



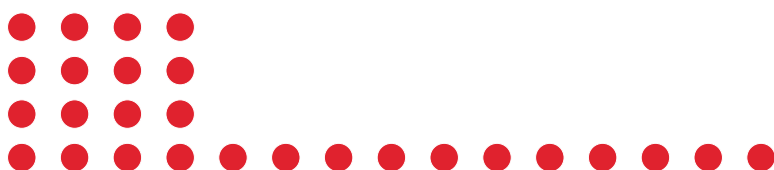
*Isia handbook for erasmus students*





# Contents

<b>1</b> .....	Facts sheet pg. 3
<b>2</b> .....	Map and locations pg. 4
<b>3</b> .....	Philosophy and history pg. 5
<b>4</b> .....	Roma Campus pg. 6
<b>5</b> .....	Pordenone Campus pg. 11
<b>6</b> .....	Why choose ISIA? pg. 12
<b>7</b> .....	Tips pg. 13
<b>8</b> .....	Contacts pg. 16



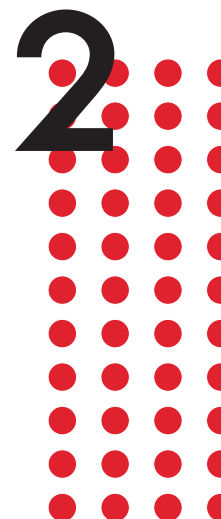


<b>Name of university</b>	Isia Roma Design
<b>Erasmus code</b>	I Roma I2
<b>Homepage</b>	www.isiaroma.it
<b>Postal Address</b>	ISIA ROMA DESIGN Piazza della Maddalena, 53 00196 ROMA
<b>Erasmus office</b>	Erasmus office

## APPLICATION DETAILS FOR EXCHANGE STUDENTS

<b>Application deadline</b>	Winter semester 15 July - Spring semester 15 January
<b>Academic calendar</b>	Semester 1 - <b>WINTER SEMESTER</b> Classes begin: November - Classes end: February Examination period: 15 February - 3 March Semester 2 - <b>SPRING SEMESTER</b> Classes begin: March - Classes end: June Examination period: 15 June - 7 July ( Recommended arrival 10 days before the classes begin )
<b>Application form</b>	Find it on our web site <a href="http://www.isiaroma.it">www.isiaroma.it</a>
<b>Application procedure</b>	Applications must be proposed by Erasmus Office of sending Institution. The erasmus office will select applicants sending you a confirmation letter.
<b>Portfolio</b>	Portfolio has to show pictures and images of academic and non-academic works and must not be larger then 5 Mb.
<b>Learning Agreement</b>	After receiving our confirmation letter the student must fill in the Learning Agreement choosing courses to attend during exchange period. Erasmus students can attend only the courses of the campus in ROME.
<b>Notes</b>	The timetable of lessons is usually scheduled by the second week of october.





**Rome**

### **Rome**

Historical venue of ISIA Roma. The campus is located in the very centre of the city, in a XVII century building, near Pantheon. It provides workshop for models, photography workshop a computer room.

### **Pordenone**

Pordenone campus was established in 1982. It has only the BA in Industrial Design. Due to the strong industrial district, the Campus has a really close interchange with companies, like Presotto or Barilla, just to quote and organizes an annual Design week in collaboration with companies, institutions and students from all over in the world.

**Venues**





**Istituto Superiore per le Industrie Artistiche** (Higher Institute for Artistic Industries), usually referred to with the acronym **ISIA**, is a public institution and part of the Italian Ministry of Education, University and Research, AFAM (Higher Education in Art, Music and Dance).

ISIA Rome Design is Italy's oldest institution in the field of industrial design. It was founded in 1965 by Giulio Carlo Argan and Aldo Calò. It follows the European tradition of the Bauhaus and the Hochschule für Gestaltung of Ulm, grafting their methodologies onto Italian creative culture. ISIA Roma Design has received many prizes and acknowledgements and is the only European institution to have won the Compasso D'Oro by the national association ADI (Industrial Design Association) twice (1979 and 1987). Rome ISIA is a member of the Cumulus, the International Association of Universities and Colleges of Art, Media and Design. Rome ISIA has one subsidiary, in Pordenone (since 2011) that offer a Bachelor of Arts in Industrial Design.

3

**Isia teaching model is based on:** 

- Small number of student
- Workshops and experimentation
- Interaction and interchange of knowledge and experiences

Isia's teaching method is highly experimental: it starts from pretty conceptual subjects, like theory of form, basic design and go through the very practical and technical courses, e.g. ergonomics or technology and of course the design courses. Our goal is to develop critical skills and professional abilities, in order to create high profile professionals in the design field.

Graphic design and communication are a consistent part of our training. Students will learn to deal with professional software as well as to deeply understand semiotic, sociologic, psicologic and market aspects of communication.

The systemic approach is a constant in all the training period. It starts from the Bachelor's courses, and it develop completely in the Master course on System Design.

This approach permit to overcome the old strict definition of design as a mere answer to market need, and to place it in the complexity of the contemporary society. Products are thought as part of a whole system and of the society. They can carry new lifestyles, they can be part of new services and build new social organization based on interactivity, technology, ethics, and sustainability. The question isn't more like "how to design a product", but "what can I design for future scenarios?" and "which will be these scenarios?"

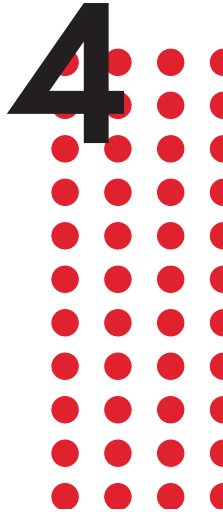




## Campus in Rome

*Bachelor degree in Design*

*Master degree in systems design*



### BA in DESIGN

The bachelor's course focuses on product design, gives strong professional abilities and grants a first-level academic diploma in industrial design. Small numbers of students are admitted each year in order to guarantee effective teaching and a high quality training. ISIA is a space for experimentation and a centre for interdisciplinary activity and exchange among students and teachers. The ISIA's courses include Meta design studies that study the shape's principles and the coherence of formal structures, as well as the basic components of classical design theory like function, ergonomics and technology. The teaching is based on the constant relationship between the design targets, the shaping of design methods and the maximisation of the creativity expression.

### MA in Systems Design

The two-year MA specialisation course in systems design is intended to provide the students with the tools, knowledge and skills to perform as professional designers in industrial systems that consist of integrated products and services. Students will develop their organisational skills, they will learn how to manage design projects, how to handle complexity and how to make design choices in a context where experimentation aims at systems innovation.



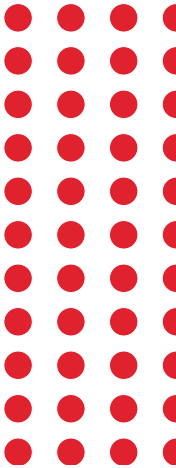
## Job opportunities

### **Graduates are in possession of:**

- A basic knowledge of sociology, culture and semantics and communication skills which allow them to operate in a dynamic contexts;
- Knowledge and methodological skills enabling them to handle the complex aspects of design projects.
- Business administration and marketing skills enabling them to make strategic decisions regarding the design and organisation of the production of goods and services.
- Ability to make a systemic analysis of a design project within socioeconomic and technological contexts of reference.

### **Professional Profiles of graduates are suitable to the following job contexts:**


- Work in a professional design studio, in association with others or individually, for enterprises producing goods and services for a highly developed market in terms of quality and numbers,
- Work in a large manufacturer, or multi-national company, which comprises units devoted to design and systems innovation at the centre of its research strategy;
- Work in design research and/or study centres in which researchers, even in specialised sectors, conduct experiments on materials, technologies, innovation in use and the improvement of the quality of life;
- Professional consultant for public administrations and agencies providing public services when the choice of design is important, also for the intermediate user, to promote the image of the environment and the safeguarding of social behaviour.





## First year *bachelor degree in design*

BASIC COURSES		ID codes	Informal speech or examination	ECTS winter sem	ECTS spring sem	Total hours of lesson
Logics for design	T	ISST/OI	Informal speech	4		32
History and culture of design I	T	ISSC/OI	Informal speech	3	3	48
Semiotics I	T	ISDC/OI	Informal speech		4	32
Principles of technology I	T/P	ISST/O2	Examination	4		48
Descriptive geometry	T/P	ISDR/O2	Examination	3	3	72
DESIGN RELATED COURSES						
Computer Graphics	T/P	ISDR/O3	Examination	2	2	48
CAD computer graphic I	W	ISDR/O3	Examination		2	48
Design and drawing	W	ISDR/O3	Informal speech	1	1	48
Image laboratory	W	ISDC/O3	Informal speech	2		48
Visual communication I	T/P	ISDC/O5	Informal speech		2	24
Models workshop	W	ISDR/O3	Informal speech	2		48
Basic design	T/P	ISME/O2	Examination	4	4	96
Elements of design	T/P	ISME/OI	Examination	4	4	96
English I	T/P	ISSE/O2	Informal speech	2		24
Design workshop	T/P		Informal speech		4	48
TOTAL FIRST YEAR				31	29	760


T= theory  
 T/P= theory+practice  
 W= workshop  
 ECTS= credits  
 suggested courses

Courses are subjected to time changes at the begin of the accademic year.



## Second year *bachelor degree in design*

BASIC COURSES		ID codes	Informal speech or examination	ECTS winter sem	ECTS spring sem	Total hours of lesson
Mathematics for design	T	ISST/OI	Examination	4		32
History and culture of design II	T	ISSC/OI	Examination	3	3	48
Semiotics II	T	ISDC/OI	Examination	4		32
Ergonomy I	T	ISSU/O4	Informal speech		4	32
Principles of technology	T/P	ISST/O2	Examination	2	2	48
Psichology	T	ISSU/O3	Examination	3	3	48
DESIGN RELATED COURSES						
Meta design	T/P	ISME/O2	Examination	4	4	96
Industrial economic	T/P	ISSE/OI	Examination	3	3	72
Design and drawing II	W	ISDR/O3	Examination	1	1	48
Product design I	T/P	ISDE/OI	Examination	4	4	96
CAD Computer graphic II	W	ISDR/O3	Examination	2	2	96
Visual communication II	T/P	ISDC/O5	Examination		2	24
English II	T/P	ISSE/O2	Examination	2		24
TOTAL SECOND YEAR				32	28	696


T= theory  
 T/P= theory+practice  
 W= workshop  
 ECTS= credits  
 suggested courses

Courses are subjected to time changes at the begin of the accademic year.



## Third year *bachelor degree in design*

BASIC COURSES		ID codes	Informal speech or examination	ECTS winter sem	ECTS spring sem	Total hours of lesson
History and critics of design	T/P	ISSC/01	Examination	3		36
Systemics	T	ISTT/01	Examination	4		32
Ergonomy II	T	ISSU/04	Examination	4		32
DESIGN RELATED COURSES						
System analysis	T	ISDE/03	Examination		6	48
CAD computer graphic III	W	ISDR/03	Examination	2	2	96
Product design II	T/P	ISDE/01	Examination	4	4	96
Visual communication III	W	ISDC/05	Examination		2	48
Typological innovation	W	ISDE/03	Examination	2	2	96
OTHER ACTIVITIES						
English III					3	36
Autonomous activity					9	
Internship R&S					9	
Dissertation					4	
TOTAL THIRD YEAR				19	41	520

T= theory  
 T/P= theory+practice  
 W= workshop  
 ECTS= credits  
 suggested courses

Courses are subjected to time changes at the begin of the accademic year.

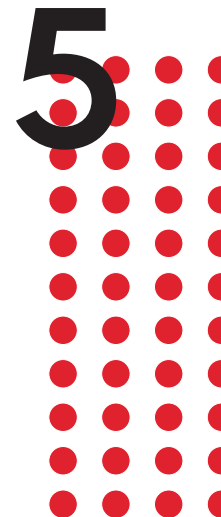
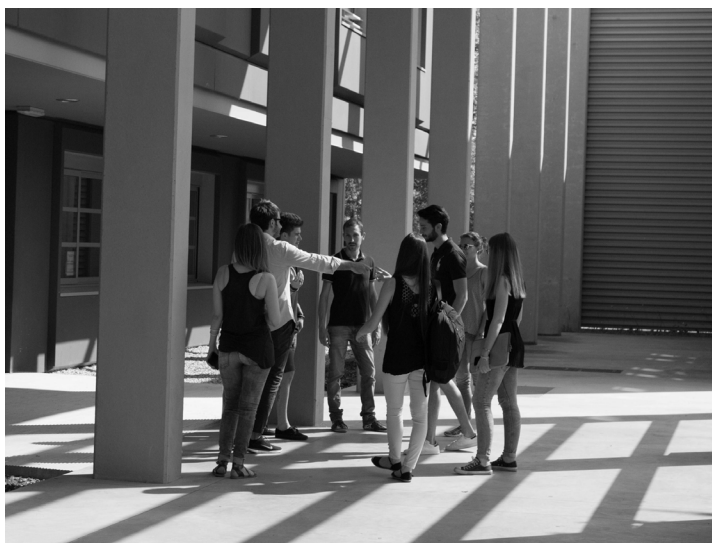


## Campus in Pordenone

*Bachelor degree in Product design*

*Master degree in communication design*

*Master degree in Technological Product Design*



### **Bachelor Degree in Industrial Design**

Isia is experimenting a new teaching model in Pordenone, in which companies and University work together to enhance the territory, quality of instruction, job market and innovation. Eco-design, Design Maker and Coworking are some of the most important issues in the didactic path of Pordenone.

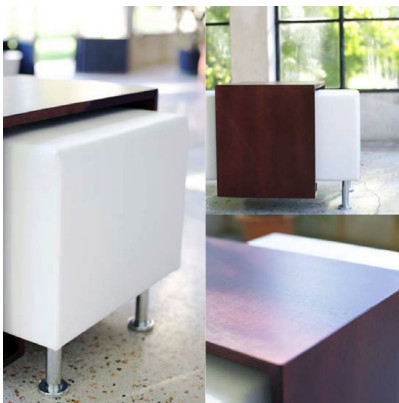
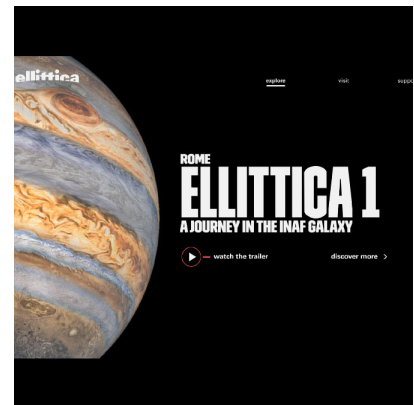
Every year, in March-April, Isia organizes a Design Week in Pordenone that increases in importance and involves more and more companies, institutional partners and students from all over the world. During the Design Week, students from all courses work together in several workshops led by professors, tutors from companies and start up agencies and local administration representatives.



## Why choose ISIA?

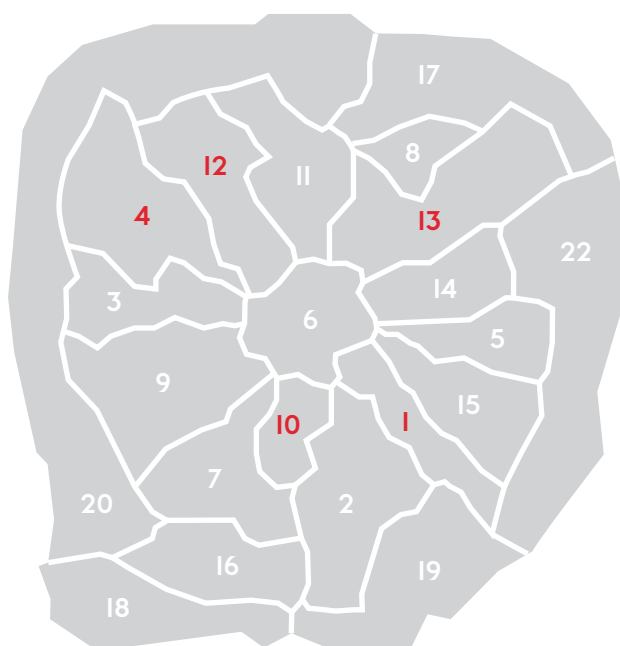
- for the selection of students admitted
- for the small number of students in each course
- for teacher/student ratio presently 1:4
- for the highly qualified teaching faculty from the world of academia and the professions
- for the strong esprit de corps among students and teachers
- for the interdisciplinary nature of teaching and research
- for the constant contact with enterprises and research centres
- for the speed of labour market integration of students upon graduation
- for the relevance of skills acquired at isia to skills actually required for the job.

6





## Rooms in Rome



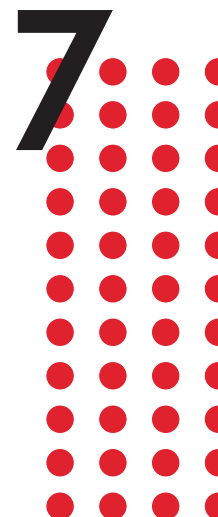
- 1- Appio Latino / S. Giovanni / Appia  
 2- Ardeatino / Colombo / Garbatella  
 3- Aurelio / Boccea / S. Pietro  
 4- Balduina / Montemario / Trionfale  
 5- Casilina / Prenestina / Cento celle  
 6- Centro Storico  
 7- Eur / Marconi / Magliana  
 8- Monte Sacro / Talenti  
 9- Monteverde / Gianicolo  
 10- Ostiense / San Paolo  
 11- Parioli / Flaminio / Pinciano  
 12- Prati / Trionfale  
 13- Salaria / Bologna / Nomentano  
 14- Tiburtina / Collatino  
 15- Tuscolano / Don Bosco / Cinecittà  
 16- Acilia / Axa / Infernetto  
 17- Bufalotta / Settebagni / C. Monastero  
 18- Lido di Ostia  
 19- Morena / Ciampino / Trigatoria  
 20- P. del sole / C. Lumbroso  
 21- Quarto casale / Labaro / Olgiata  
 22- Sette Ville / Torre Gaia / Tor Vergata

Good price in quite central: SAN PAOLO or  
 SAN GIOVANNI more or less  
 350 euros per month.

Good Price in zones quite near to ISIA:  
 BALDUINA, GREGORIO VII, TRIONFALE.  
 (Not a young zone, but quite near  
 and cheap)

Youngest and trendiest zones:  
 SAN LORENZO, PIAZZA BOLGNA, PIGNETO.

<http://property-italy.immobiliare.it/>  
<http://house-for-rent.affitto.it/>  
<http://roma.bakeca.it/offro-camera-0>  
<http://www.affittostudentiroma.it/en/>  
<http://www.soloaffitti.it/>





## Means of transport

Located in a very central position, Isia is very easy to reach



The closest metro stations are **Spagna** and **Barberini**



Close to Isia there are a lot of bus stops: **Senato, Rinascimento, L.go Chigi, Minghetti, Zanardelli**

## Public libraries

### **Biblioteca Angelica**

A few meters from Isia, students can find this 300 years old library, that owns one of the most valuable collection.

Entry is permitted with an identity document. All book bags and belongings should be left at the reception desk, where entry cards are issued. Entry cards must be returned before leaving the library.

### **Biblioteca nazionale di Roma**

Near the metro station Castro Pretorio there is the huge modern library. It boasts big glass windows reflecting sun's rays, book's distribution places, reading rooms and all the modern comfort like free wi-fi. Entry is permitted with an entry card. All book bags and belongings should be left at the reception desk.



## Where to eat

Located in a very central position, not far from the world famous Pantheon, stands the university. Due to its central position people can find both expensive places to eat and cheap bistros.

Here a list of the best and cheapest places where students can eat something good:

### **Lost Food Factory Roma**

A little bar just on the left side of the building, offering sandwiches with typical hams and salami like the tasty porchetta. It also offers vegetarian and vegans options.

### **PaStation**

Students can find a very good take away italian pasta with the original roman recipes like: pasta alla carbonara, pasta alla grigia, cacio e pepe and more over. Just two minutes walking.

### **Tazza d'oro**

This bar is very close from the university and people can enjoy a very good and cheap italian coffee.

### **Gastronomia Sant'Eustachio**

This gastronomy is located in Piazza Rondanini, just one minute walking from Isia. Here students can create their own sandwiches choosing from all kinds of vegetables, cold cuts and cheeses. They can also choose between different ready meals.

### **Mc Donald's**

Three minutes walking from the university people can find the famous fast-food chain.

### **Le Palme**

In front of Isia students can taste one of the best ice cream of Rome choosing from 150 different tastes.





## Contacts

8



ISIA ROMA DESIGN  
piazza della Maddalena,53  
00196 ROMA



international@isiaroma.it



tel.:0667961195



Dott. Giovanni Capoccia - Erasmus Coordinator  
Mr. Claudio Formica - Erasmus Coordinator



<http://www.isiaroma.it/>  
<http://www.metaprogettazione.it>