isia students learn to design not only the product, but also create the packaging, presentation, Advertising, rendering and physical model for the project.

A further benefit of ISIA in its school management is what Italians would define as a 'sort of family' environment.

With 30 students in each class at most, a family-like school is where you get to know everyone around you: students, teachers, service staff and the Director himself.

You will always find someone to lend you a hand for any kind of issues.

As the lessons timetable is very demanding, students spend most of their school days together. Studying together, eating together and creating your own way to be a designer together. This requires a lot of flexibility and, when it comes to individual competition, you may have to be open to criticism and suggestions exactly as in a 'family environment'.

Professors are facilitators and coaches more than just teachers and know who

you are and your attitudes.

They follow your projects step-by-step and this boosts your preparation.

In addition to routine lessons, students can attend bespoke talks where important guest speakers from different design fields are invited to the institute.

These lessons are an opportunity for the students to explore different future career paths and help them enhance their cultural knowledge.

The institution is quite easy to reach because it is located in the heart of Rome; it is next to the church Santa Maria Maddalena, and in close proximity to the Pantheon.

Undergraduate students are on the first floor, while the students of the specialist courses are on the second floor. The photography and modelling labs are on the third floor. Other than the classrooms, on the first floor you can find the "Aula Magna" where conferences and presentations are held, and on the opposite side there is the director's office. There is a study hall with printers, which leads to the library and to the Erasmus office.

The university is in the very centre of Rome, which gives you the possibility to be fascinated by art and history every day, however this also means space and public transport issues.

Language is a problem you may have to cope with due to the fact that theoretical lessons are held in Italian. However, the Erasmus office will provide a 40hr Italian course for foreigners, and ISIA student tutors will help you to find your way around.

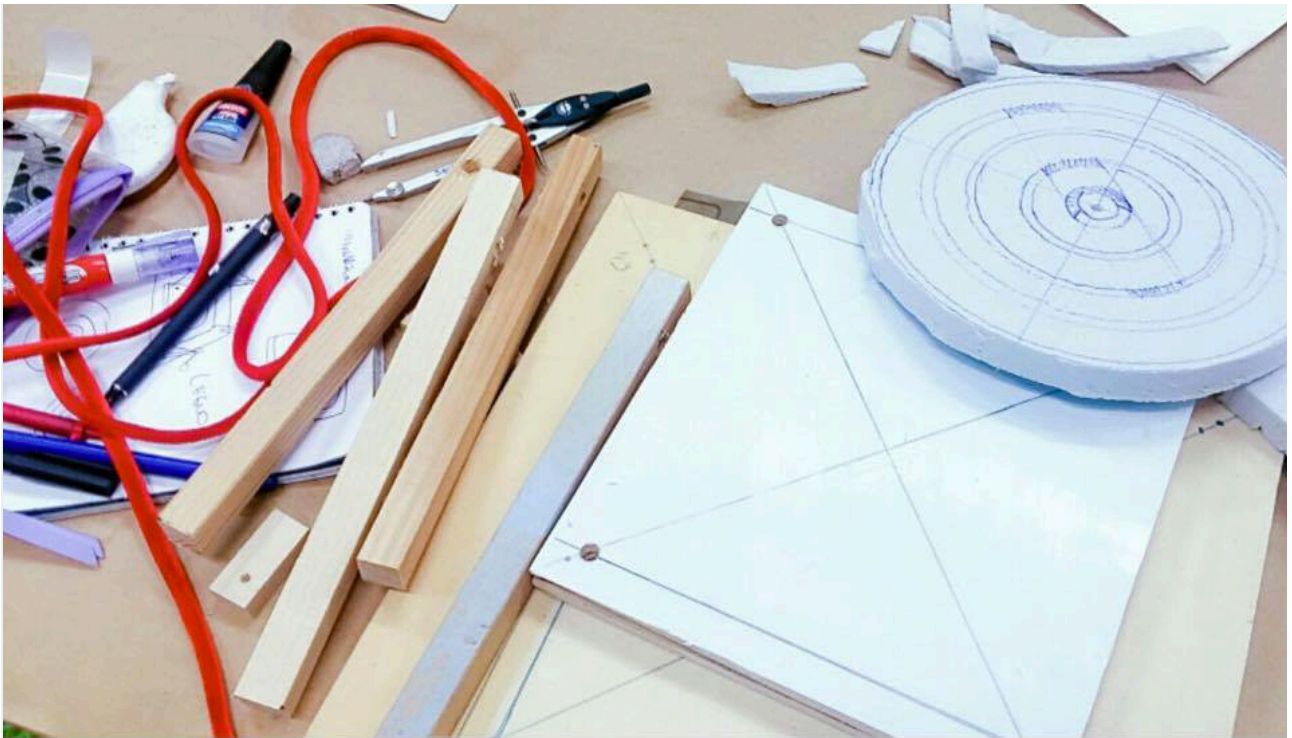
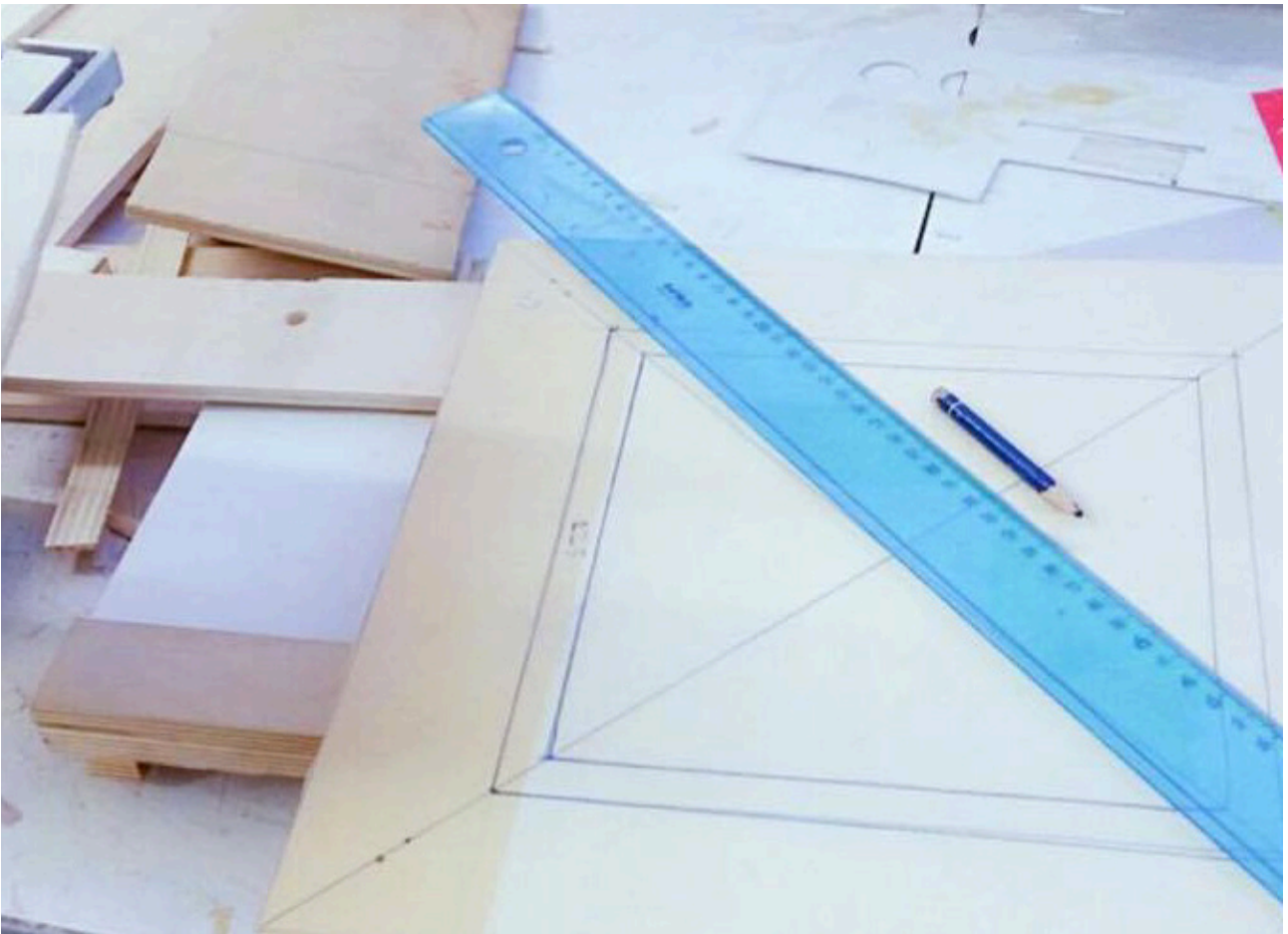
Students are not provided with materials and they need to finance their own projects.

Despite these cons, once you adopt ISIA's state of mind, everything you do is a chance to create. Even at a restaurant you may have a brilliant idea for an ISIA project and you may want to sketch it on a paper handkerchief, because why not, even a dish of pasta can

be an inspiration.

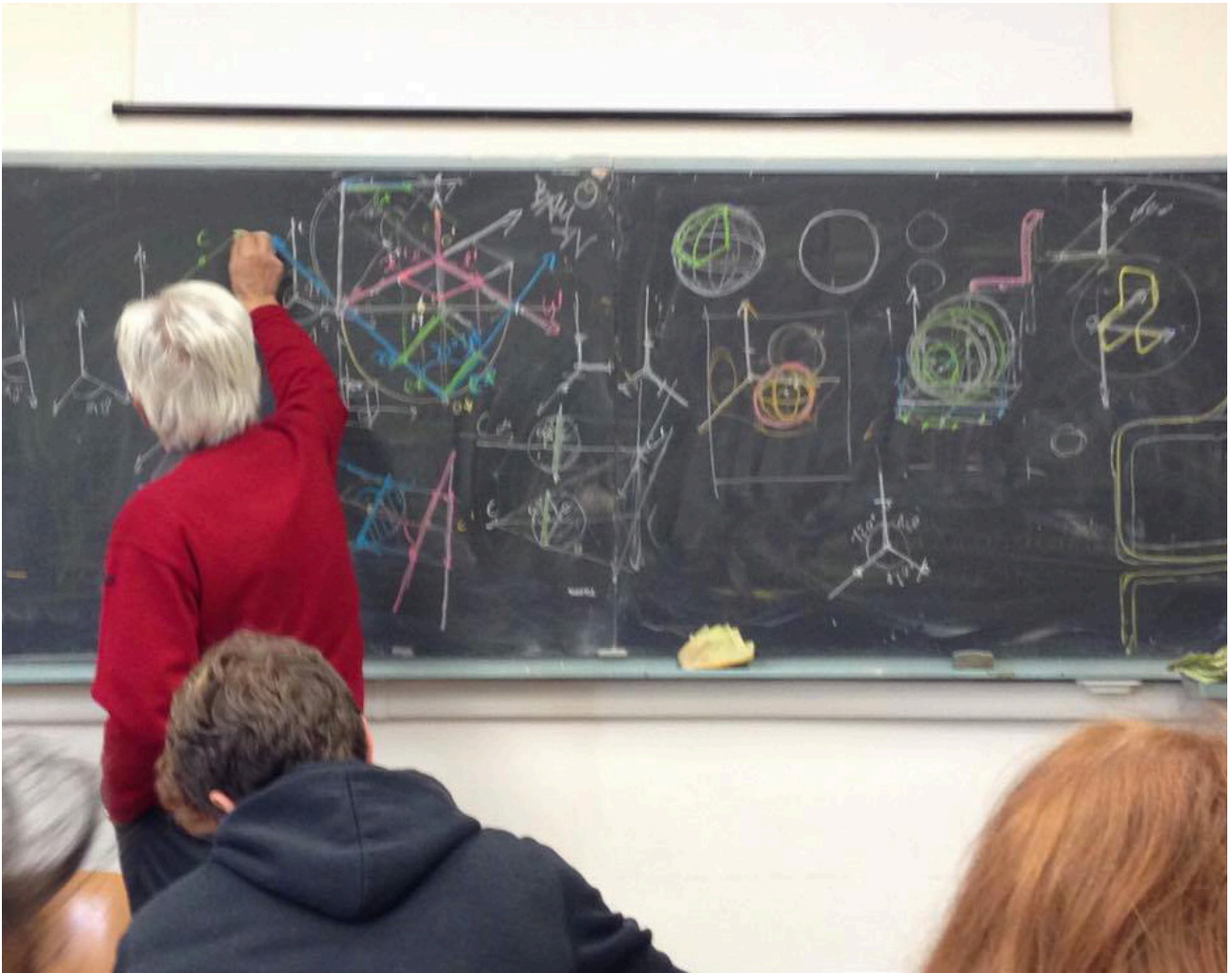
The key to our 'good design' is the way we approach solutions and analyse life styles and environmental changes.











HEALTH CARE

In order to get a SIM card you have to go to a mobile phone shop with your ID card or passport and the tax code. You will be given your SIM card immediately.

We suggest you to buy rechargeable cards if you don't want to subscribe to a long term plan. If get a telephone contract, make sure you find out how much it costs to unsubscribe, and how many months notice you must give (if any).

Pre-paid Cards:

Prepaid cards are the cheapest tool to call abroad if you do not have a mobile phone. You can purchase them at the 'tabaccheria' (small stores around the city that sell postage either cigarettes or tobacco, and stamps, phone cards, etc.), newsagents, or phone-shops. There are different kinds of cards according to the country you wish to call. Please note: Pre-paid cards can be used for a determined period (days, weeks or months).



This is the first amendment of the Erasmus healthcare bulletin.

If you are sent for a temporary period to a university or research institution in another EU country by your university or research institute of origin, then you will remain under your home healthcare scheme for the time you are posted. You should apply for the EHIC card, or for an S1 form (formerly the E106), before leaving.

Check with your health insurance provider or with the National Contact Point in your home country whether they will cover the cost of your healthcare abroad for the full duration of your stay. If they do, administrative procedures can be simpler if you have a valid European Health Insurance Card (EHIC).

Some national health insurers will however only cover the costs of your healthcare in another country for a limited time; this is often the case for mature students (older than 28 or 30) and workers on training abroad. If this is the case for you, you will need to register for state healthcare in your host country or to take out private health insurance.

Italian healthcare has two main features, a good and a bad one: first of all it's mostly free but on the other hand is incredibly slow and suffers from severe bureaucracy.

How to get a family doctor?



MATERIALS AND LAB ZONE

One of the fundamental parts of design is to make prototypes

ISIA has a wide range of materials for constructing prototypes, from the simplest or the most complex models.

ISIA has a laboratory in which student can work on their projects. Inside the lab students can find many different materials:

- Plastics (Thermoplastics and their moseetting): some kind of plastics are shockproof such as polyurethane, polystyrene, PVC semi-expanded (Forex), methacrylate, polyethylene, ABS and epoxy resin.

- Wood: veneer, strips, multilayer, plywood and MDF which is artificial wood.

These materials are used to build the body shape.

Some materials need different tools for processing and assembling, so inside the Lab Zone you can find different kind of machinery such as:

- Drill press
- Dremel
- disk and belt sanders
- jig-saw
- lathe
- thermoforming machine
- 3D printer

Depending on the area you live in, you will need to visit your local ASL, which will help you finding a doctor.

IMPORTANT! Don't forget to bring your ID (or passport) and your enrolment certification.

Where to get first aid?

The universal number for emergencies is 118, which will help you get an ambulance or any kind of medical help; it works 24 hours a day, 7 days a week. The E. R.s are located all around Rome, near every hospital.

Do you need a prescription?

It is possible to visit the Tourist Medical Service (Guardia Medica Turistica) which is located in Trastevere (Via Emilio Morosini, 30) and provides urgent medical prescriptions and preliminary diagnoses; it works 24/7 and is completely free of charge.

In case of first need, it also possible to get aid in any of the several pharmacies located around Rome.



FIRST LEVEL DIPLOMA IN INDUSTRIAL DESIGN

	1st	2nd	3rd	CFA
Visual Communication	E/24	E/24		2+2
Mathematics for design 1/2	C/32	E/32		4+4
History and Culture of Design 1/2	C/48	E/48		6+6
History and Critique of Contemporary Design			E/36	3
Principles of Technology 1/2	E/48	E/48		4+4
Semiotics 1/2	C/32	E/32		4+4
Computer Graphics	C/48			4
CAD Computer Graphics 1 /2/3	C/48	C/96	E/96	2+4+4
Design and Drawing 1/2	C/48	C/48		2+2
Visual Communication WS			E/48	2
Image Laboratory	C/48	service	service	2
Descriptive Geometry	E/72			6
Modelling Laboratory	C/48	service	service	2
Basic Design	E/96			8
Meta-Design		E/96		8
Elements of Design	E/96			8
Elements of design WS	E/48			4
Product Design 1/2		E/96	E/96	8+8
Typological Innovation			E/96	4
Systemics			E/32	4
System analysis			E/48	6
Ergonomics 2/3		C/32	E/32	4+4
Psychology		C/48		6
Industrial Economics		E/72		6

Legend

E = Examination C= evaluation

EUCP = European Credit points

Note: the number indicates the hours of lessons

VISUAL COMMUNICATION 1/2

Claudio Spuri

Length Semester
Hours 24
CFA 2

DO'S

Lean to use InDesign

NEEDED

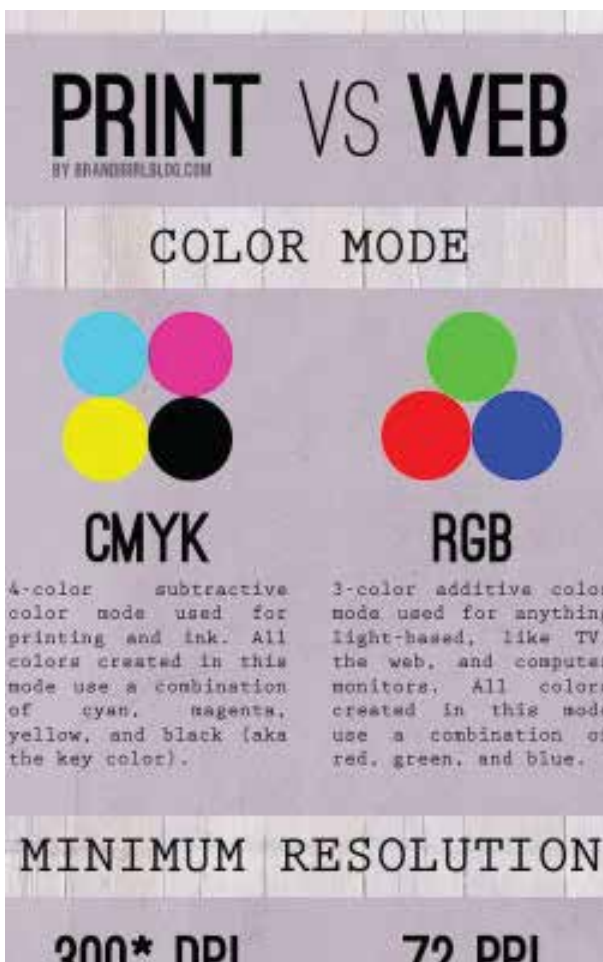
Personal computer and all the software you need to produce a graphic tool

DON'TS

Practical 

Oral 

Tutor Presence 



Graphic design is a fundamental exam: the 1st year course introduces the students to the basic concepts of graphic design: layout and composition, that will be studied in depth during the 2nd and the 3rd year. Initially dealing with theoretical principles, the course becomes more and more focused on the production and presentation of a product through a brochure or any kind of tool such as its packaging.

The final evaluation consists of the presentation of the graphic tool developed during the course.

VISUAL COMMUNICATION 3

Mario Rullo

Length Semester
Hours 24
CFA 2

DO'S

Always use a layout grid. Sketch on paper.

NEEDED

Personal computer and all the software you need to produce a graphic tool

DON'TS

Use computer and mobile during the lessons.

Practical 
Oral 
Tutor Presence 



The 3rd year tuition is aimed to analyse and work on brand communication. The first part of the course is focused on the theoretical principles, the second one is usually finalized to the production of some graphic and communication tools for the project developed within the Product Design course, which will be evaluated for the final result course.

MATHEMATICS FOR DESIGN 1/2

Giordano Bruno

Length Semester
Hours 32
CFA 4

DO'S

Have a very open mind

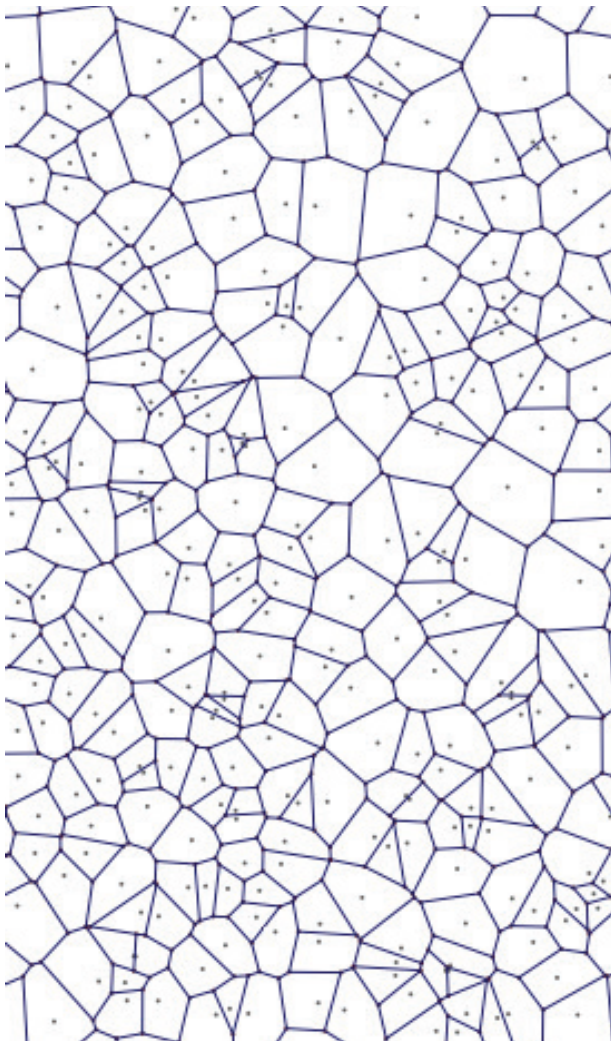
NEEDED

Notebook, professor's handsout and a very open mind

DON'TS

Do not take it too lightly

Practical 
Oral 
Tutor Presence 



The mathematical approach to Design gives the students a key of interpretation for the many aspects of Design. During the first year Professor Giordano Bruno teaches the students the theory of probability which examination exercises are based on. During the second year students are introduced to the analysis of mathematical issues within more general themes and disciplines like for examples fractals in vegetables, flowers and lightning. The final examination consists of a research associated with one of the above themes. This Theoretical course is linked to courses held during the third year: Systemic and System Analysis.

HISTORY AND CULTURE OF DESIGN

Rossella Caruso
Angelo Capasso

Length Semester
Hours 48
CFA 6

DO'S

Pay attention in class because the book is a bit complicated to understand

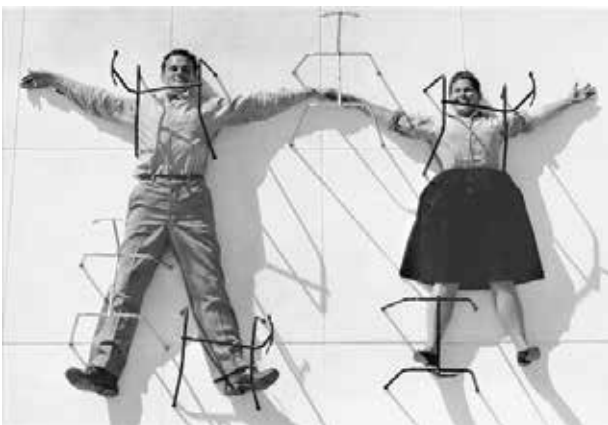
NEEDED

Notebook, Book

DON'TS

Skip guided tour

Practical 
Oral 
Tutor Presence 



During the first year Professor Rossella Caruso illustrates the origin of design, from the 1851 Great Exhibition to the Bauhaus. She explains the different movements and currents with the help of historical images.

The final evaluation is based on an oral examination on the topics of the course.

In the second year the course is held by Professor Angelo Capasso who prosecutes in illustrating the development of design from the Bauhaus to the 50's. In addition, the second-year course includes a detailed study on the most important Italian designers who influenced the last century.

The final examination is focused on the topics of the course and on the discussion on the assigned designer.

HISTORY AND CRITIQUE OF DESIGN

Rossella Caruso
Angelo Capasso

Length Semester
Hours 36
CFA 3

DO'S

Participate in class discussion

NEEDED

Personal Computer, Internet access,
notebook

DON'TS

Skip guided tour

Practical 
Oral 
Tutor Presence 



This course is held by two professors, Rossella Caruso and Angelo Capasso. The two professors equally share the lessons, which focus on different areas of art and design.

Professor Rossella Caruso holds theoretical lessons on the history of exhibitions.

Within the course each student has to choose an exhibition held in Rome or other notable ones held around the world, and to do in-depth analysis of the exhibition.

Lessons carried out by Professor Angelo Capasso focus on a research project about Italian Design Companies.

The project can be done individually or in groups.

During the semester the professor organizes at least two visits to museums in Rome that host exhibitions relevant to the course topics.

The final evaluation score is given by the sum of the results of the two assignments carried out during the semester.

PRINCIPLES OF TECHNOLOGY 1/2

Roberto Guidotti

Length	Year
Hours	48
CFA	4

DO'S

Ask the professor anything you don't know about product engineering

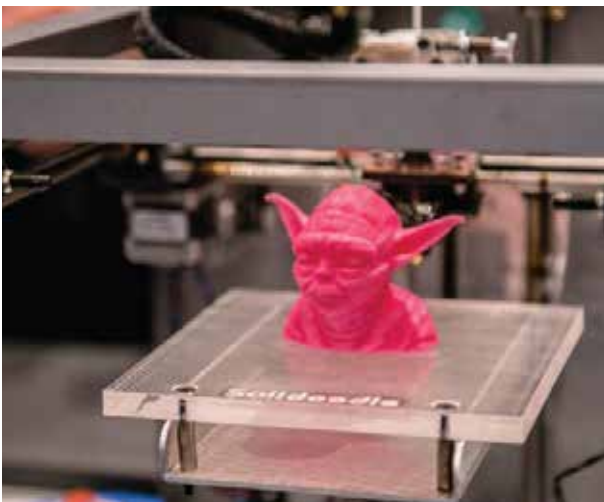
NEEDED

Notebook, professor's handsout

DON'TS

Do not try to invent engineering processes

Practical	
Oral	
Tutor Presence	



The course aims to examine the properties of materials and their transformation during the industrial process, in order to start understanding limitations and potentialities of technology in the industrialization of the design products. During the first year Professor Roberto Guidotti teaches students some basic principles of physics to better comprehend how materials perform.

At the end of the course, the students will be able to understand how a product has been produced and identify the different materials, production steps and machinery.

A further objective of the course is to acquire basic knowledge on alternative energy sources, inventing new possibilities and applications in the world of design.

The final evaluation consists in an oral exam on the course topics.

SEMIOTICS

1/2

Giovanni Curtis

Length Semester
Hours 32
CFA 4

DO'S

Take a lot of notes, books are a little difficult to understand on your own

NEEDED

Books, notebook

DON'TS

Copy at the exam
Use computer during lessons

Practical 
Oral 
Tutor Presence 

These two courses deal with the study of signs and how those signs or sign system are classified according to the way they are used.

These studies can be applied to linguistic and non-linguistic sign system, such as visual communication.

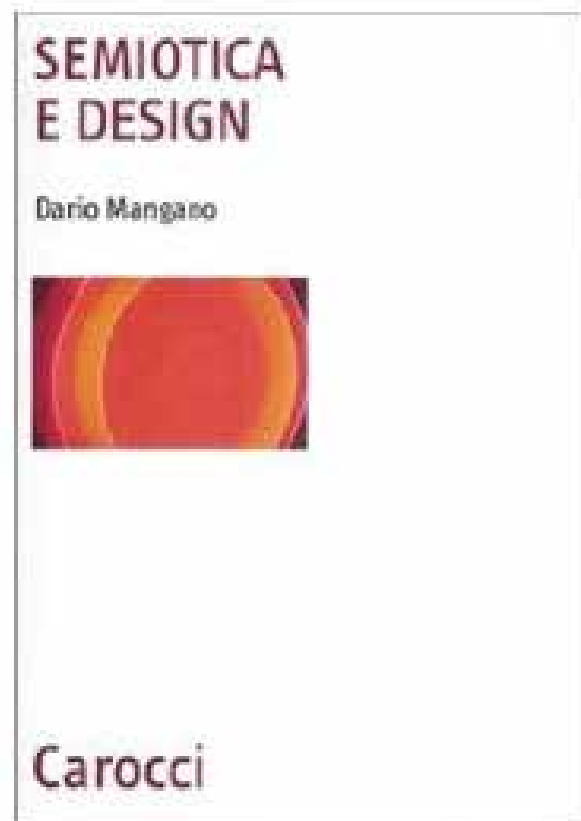
During the lessons Professor Giovanni Curtis summarizes and explains the most relevant topics reported in the course books.

The two final oral examinations are based on the content of the books and on two analyses conducted during the two years: on the first year each student has to choose and analyse a commercial while on the second year the student has to choose and analyse a product.

Some of the books can be bought from a book-store, or from the fellow students.

The topics of the courses, which are held in Italian, are very interesting but, due to their very theoretical nature they can be a bit difficult to understand for a

foreign student.



CAD COMPUTER GRAPHICS CS 2/3

Francesco Paciotti
Daniele Tomassoni

Length Year
Hours 96
CFA 4

DO'S

All the assigned exercise, it will help you with the final exam

NEEDED

Personal computer, software: adobe, rhinoceros, solidworks, keyshot, v-ray, Autocad

DON'TS

Skip lessons

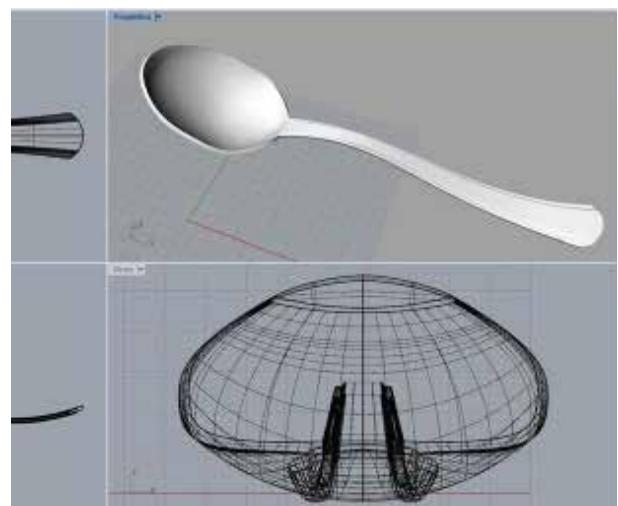


This course will help the students to learn modelling objects through 3D modelling software, doing photo-realistic renderings and digital technical drawings.

On the second year Professor Francesco Paciotti explains modelling programs and CAD programs step-by-step. Each lesson the students learn new commands through exercises. The software packages used during the year are Rhinoceros, basic and intermediate level, and Auto Cad. The final examination consists of a test in which the student has to model an assigned object and to put it on a technical drawing.

On the third year Professor Daniele Tomassoni explains Rhinoceros at an advanced level and teaches an additional 3D modelling software, Solid-works. During the course he also explains how to make a good render through a software, Key-shot, and a Rhinoceros plug-in, V-ray. The final evaluation consists of the delivery of all the exerci-

ses done during the course plus a final group exercise whose theme changes from year to year.



DESIGN AND DRAWING 1/2

Luigi Cuppone

Length	Year/Semester
Hours	48
CFA	2

DO'S

Always use geometrical constructions.

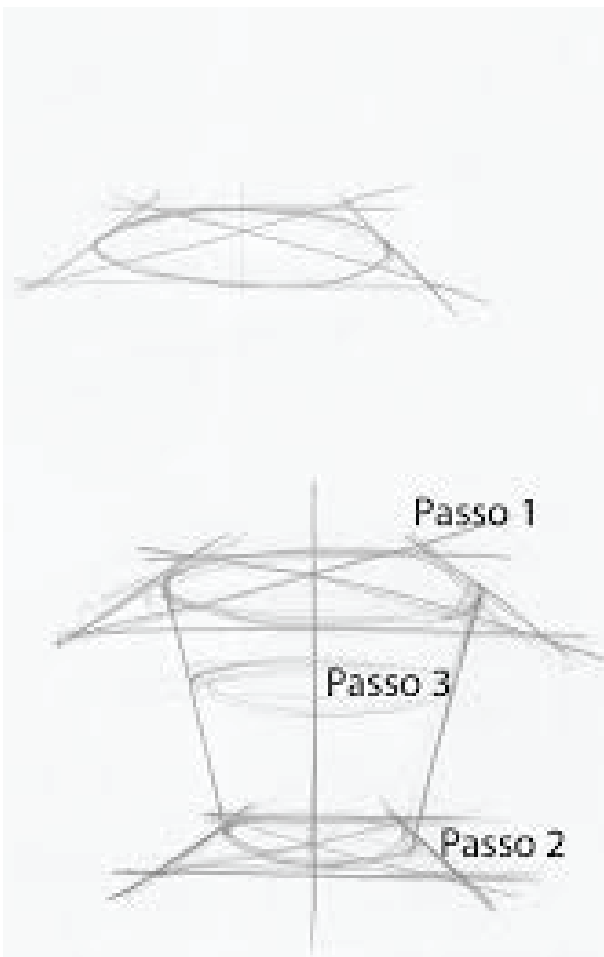
NEEDED

Pencils, markers and everything you need to draw

DON'TS

Draw with ruler, use rubber and do live drawings

Practical	
Oral	
Tutor Presence	



The course is based on freehand drawing associated with the geometrical construction of the shapes.

The goal of the course is to learn how to do renderings with pencil or marker and how to represent different types of materials like wood, plastics, aluminium, glass and so on.

Professor Cuppone is also one of the founders of Laboratorio Linfa which works on sustainable and ecology-based Design.

During the first year students learn how to use pencils while the second year is focused on the use of markers.

The final evaluation of the course is based on all the drawings assigned during the courses.

IMAGE LABORATORY

Angelo Agnello

Length Semester
Hours 48
CFA 2

DO'S

Do as many photos as you can

NEEDED

Notebook, camera

DON'TS

Break the equipment

Practical 
Oral 
Tutor Presence 



Professor Angelo Agnello teaches the students the photography technique and the way to represent ideas and projects through captured images.

The course is formed by one theoretical and one practical part. During the lessons students can use own cameras or they can practice in the laboratory which is fully equipped with professional cameras and lights.

The final evaluation is based on the assignment of a task which consists of taking pictures on a series of themes that change every year, plus the evaluation of the student through some technical questions about photography techniques.

DESCRIPTIVE GEOMETRY

Furio Cruciani

Length Year
Hours 72
CFA 6

DO'S

Always use geometrical constructions.
Write down everithing the Professor says.

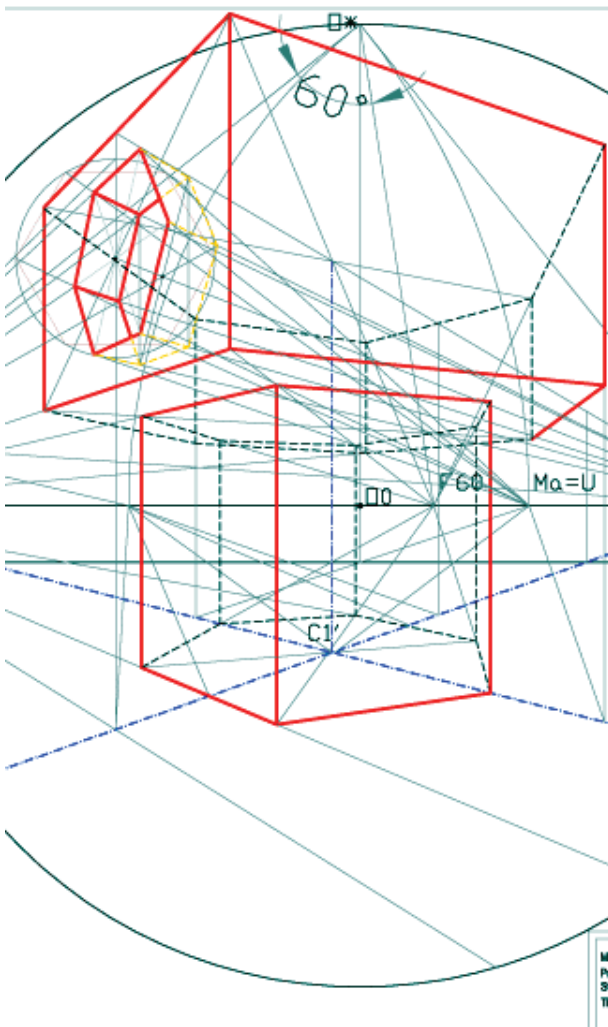
DON'TS

Skip a lessons

NEEDED

Notebook, professor's handsout, ruler, compass, pencils, pens

Practical 
Oral 
Tutor Presence 



Descriptive Geometry is a branch of Geometry that explains the representation of objects with 2D and 3D geometrical structure.

Professor Furio Cruciani lessons start with the basic Euclide's axioms (postulates) and include the study of the most important methods of geometrical representation like axonometry, virtual prospective, sections, projections and quotations.

Notes and slides given by the teacher during each lecture are very important to create personal notebook indeed useful for future designers.

All this theoretical work is put into practice with geometrical technical drawings in A3 format.

At the end of the year the examination consists of showing all the work done: drawings, notebooks and an oral exam to evaluate the knowledge gained during the course.

MODELLING LABORATORY

Lorena Luzzi

Length Semester
Hours 48
CFA 2

DO'S

Pay attention using the machinery

DON'TS

Cut or hurt yourself

NEEDED

notebook, cutter, scissors, glue, sand paper, modelling, materials (paper, cardboard, wood, Plexiglas, polystyrene...)

Practical 

Oral 

Tutor Presence 

The course is split in two parts: a theoretical one, where materials and laboratory equipment are studied, and a practical one where the previously acquired knowledge is put into practice by directly handling materials and implementing practical projects.

The theoretical part gives students the tools to understand processes and to use materials and machinery to build a prototype.

The practical part takes place on the top floor of the university building where laboratories are located. In these laboratories, the knowledge acquired in the first part of the course is put into practice, thus allowing students to gain experience to handle, manage and use the materials previously studied.

During the laboratory activities the students are followed, supervised and guided by Professor Luzzi, always ready to help and give tips and advices when needed.

In the last few years, the final evaluation

has been based on building a Pinhole Camera: a camera that imprints an image on film through a very small hole. Students could customize it as they preferred.



BASIC DESIGN

Giuseppe Marinelli
De Marco

Length Year
Hours 96
CFA 8

DO'S

Use all your creativity

NEEDED

Personal Computer, notebook

DON'TS

Practical 
Oral 
Tutor Presence 

The Basic Design course helps students to develop a different and more complex point of view about spaces, as well as to better understand the entire shape process.

The course has the goal to allow students to develop an awareness on the relationships among shapes, signs and meanings, a real shift from simplicity to complexity. The course addresses several areas: morphological and typological analysis, theory of communication and information.

During the year the Professor Giuseppe Marinelli assigns two different tasks: the first one consists of creating a 2D geometrical shape to be used as the basic module for as many patterns as the student can create with it; the second task consists of analysing the result of the fusion of a structured grid with lines arranged in different shapes.

The final evaluation score is based on the results of the two tasks plus the evaluation of the final project which consi-

sts of a 3D pattern created inside a cube made of any material chosen by the student.



META DESIGN

Massimo Ciafrei

Length Year
Hours 96
CFA 8

DO'S

Use all your creativity

DON'TS

Be afraid to experiment

NEEDED

Personal Computer, all the software and material you need to develop your project

Practical 
Oral 
Tutor Presence 



This course is a little different from other design courses; this is a course in which students focus on experimental projects and not on making a finished and functional project.

The course of Meta Design aim to design the structural qualities and environmental impact of object; to gain knowledge and competences about spatial control and methodical coherence of formal evolution.

This discipline study textures, structural organization of forms, order and disorder of aggregative process as a result of geometries applied to materials such as: polymers, wood, glass, steel. During lab's workshop we verify empirically those factors as a methodological integration of what we analysed during previous studies.

Professor chooses year by year the course theme. The finale evaluation consists of the presentation of the project developed, in groups or alone, during the year..3

ELEMENTS OF DESIGN

Lorena Luzzi

Length Year
Hours 96
CFA 8

DO'S

NEEDED

DON'TS

Practical 
Oral 
Tutor Presence 



The course of Elements of Design aim to introduce the student to a first approach to industrial design, through the definition of the professional context and of project and method tools.

The development of related analytical capabilities of every single product, for example the material, the dimensions and the production techniques.

Professor explains relations and interactions between products of the same family, product and context, product and user.

At the end of the course students have to make a first prototype of their project.

PRODUCT DESIGN 1/2

Florian Seiffert
Massimiliano Datti

Length Year
Hours 96
CFA 8

DO'S

Use all your creativity.
Do as many revisions as you can.

NEEDED

Notebook, personal computer and all the tools you need to make a prototype

DON'TS

Search too much inspirational ideas on the internet



Product Design 1 is the second year course of design. Professor Florian Seiffert decides year-by-year a different theme which will be the main subject of the course. During the first half of the course the professor gives student tips and suggestion on how to tackle a project in the chosen field. While during the second half student design his project.

Product Design 2 is the course of design of the third year: the purpose of this course is to design an industrial product ready to be presented to a Company.

The course is split into two parts:

- in the first part of the year, students are divided into groups; each group has to choose and analyse a brand. The brand analysis is focused on: a brand value and a Company policy analysis; an analysis of logo, colours and brand communication; a typological analysis; a competitor analysis; a final, new scenarios analysis which suggests the design direction that students have to

follow;

- in the second part of the year, students design a product that might be hypothetically sold under the analysed brand; in this part of the course students can choose either to work alone or to continue working in groups.

The lessons are not structured like traditional classes; rather, they focus on personal projects, and students have regular face-to-face revisions with professors.



TYOLOGICAL INNOVATION

Carlo Di Pascasio

Length Year
Hours 96
CFA 4

DO'S

Be creative
Be innovative
Find inspiration in everything

DON'TS

Hold back your imagination
Be afraid to go beyond the limits

NEEDED

Notebook, Professor's handsout, personal computer

Practical 
Oral 
Tutor Presence 



Typological Innovation let the student think in different way to design products and services in order to design the innovation before the product itself. Professor chooses every year a different theme which will be the only connection between all the students projects. Even if the field of application changes year-on-year the main characteristic of the products will always been innovation.

Students learn how to produce a competitive project in industrial and social field thanks to its powerful characteristics.

Students have to study all the characteristics about their project and find different ways to get a new design.

SYSTEMICS

Giordano Bruno

Length Semester
Hours 32
CFA 4

DO'S

Try to see things in their entirety

NEEDED

Notebook, professor's handsout

DON'TS

Underestimate the knowledge of systems

Practical 

Oral 

Tutor Presence 



The course addresses all relevant aspects associated with a system: the rationale behind its creation, the way it develops, the rules to maintain its own order or to control chaos, the way to manage its items and to cope with problems.

During the course the students familiarize with the proper technical language to handle all the above issues.

This course is connected with another one third-year course (System Analysis) where students analyse in a technical way a chosen system.

The final evaluation is based on a research conducted on a specific system selected by the student.

SYSTEM ANALYSIS

Giulia Romiti

Length Semester
Hours 48
CFA 6

DO'S

Choose a family system that interests you

NEEDED

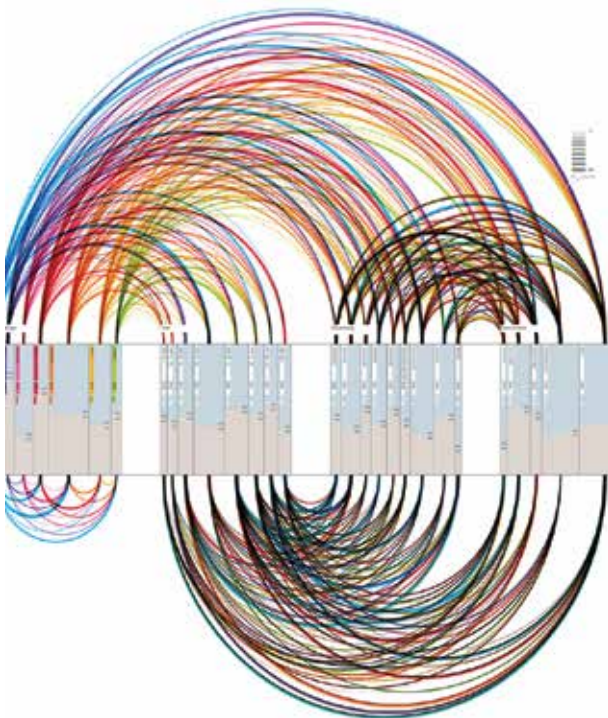
Notebook, personal computer

DON'TS

Make a superficial analysis

Practical 
Oral 
Tutor Presence 

The course is intended as an extension of the course of "Systemics": during this course students have to put into practice what they theoretically learned during the Systemics lessons. Each student has to choose and analyse a system: the focus should be on the process of the system and on the interaction with the users. At the end of the analysis students have to hypothesize and describe an improvement of the system.



ENGLISH

1/2/3

Monica Martino

Length Semester
Hours 24/36
CFA 2/3

DO'S

Do your best

NEEDED

Notebook, personal computer

DON'TS

Don't underestimate it

Practical 
Oral 
Tutor Presence 



During the first year the lessons consist of the revision and the assimilation of the English basic topics, through many exercises on grammar and on pronunciation. Open conversations, games played in groups, and the help of the professor allow the students to improve their own skills of the language.

The examination is based on the evaluation of the improvements made during the year.

On the second year the language is used to address design themes. Students practice with design specific terminology. At the end of the year they are evaluated through an oral examination. During the third year students deal with a thorough project in English.

Length Semester
Hours 32
CFA 4

DO'S

Pay attention to the regulations explained

NEEDED

notebook, professor's handsout

DON'TS

Ignore the technical standard

Practical 
Oral 
Tutor Presence 

Ergonomics is the study of the interaction among human body, products, systems and processes.

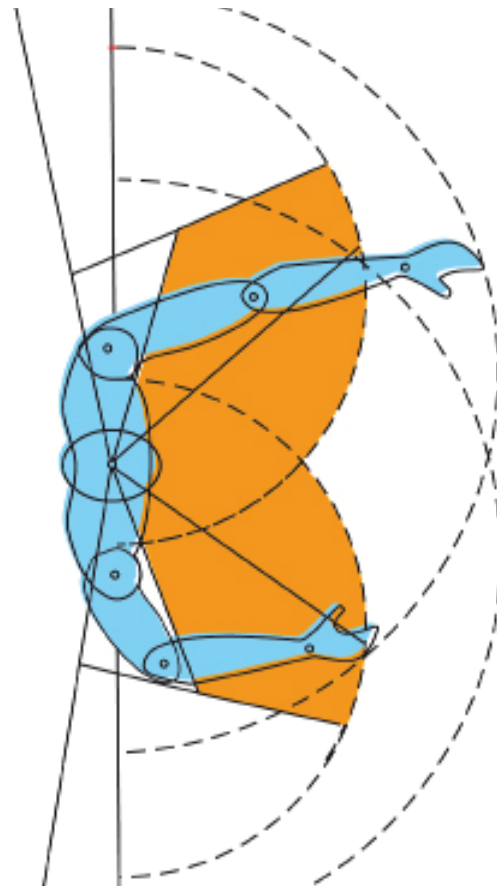
This field takes inspiration from different disciplines, such as psychology, engineering, biomechanics, industrial design, physiology and anthropometry. Through this discipline design equipment, devices and processes are set to fit the human body and its cognitive abilities.

Ergonomics design is necessary to prevent repetitive strain injuries and other musculoskeletal disorders, which can develop over time and can lead to long-term disability.

During the second year students have to analyse an object or a space associated with the assigned theme, considering the ergonomic aspects and draw conclusions about the analysis.

During the third year, students have to study the components of an industrial product which has a man-machine interface. After this first assignment, stu-

dents have to make a research on a topic among those discussed during lessons.



Length **Year**
Hours **48**
CFA **6**

DO'S

Actively participates during lessons
Read and study the book

NEEDED

Notebook, Book ("Guardare, Pensare, Progettare")

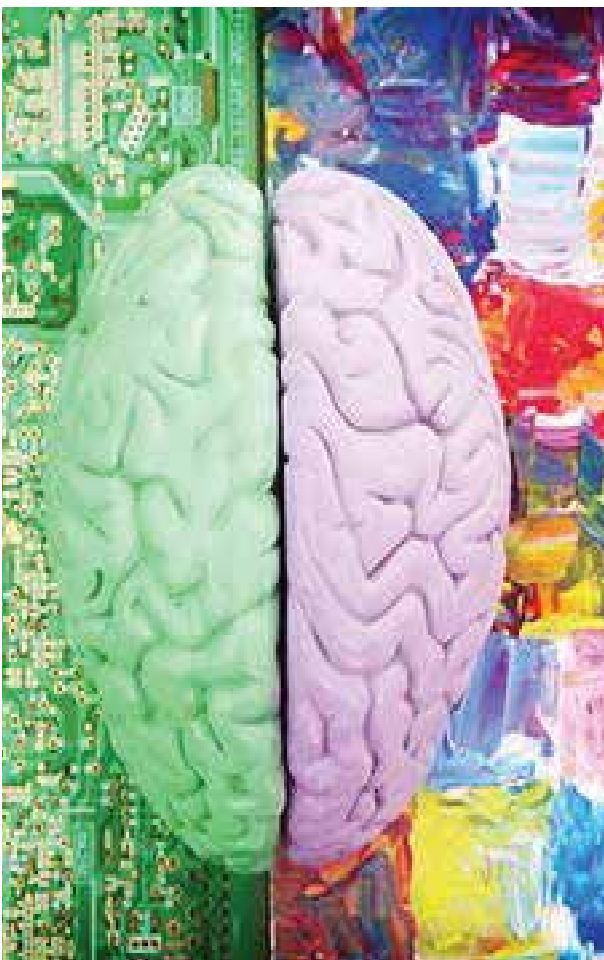
DON'TS

Be late

Practical 

Oral 

Tutor Presence 



During this course Professor teaches students to comprehend how the brain works in front of visual input.

During the first part of the year students learn how the brain works in a technical and scientific way: for example they study how the brain process light input and transform them into images.

During the second part the course focus is based on colours: Professor teaches students all the different colours theory and then each student have to choose one of the theory and develop a project which explains that theory.

The course is held in Italian so in might be a little bit complicated for foreign students.

INDUSTRIAL ECONOMICS

Anna Meschini

Length Year
Hours 72
CFA 6

DO'S

Pay attention to the regulations explained

NEEDED

notebook, professor's handsout

DON'TS

Practical 
Oral 
Tutor Presence 



Professor Anna meschini holds theoretical lessons on private law and economics forward the industrial field.

You learn how you could design your strategy to make your dreams come true: you can plan your products' marketing and understand the business laws.

At the end of the course, you have to work in group to design your strategy to promote your projects and write an abstract about your business development.

The final evaluation consists of reading and analysing the business plan developed by the group.

In June, Professor organizes a one day trip to which students can take part to a special trip to a fantastic Italian brewery during the "Beer Fest" in Borgo Rose, near Rome, and have good time enjoying good Italian food and beer made with craftsmanship's techniques.

LAYOUT

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Exam: Lingua Inglese 3
a.a. 2016/17
I.S.I.A. Roma Design

