

A GUIDE FOR ERASMUS STUDENTS DISCOVERING ISIA



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I. About 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's 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.

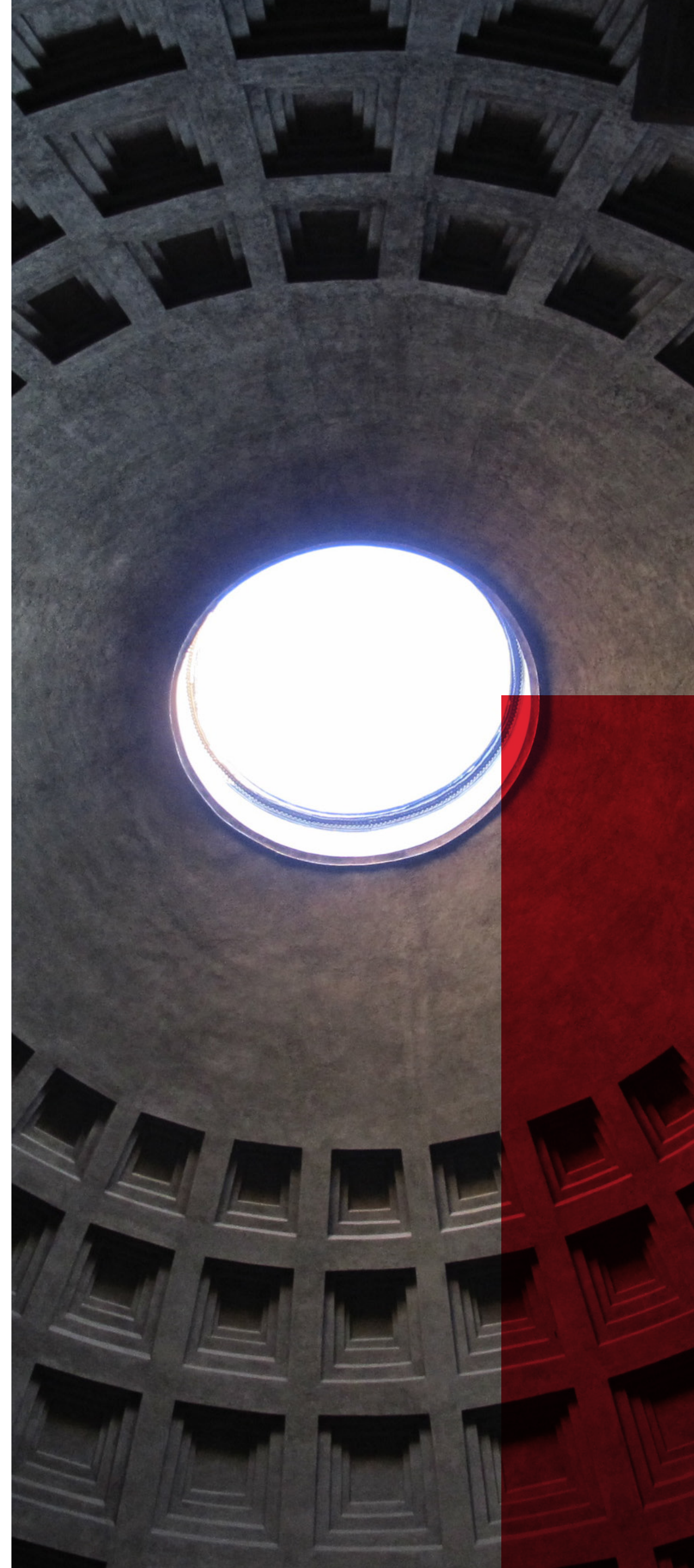
Each and every subject is important in helping Isia students to become wellrounded industrial designers. But each learning experience in the classroom is connected to another one in order to create a whole, a network or a 'system' where every piece contributes to create the full picture. The many theoretical 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 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 specialistic 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 to 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 lifestyles and

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 to the most complex models. ISIA has a laboratory in which students can work on their projects. Inside the lab students can find many different materials, such as:

- Plastics (Thermoplastics and thermosetting): 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



SYSTEMS DESIGN - PRODUCT AND SERVICES

First year Master Degree in design

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

SUBJECT		ID codes	Informal speech or examination	Ects	Total hours of lesson
Sociosemiotics	T/P	ISDC/01	Examination	6	72
Aesthetics of design languages	T/P	ISDC/01	Examination	3	36
Sociology of change	T/P	ISDC/01	Examination	3	36
Innovative technology	T/P	ISST/02	Examination	4	48

DESIGN RELATED COURSES					
Product design advanced technology	T/P+L	ISDE/01+ISDR/03	Examination	9	144
Product design I	T/P	ISDE/01	Examination	6	72
3D modelling I	L	ISDR/03	Examination	3	72
Interaction design I	T/P	ISDC/04	Examination	9	108
Interaction design I	T/P	ISDC/04	Examination	4	48
Multimedia design	T/P	ISDC/04	Examination	5	60
Systems design I	T/P	ISDE/03+ISDR/03	Examination	10	120
Systems design I	T/P	ISDE/03	Examination	6	72
Design communication	T/P	ISDE/03	Examination	4	48
Systems theory and analysis	T/P	ISDE/03	Examination	6	72
Professional activity management	T	ISSE/02	Examination	4	48
Legal protection	T/P	ISSE/02	Examination	2	24
Regulations	T/P	ISSE/02	Examination	2	24
Design project management - 3 mod.	T/P	ISSE/01	Examination	9	72
Design project management	T/P	ISSE/01	Examination	3	24
Marketing	T/P	ISSE/01	Examination	3	24
Economy of complex organizations	T/P	ISSE/01	Examination	3	24
Self-managed activity				3	
TOTAL				60	684

SYSTEMS DESIGN - PRODUCT AND SERVICES

Second year Master Degree in design

SUBJECT		ID codes	Informal speech or examination	Ects	Total hours of lesson
Product design 2	T/P	ISDE/01	examination	6	72
Interaction design 2	T/P	ISDC/04	examination	6	72
Systems design 2	T/P	ISDE/03+ISDR/03	examination	10	120
Systems design 2	T/P	ISDE/03	examination	6	72
Visual communication techniques	T/P	ISDR/03	examination	4	48
Environments design	T/P	ISDE/02	examination	6	72
3D modelling 2	L	ISDC/05	examination	3	72
Product engineering	T/P	ISDE/04	examination	6	72
TOTAL				37	480
OTHER ACTIVITIES					
Field training				9	
Self-managed activity				3	
Final synthesis laboratory				2	
Thesis				9	
TOTAL				60	480

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

SYSTEMS DESIGN - COMMUNICATION

First year Master Degree in design

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

BASIC COURSES		ID codes	Informal speech or examination	Ects	Total hours of lesson
Sociosemiotics	T/P	ISDC/01	Examination	6	72
Aesthetics of design languages	T/P	ISDC/01	Examination	3	36
Sociology of change	T/P	ISDC/01	Examination	3	36
DESIGN RELATED COURSES					
Product design for communication I	T/P	ISDC/05	Examination	10	120
Product design for communication I	T/P	ISDC/01	Examination	6	72
Digital application	T/P	ISDC/07	Examination	4	48
Interaction design I	T/P	ISDC/04	Examination	9	108
Interaction design I	T/P	ISDC/01	Examination	4	48
Multimedia design	T/P	ISDC/01	Examination	5	60
Systems design I	T/P	ISDE/03+ISDR/03	Examination	10	120
Systems design I	T/P	ISDE/03	Examination	6	72
Design communication	T/P	ISDE/03	Examination	4	48
Communication systems	T/P	ISDE/03	Examination	6	72
Professional activity management	T/P	ISSE/02	Examination	4	48
Legal protection	T/P	ISSE/02	Examination	2	24
Regulations	T/P	ISSE/02	Examination	2	24
Design project management	T	ISSE/01	Examination	6	48
Design project management	T	ISSE/01	Examination	3	24
Marketing	T/P	ISSE/01	Examination	3	24
Digital design I	T/P	ISDC/04	Examination	4	48
Video animations	T/P	ISDR/03	Examination	5	60
TOTAL				60	696

SYSTEMS DESIGN - COMMUNICATION

Second year Master Degree in design

SUBJECT		ID codes	Informal speech or examination	Ects	Total hours of lesson
Product design for communication I	T/P	ISDC/05	examination	8	96
Product design for communication 2	T/P	ISDC/05	examination	4	48
Digital application 2	T/P	ISDC/07	examination	4	48
Interaction design 2	T/P	ISDC/04	examination	6	72
Systems design 2	T/P	ISDE/03+ISDR/03	examination	10	120
Systems design 2	T/P	ISDE/03	examination	6	72
Visual communication techniques	T/P	ISDR/03	examination	4	48
Environments design	T/P	ISDE/02	examination	6	72
Digital design 2	T/P	ISDC/04	examination	4	48
TOTAL				34	408
OTHER ACTIVITIES					
Field training				9	
Self-managed activity				6	
Final synthesis laboratory				2	
Thesis				9	
TOTAL				60	408

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

SOCIOSEMIOTICS

Semiotica, estetica dei linguaggi

Description

The course aims to develop a theoretical and interdisciplinary reflection about the relationship between aesthetics and design, looking at visual culture and landscape sciences related questions. The student will learn different ways of producing and interpreting images, including

their change of meaning throughout decades. Classical aesthetics and the idea of beauty will be analyzed and valued in the light of contemporary media through a theoretical and aesthetic debate for each design’s idea proposed by the students. The topics will be discussed during the lessons based on every single research in the communication, product or service design field.

Needed

Personal computer, notebook.

Practical

Theoretical

Tutor presence

Lenght Semester

Hours 36

ECTS 3



SOCIOLOGY OF CHANGE

Sociologia del cambiamento

Description

The purpose of this course is to give the student a deep understanding - through a systemic approach - of the society changes that slowly brought to the current interconnected world. Through some uncommon research techniques for a designer, using for example “empathy” as a mean to understand emerging scenarios, the students will design revolutionary solutions.

Trying to understand today’s new rituals and involving common people will be a new approach that will be developed during the semester. The main scenarios faced during the course will be food and sustainability. At the end of the course the student will reach an idea, a creative concept or a solution for the near future that contributes to the creation of a healthier and more sustainable world.

Practical

Theoretical

Tutor presence

Lenght

Semester

Hours

36

ECTS

3

Needed

Personal computer, notebook.



INNOVATIVE TECHNOLOGY

Tecnologie innovative

Description

This course will provide students a background and a vision for the creation process of innovative products. It will teach how to deal with new and fast production context with the approach of thinking outside the box. Additionally it will allow to open their mind and to expand their knowledge and creative opportunities through the many case studies weekly presented.

Students will learn how to use main hardwares available on the market for the next generation of intelligent products. A specific focus will be developed on the medical sector and medical device design. The entire course will be linked to modern Technological Trends and related to the future of Artificial Intelligence. The knowledge acquired during this course will be crucial for the Product Design I course.

Pratical

Theoretical

Tutor presence

Lenght

Semester

Hours

48

ECTS

4

Needed

Personal computer, notebook.



PRODUCT DESIGN I

Design del prodotto I



Description

First of all, it is really important to say that this exam is conceived to exploit the knowledge acquired during the 3D Modelling I as well as the Innovative technology courses. The aim of the course is to enable the student to design a technologically advanced product, in which it is possible to understand its relationship with the change of health context’s paradigm. In details, after a long research in

the e-health context regarding Teleprevention, Telemedicine, and Teleassistance, the student will design one or more products and services related to the context chosen by him during the beginning of the course. The exam consists in an exhaustive presentation of the project, which has to be coherent in terms of communicative, technological and dynamics aspects with the project itself.

Needed

Personal computer.

Practical



Theoretical



Tutor presence



Lenght Year

Hours 72

ECTS 6



3D MODELLING I

Modellazione 3D I

Description

The course offers to the student the necessary means to face the realization and communication of product projects. The skills are refined through practical and theoretical lectures concerning the functioning of parametric and rendering programs. The aim is to develop the student’s critical sense towards product design through the analysis and subsequent discussions related to different case studies. Another aim of the course is to let the student be able to dynamically connect the tridimensional operations to the real world techniques and solutions to design a specific shape or project. The whole course leads to the opportunity of better representing the student’s projects, specifically during the presentation phase.

Needed

Personal computer.

Practical

Theoretical

Tutor presence



Lenght Year

Hours 72

ECTS 3

INTERACTION DESIGN I

Economia delle organizzazioni complesse

Description

This course follows the same path as the previously mentioned Multimedia design course, constantly mixing research and experimentation methods. Nevertheless, in this specific module the student will design interactive environments where communication is pivotal. The perception of new possibilities of interaction is in constant dialogue with behavioural changes in new relational dimensions. Through in-depth analysis, the student will investigate the systemic, meta-design, design, communicative and social aspects of Interaction Design.

Needed

Personal computer, notebook.

Practical	<div><div></div></div>	Lenght	Semester
Theoretical	<div><div></div></div>	Hours	48
Tutor presence	<div><div></div></div>	ECTS	4





MULTIMEDIA DESIGN

Design multimediale

Description

The goal of the Multimedia design course is to conceptualize components, structures and methods to develop multimedia projects. The course deals with multimedia technological possibilities designed in relation to human sciences, communication and aesthetics. The course will provide tools to enhance creativity, analytical skills and imagination in designing interactive multimedia systems.

Through an approach different from the traditional one learned during the past academic years, the student will have the opportunity to work in a new cognitive space where research and experimentation methods could mix together.

Needed

Personal computer.

Practical	<div></div>
Theoretical	<div></div>
Tutor presence	<div></div>

Lenght	Year
Hours	60
ECTS	5

SYSTEMS DESIGN I

Design dei sistemi I

Description

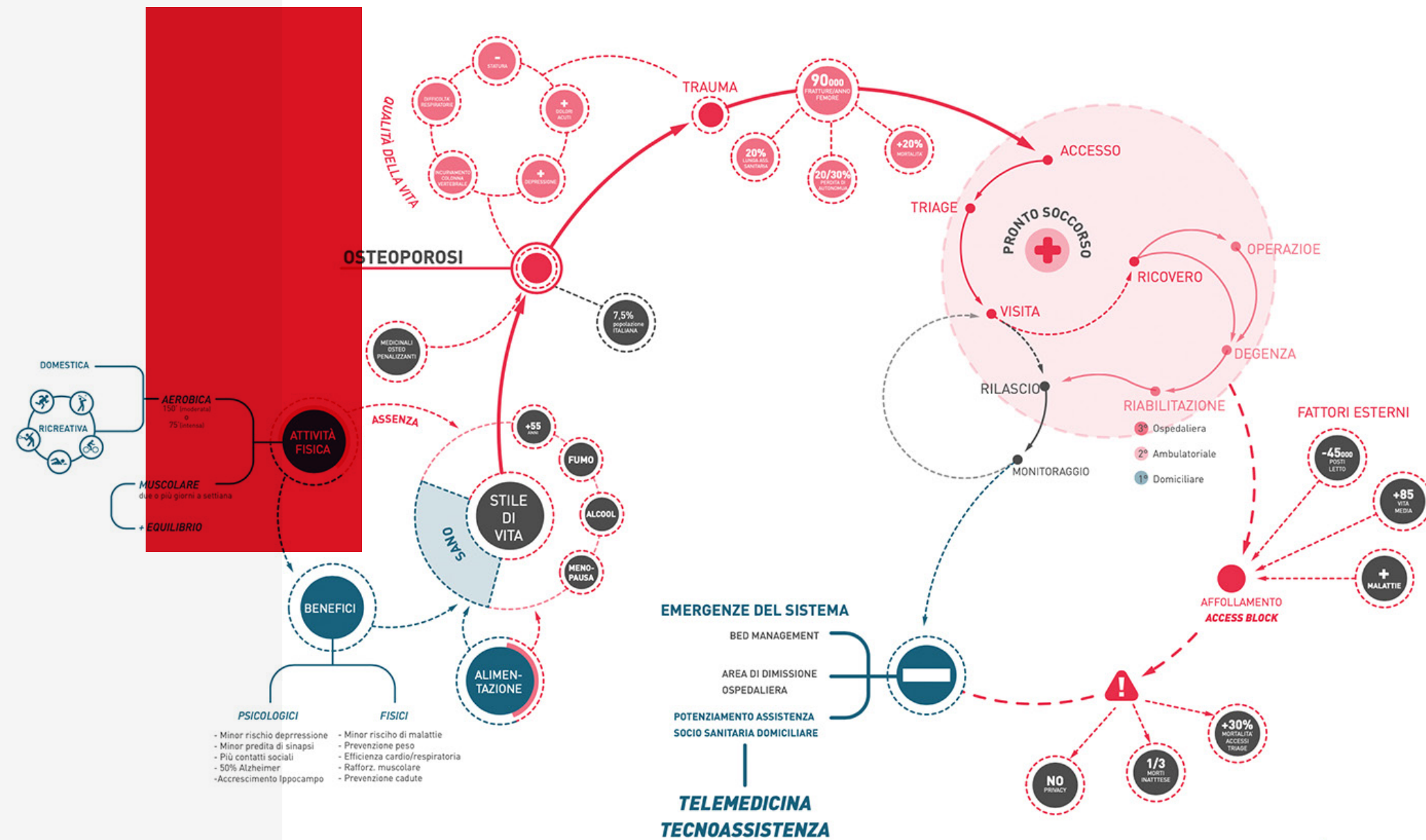
The system design I course is intended to practice the systemic design thinking of the student and enable him to manage any kind of complexity inherent the projects.

In reality, designing a systemic project becomes a shared practice between different social actors and the designed product, which becomes a real system node. The aim of the course is to create a self-organizing system, in which a product or a service is fundamental. Sharing is a key-point to be aware of, that could lead to a positive and responsible series of action by the users.

Needed

Personal computer.

Practical	<div><div></div></div>	Lenght	Year
Theoretical	<div><div></div><div></div></div>	Hours	72
Tutor presence	<div><div></div></div>	ECTS	6





SYSTEMS THEORY AND ANALYSIS

Teorie e analisi dei sistemi

Description

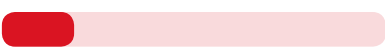
The principal aim of this course is to introduce and give a specific definition of what a system is. Through an image-based methodology, the student will slowly choose and develop his own creative path, depending on his style and his aims for the project itself. Throughout the semester, the professor will teach how, nowadays, an ethical aim is almost fundamental. The designer must pursue a bigger

purpose, full of positive values that should benefit the community as well as the natural environment. Finally, each student will deal with a specific part of the project. Nevertheless, it is important to highlight that they are all connected into a macro-system where team-work is essential.

Needed

Personal computer, notebook.

Pratical



Theoretical



Tutor presence



Lenght

Semester

Hours

72

ECTS

6



DESIGN COMMUNICATION

Design della comunicazione

Description

The aim of the course is to enable the student to work on the visual aspects of the project developed with the System Design I course. In details, this course wants to create a network of symbiotic and dynamic systemic connections to help anyone understand the design complexity of the project. This will all be possible by using the infographic tools such as: images, graphics, symbols and diagrams. At the end of this course, the student will reach enough visual capacity to manage and communicate complex projects.

Needed

Personal computer, notebook.

Pratical	<div><div></div></div>	Lenght	Semester
Theoretical	<div><div></div></div>	Hours	48
Tutor presence	<div><div></div></div>	ECTS	4

PROFESSIONAL ACTIVITY MANAGEMENT

Gestione dell'attività professionale

Description

This course is divided in two main modules: Technical standardisation and Protection. During the former, the student will learn the difference between a standard and a law, referred to national, European and even international context. Throughout the semester, a number of official documents will be analyzed, allowing the student to fully understand issue related to everyday products or services. To design something, the designer need a deep

technical knowledge of the mentioned standards. This will give great advantages, especially during the product/service launch in the market. In the second module, the student will understand the difference between intellectual and industrial property. Analyzing the current legislation on property law, this module aims to provide the student with a better knowledge of his rights and duties about a future publication, making him aware of the different rules and legislation.

Needed

Personal computer.

Practical	<div><div></div></div>	Lenght	Year
Theoretical	<div><div></div></div>	Hours	48
Tutor presence	<div><div></div></div>	ECTS	4



DESIGN PROJECT MANAGEMENT



Description

In this course the student is going to study all the economy aspects that a designer should know, allowing him to have a better understanding of how the working world is made. This course is divided in two different modules: Design management and Marketing. The first one will introduce the student to the project management world. Dealing with daily challenges and complexities during corporate projects it is crucial. Moreover, the student is going to learn the necessary skills to be a good project manager, such as: planning,

evaluation, communication and activities management regarding a specific idea or project. Time management, costs, products and services' quality are others fundamental aspects to take into account, along with strategies flexibility. The marketing module, will instead be focusing on the practical application of marketing orientation, throughout basic marketing theories. In addition, the concepts of marketing environment and its purpose in a corporate will be learnt.

Needed

Personal computer.

Practical	<div></div>	Lenght	Year
Theoretical	<div></div>	Hours	48
Tutor presence	<div></div>	ECTS	6

ECONOMY OF COMPLEX ORGANIZATIONS

Economia delle organizzazioni complesse

Description

This course gives incredible insights of what a system is and how it is fundamental for a designer and how to deal with the different kinds of resources. Economies, societies, financial markets and consumers are now strongly interconnected and this means that economic actors, interacting to a growing extent, generate complexity, or determine the entry into the scene of emerging, non-linear and unpredictable phenomena. Management has developed in a historical context that is very different from the current one. A context in which the search for order, efficiency and control represented the main

success factors of a company. The course aims to develop awareness of the most functional management methods for the growth of companies' competitiveness. In particular, the student will develop the meta-competencies to be able to face and manage highly complex situations.

Needed

Personal computer, notebook.

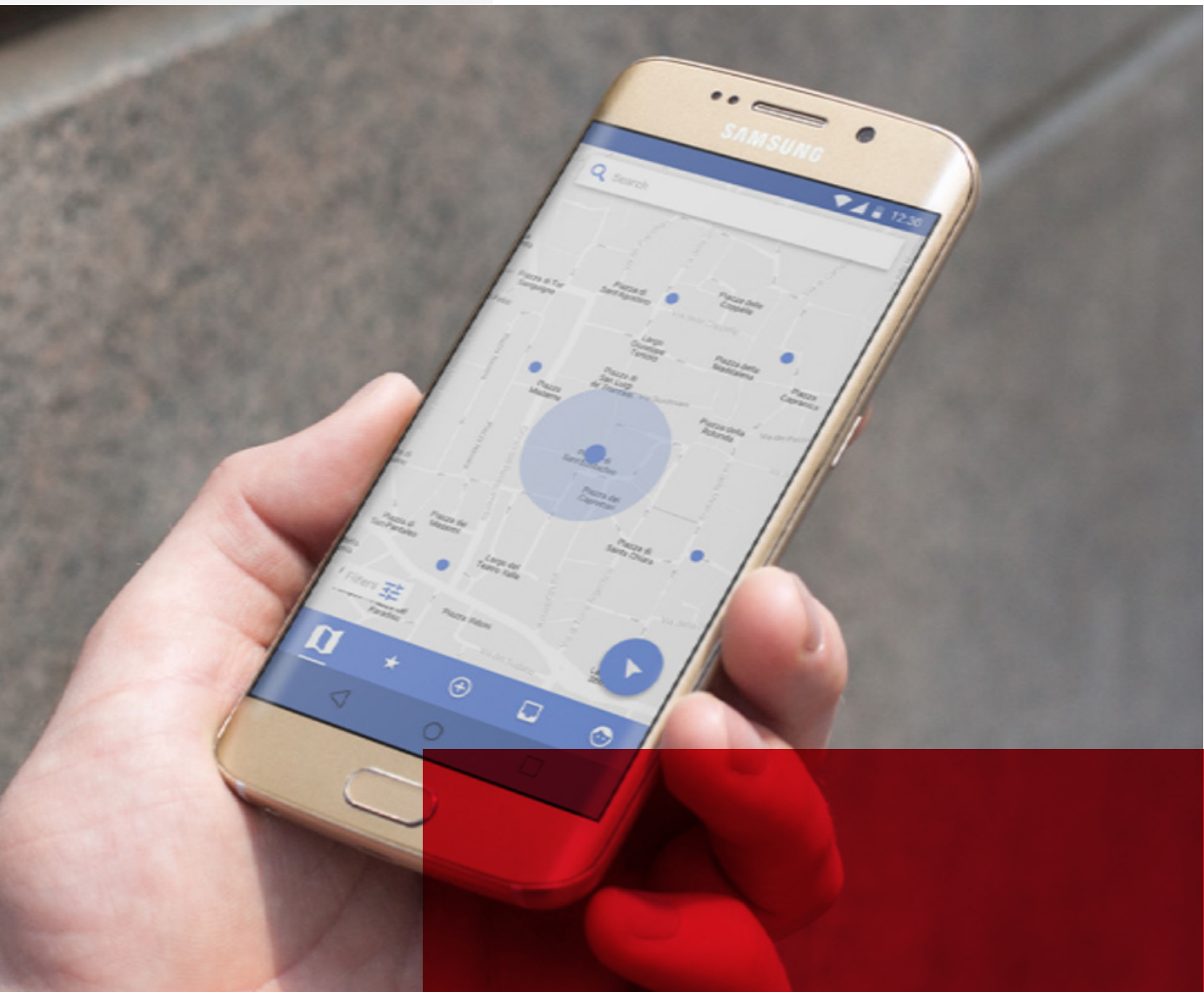
Practical	<div><div></div></div>
Theoretical	<div><div></div></div>
Tutor presence	<div><div></div></div>

Lenght	Semester
Hours	24
ECTS	3



PRODUCT DESIGN FOR COMMUNICATION I

Design dei prodotti della comunicazione I



Description

Product design for communication I is divided in two modules, each one looking at the Web design from a different perspective.
The “Digital application” module is meant for teaching students to manage their own website thanks to relevant softwares and servers as well as HTML and CSS language.

Bootstrap will be used in order to master codification at best. In the second module - on the other hand - web content creation will be explored through visuals without codes. Following the specific rules of the platform, wireframe will be the tool to manage visualization volumes of web contents.

Needed

Personal computer.

Practical	<div></div>	Lenght	Year
Theoretical	<div></div>	Hours	72
Tutor presence	<div></div>	ECTS	6

In this course the student will learn the necessary

COMMUNICATION SYSTEMS

Sistemi della comunicazione



Description

Product design for communication involves an exploration of the contemporary shapes of corporate image as well as a deep dive of the new models related to identity design. Additionally, this course requires a constant participation of the users which are increasingly important in the communication of the last years. The identity created will be a result of all the contemporary visual design tools.

Practical



Theoretical



Tutor presence



This course deals with different fields such as poetry, copywriting, digital multimedia, video story tale and motion graphic in order to have a graphic output full of meanings and value. Moreover it is related to the Cultural Heritage as a strategic and economic resource of italian heritage. Therefore this course gives an engaging, immersive and stimulating experience and will help to reevaluate the Italian artistic heritage, a big inspiration for each designer today.

Needed

Personal computer.

Lenght Year

Hours 72

ECTS 6

DIGITAL DESIGN I

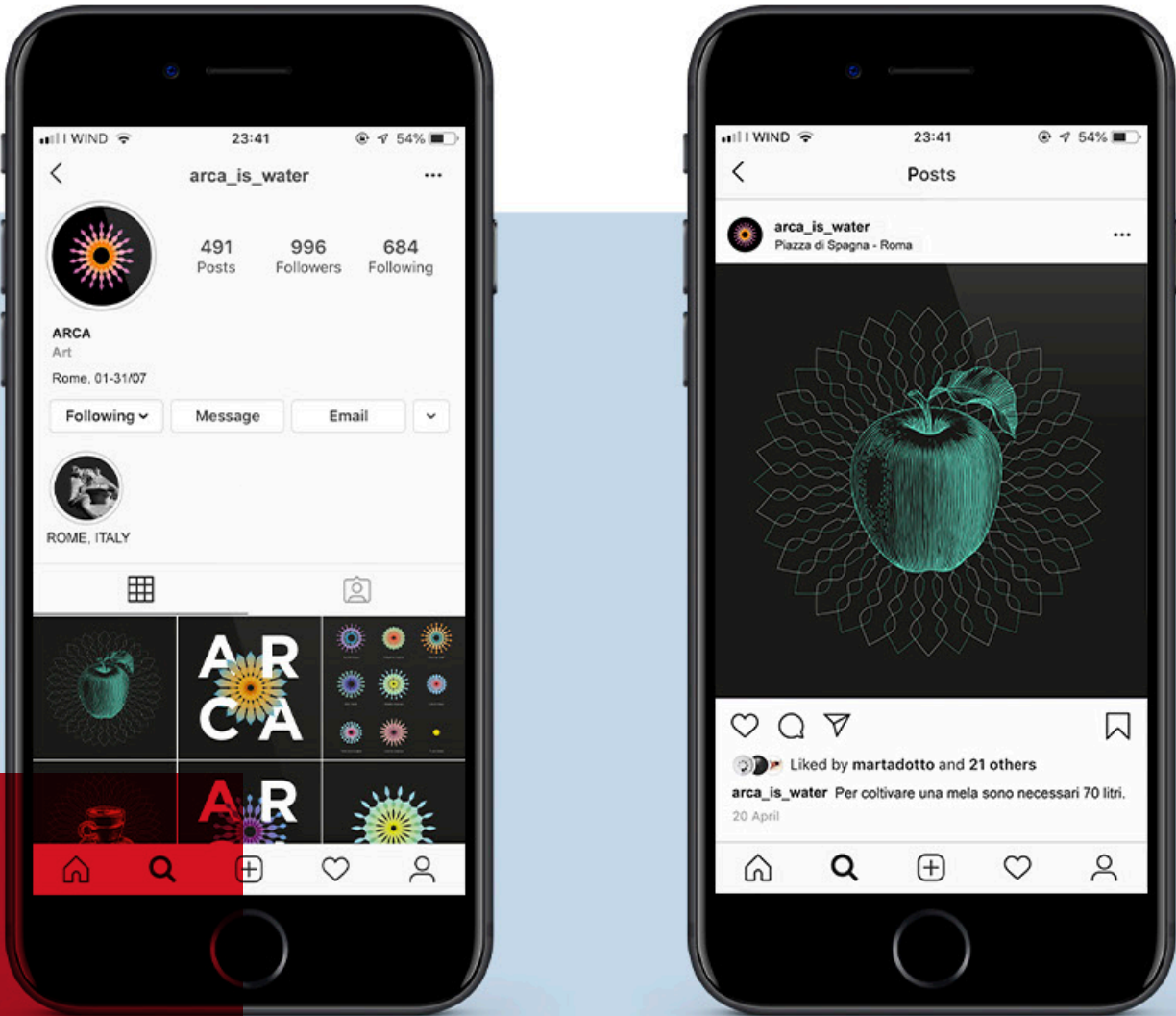
Description

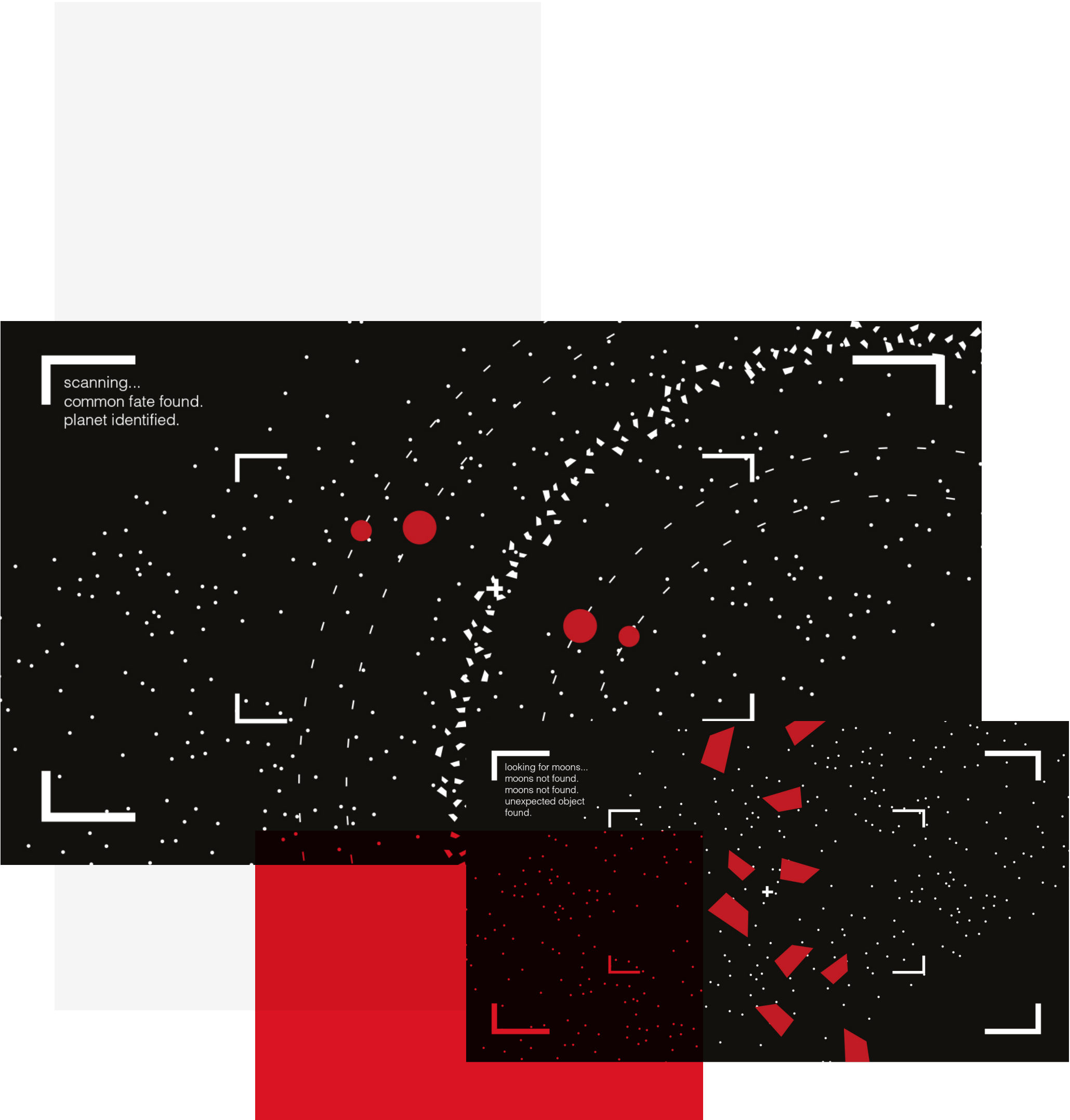
Thanks to the digital design I course, the student will explore the communicative possibilities that a smartphone has. Through UX-UI design techniques, the student will conscientiously create a detailed user experience. Designing an app means to design the whole user experience, from the log in to the app’s content. Each app exploits the different technologies that distinguish every device, making any experience personal, immersive and always available.

Needed

Personal computer, notebook.

Practical	<div><div></div></div>	Lenght	Semester
Theoretical	<div><div></div></div>	Hours	48
Tutor presence	<div><div></div></div>	ECTS	4





VIDEO ANIMATIONS

Description

Motion graphic is a convergent discipline between graphic design and animation, that is trying to solve some complex communication questions. The course aims to give to the student some basic communication skills and language properties specifically used in the consequential narrative, illustrating the graphic composition techniques on software

such as After Effect. By designing two video animation projects, each one with different characteristics to look at, the student will use primary shapes and colours to communicate perception and communication rules. This course wants to make him achieve a new awareness of every communication choice that make the graphic language coherent with the motion graphics law.

Needed

Personal computer.

Pratical	<div></div>	Lenght	Year
Theoretical	<div></div>	Hours	60
Tutor presence	<div></div>	ECTS	5

PRODUCT DESIGN 2

Storia e critica del Design contemporaneo

Description

For the Product design 2 course a global approach is fundamental. Throughout the semester, small groups of students will work dividing their tasks depending on the background of each student, to reach a complex system project. The aim of this course is to enable the student to manage complex projects specifically related to the Industry 4.0 concept where

the product as well as the whole production process are essential. It will be developed promotion and sales system and the student will think about a possible startup related to his project, researching a company to establish a partnership with.

Needed

Personal computer, notebook.

Pratical

Theoretical

Tutor presence

Lenght

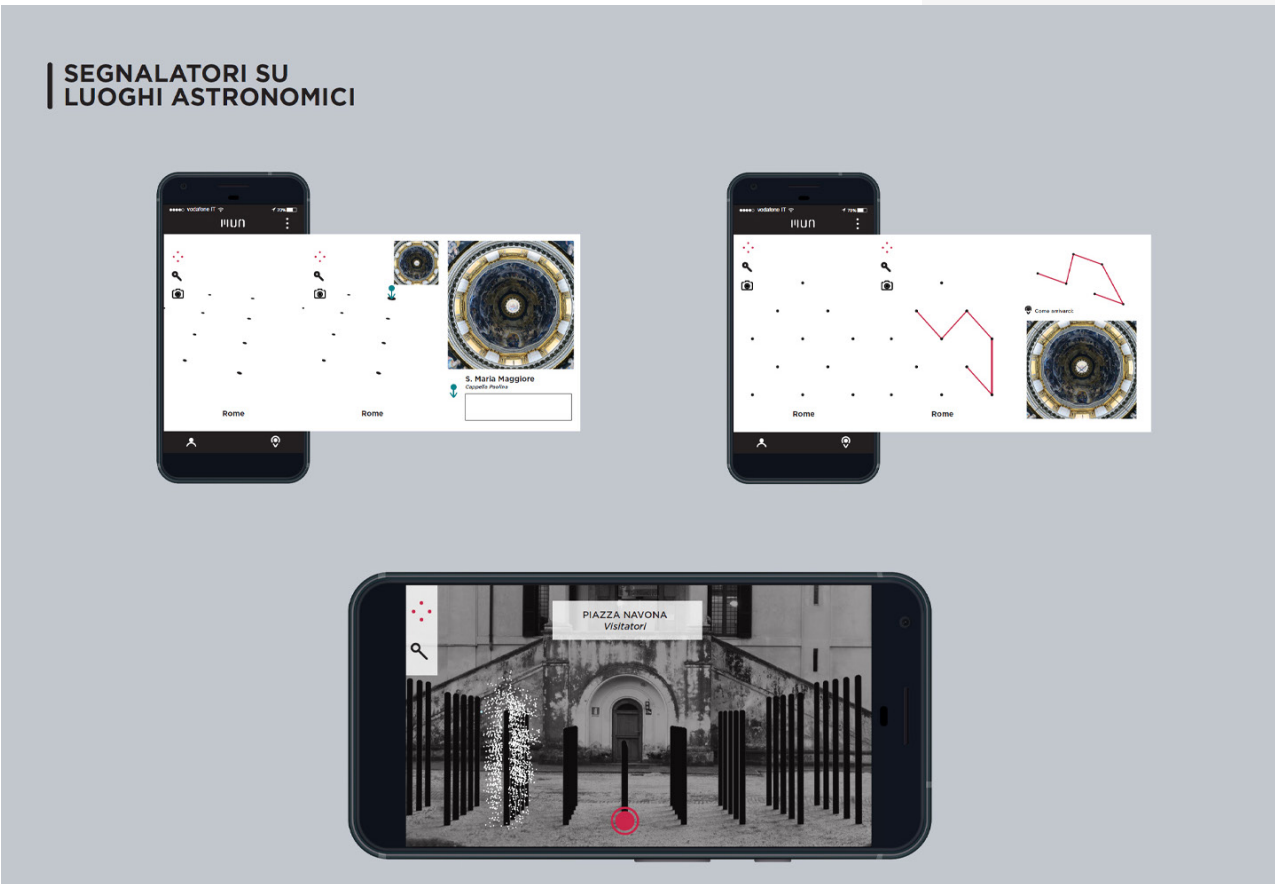
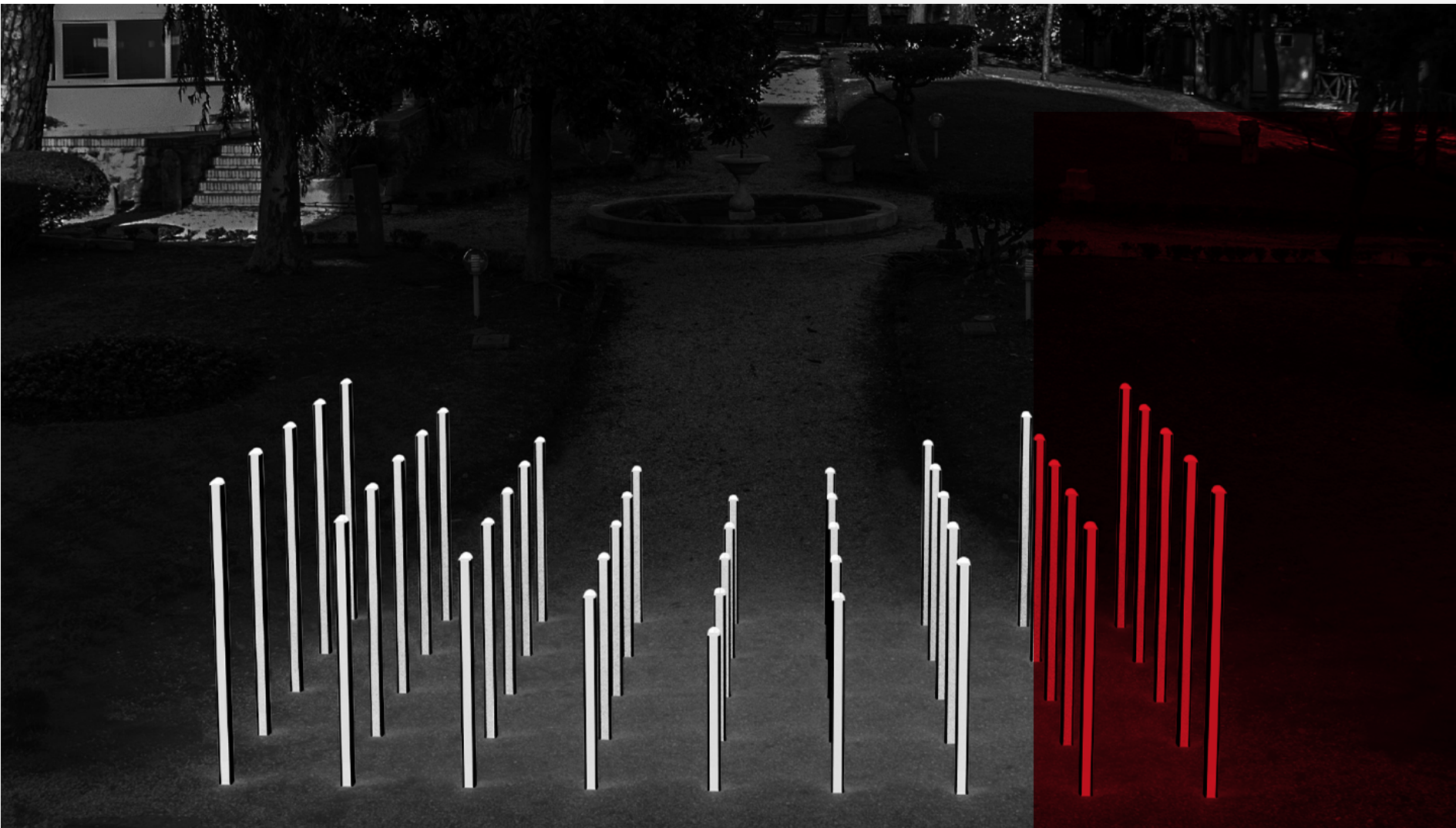
Hours

ECTS

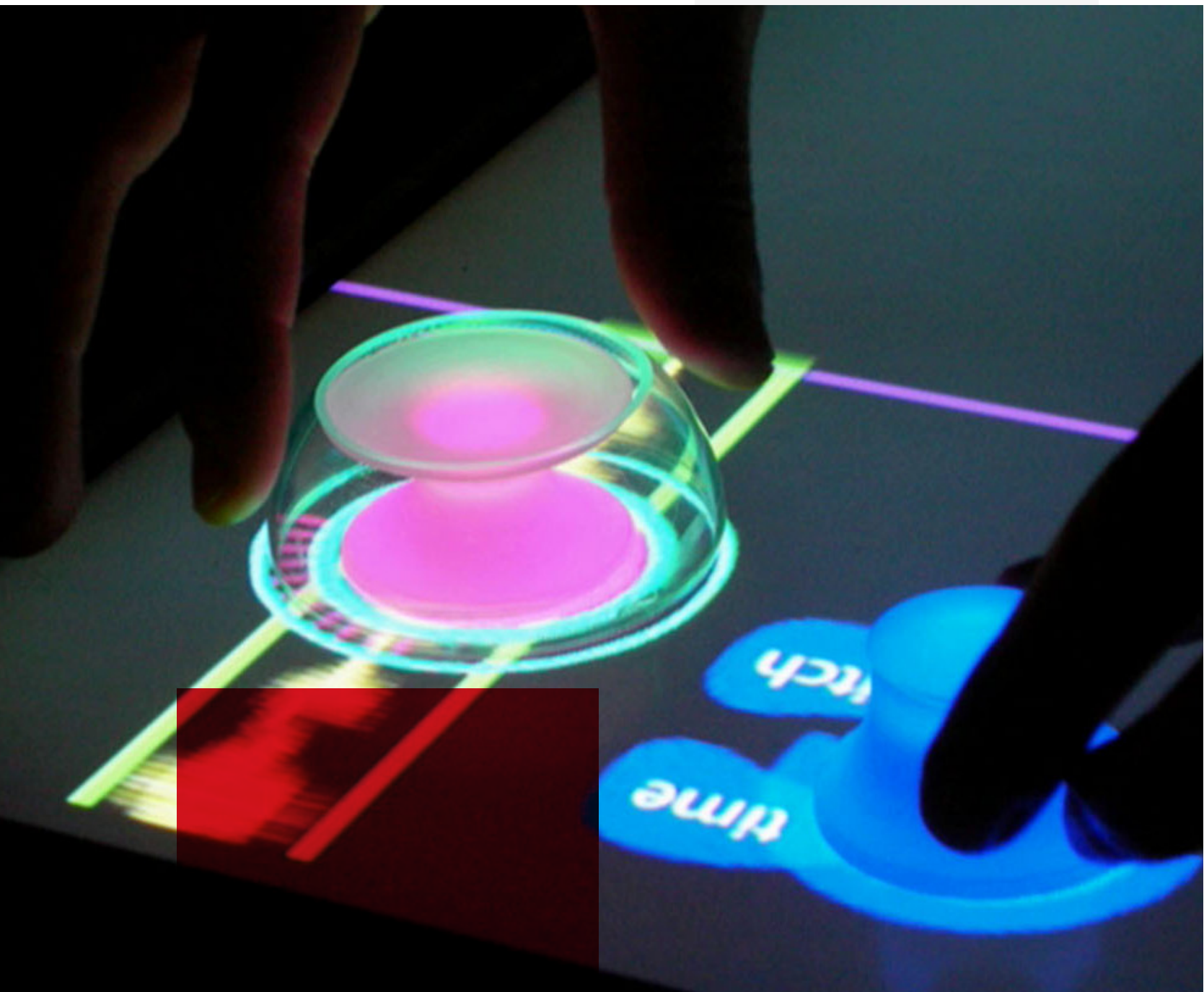
Semester

36

3



INTERACTION DESIGN II



Description

In this course the student will apply interaction design methods in investigation and experimental researches to sensitive physical environments through physical computation possibilities. The aim of the course is to develop innovative concepts and new paradigms of interaction through laboratory processes of theoretical and practical experimentations.

Practical	<div><div></div></div>
Theoretical	<div><div></div></div>
Tutor presence	<div><div></div></div>

The course will explore emerging application spaces of new interactive systems in relation to behavioural experiences in the field of HCI (human-computer interaction) through an interdisciplinary systemic methodology. Conscientiously using the knowledge acquired with other courses will enable the student to obtain methodological and procedural tools normally required to produce advanced researches.

Lenght	Year
Hours	72
ECTS	6

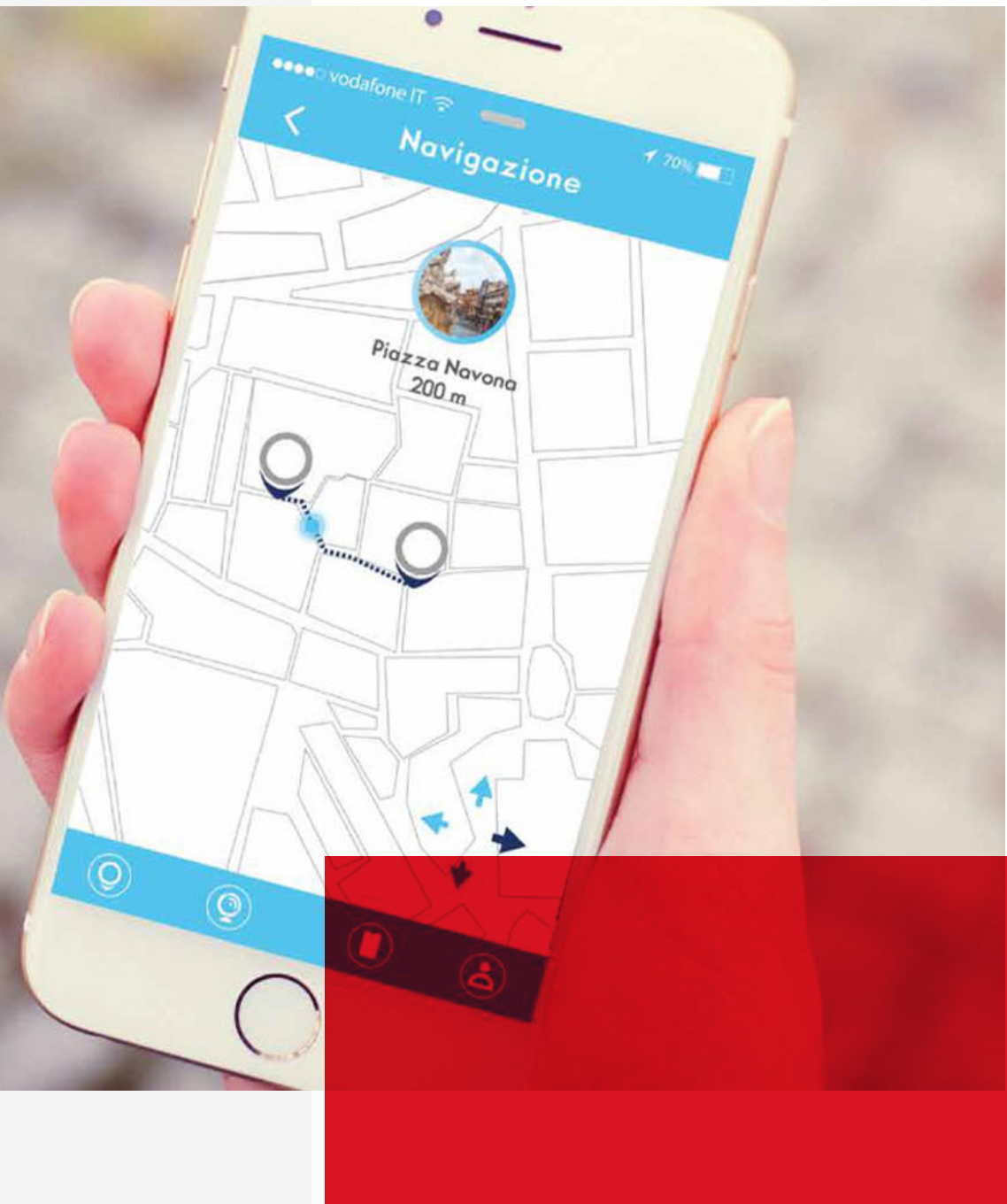
Needed

Personal computer.

PRODUCT DESIGN FOR COMMUNICATION II

Design dei prodotti della comunicazione II

NAVIGAZIONE



Description

As the Product design for communication I course, this course is divided in two main modules, that will analyze Web Design themes through different approaches. The whole course consists of designing and managing a website, thanks to the markup language and the Bootstrap library. During the semester the student will also acquire many notions augmented-reality related, since this mean could be

extremely important to develop innovative projects. Furthermore, thanks to different methods such as qualitative and quantitative analysis, personas and questionnaires, the student will be able to design a digital product capable of fulfilling the target needs. Finally, it is important to underline that during the whole design process, a visual representation disengaged from the classic UX Design coding principles will be pursued.

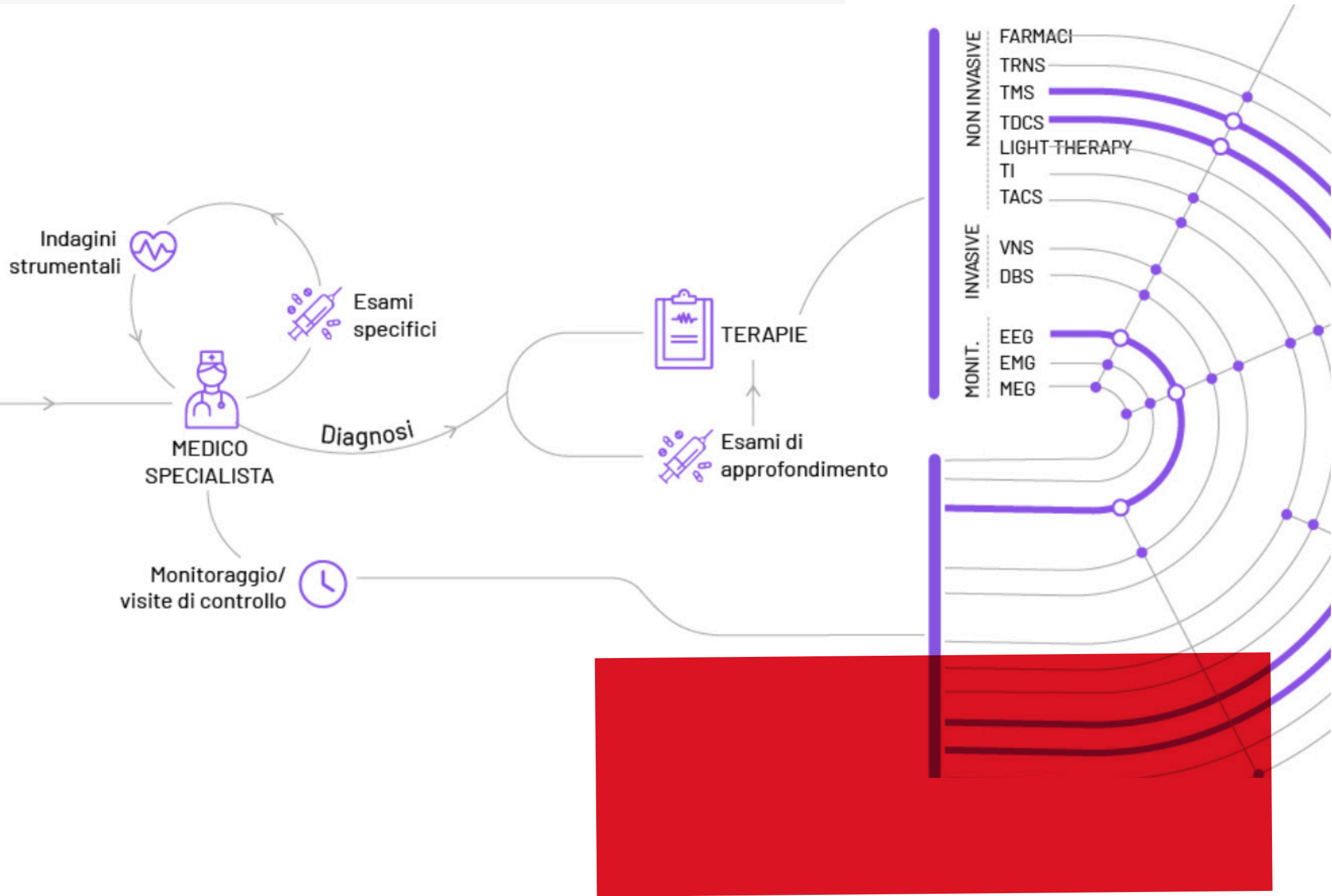
Needed

Personal computer.

Pratical	<div></div>	Lenght	Year
Theoretical	<div></div>	Hours	48
Tutor presence	<div></div>	ECTS	4

SYSTEMS DESIGN II

Design dei sistemi II



Description

The Systems design 2 course aims to increase the student’s analysis skills as well as refining his systemic approach mastery. Throughout the semester the student will design a well-rounded product/service taking care of every aspect, communication included. Analyzing and slowly developing new emerging scenarios, groups of students will be focusing on the social relations imagined in the project, as well as cultural, technological and economic changes. These insights will be essential to choose the context in which the project will be placed in

Needed

Personal computer.

Practical	<div></div>	Lenght	Year
Theoretical	<div></div>	Hours	72
Tutor presence	<div></div>	ECTS	6

ENVIRONMENTS DESIGN

Design degli ambienti

Description

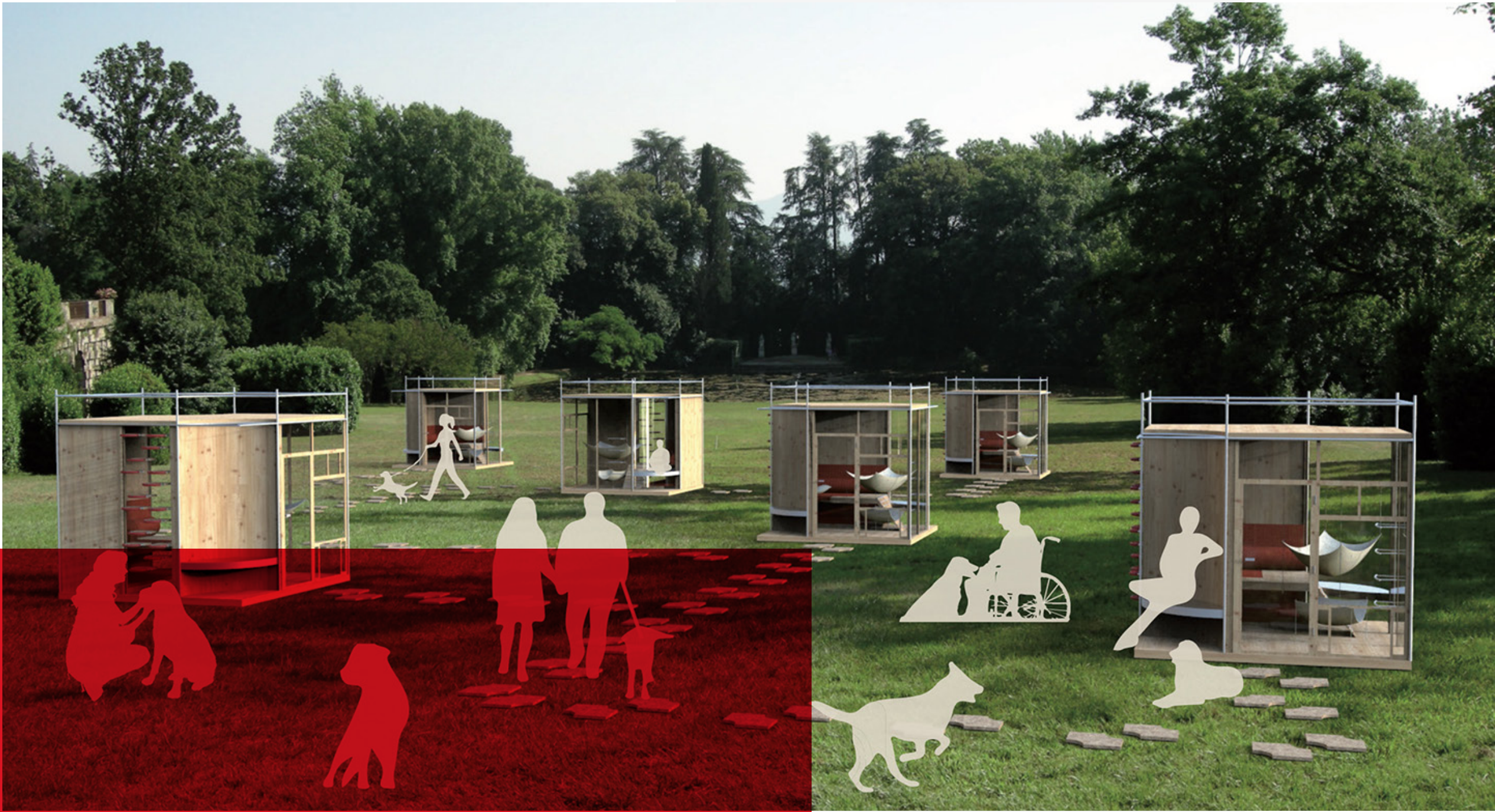
Environments design will give the student an appropriate design method to deal with an environment-centered project. Analyzing territorial and social factors, as well as the sustainability of the project and the materials used will be essential.

At the end of the course the student, working with other teammates, will create one or more structures that must communicate the importance and peculiarity of the environment they will be placed in.

Needed

Personal computer.

Practical	<div><div></div></div>	Lenght	Year
Theoretical	<div><div></div></div>	Hours	72
Tutor presence	<div><div></div></div>	ECTS	6



3D MODELLING II

Modellazione 3D II



Description

The 3D Modeling 2 course is held during the second year of the biennium. In particular, this course is meant for Products and services’ students. The aim of the course is to enable students to understand and conscientiously use organic modelling, to represent soft and more complex objects such as pillows, textiles, fabrics etc.. During this semester course, there will be weekly classes in which students will have the

opportunity to do many exercises and constantly be able to improve. The main course objectives are: parametric objects, materials’ characteristics and textures (using photoshop as well) and the basics of animation. The final project consists in a photo-realistic environment, in which the student will be able to express everything he learnt during the past months.

Needed

Personal computer.

Practical



Lenght Year

Theoretical



Hours 72

Tutor presence



ECTS 3

PRODUCT ENGINEERING

Ingegneria del prodotto

Description

In this course the student will learn the necessary technical and methodological knowledge to design innovative products imagined for emerging scenarios Technological innovations as well as constantly requested new products’ performances are pivotal aspects to manage throughout the semester. Engineering is conceived as an experimentation opportunity related to materials, production processes and communication technologies. The student will also develop technical drawings useful to industrially produce the project.

Needed

Personal computer, notebook.

Practical	<div><div></div></div>	Lenght	Semester
Theoretical	<div><div></div></div>	Hours	72
Tutor presence	<div><div></div></div>	ECTS	6



VISUAL COMMUNICATION TECHNIQUES

Tecniche della comunicazione visiva

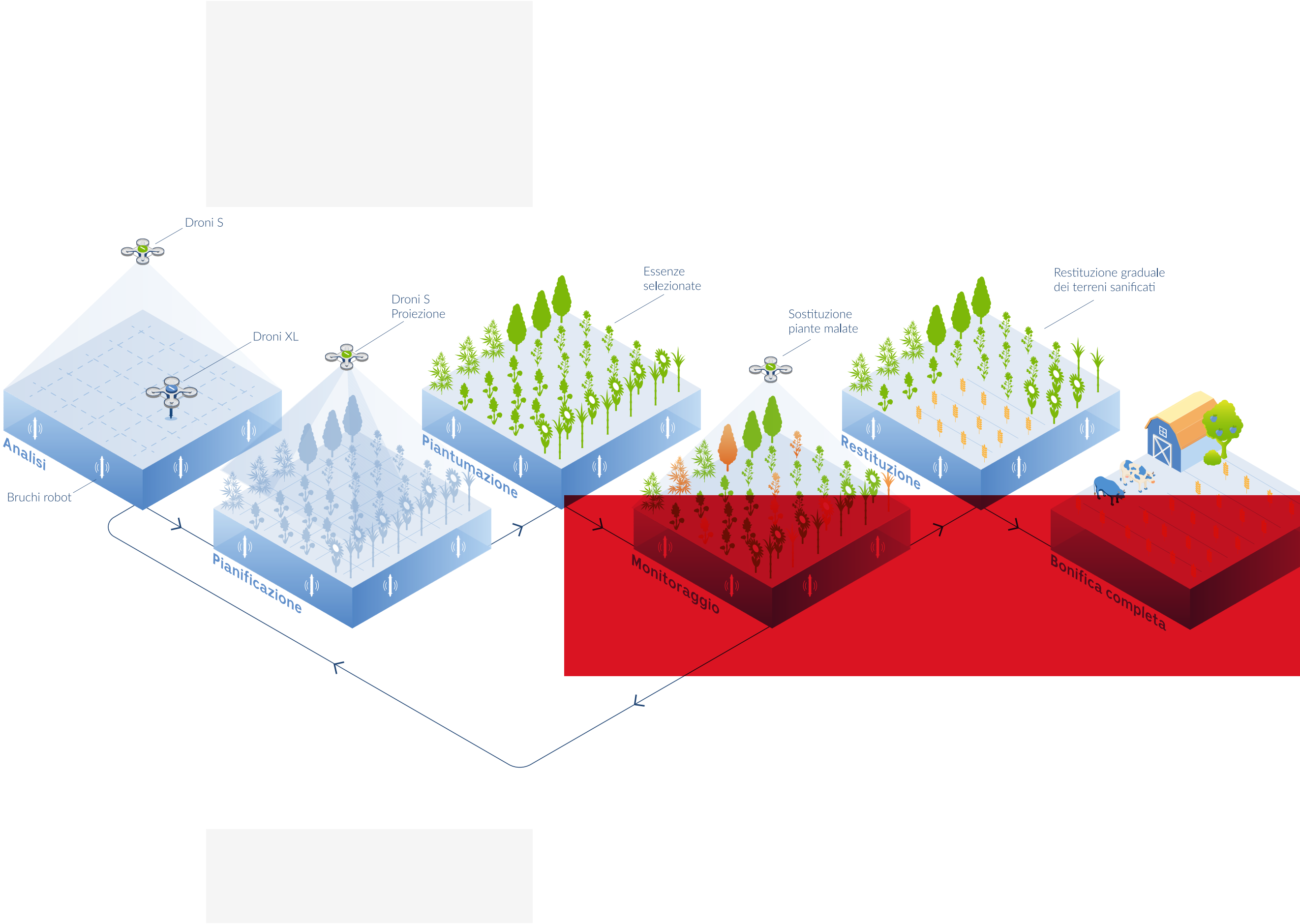
Description

This course is designed to support the student throughout the Systems design 2 course, giving him the necessary tools to summarize and coherently communicate the system designed with the previous mentioned course. Thanks to the knowledge acquired during the months, the student will be able to create complex but exhaustive graphic maps.

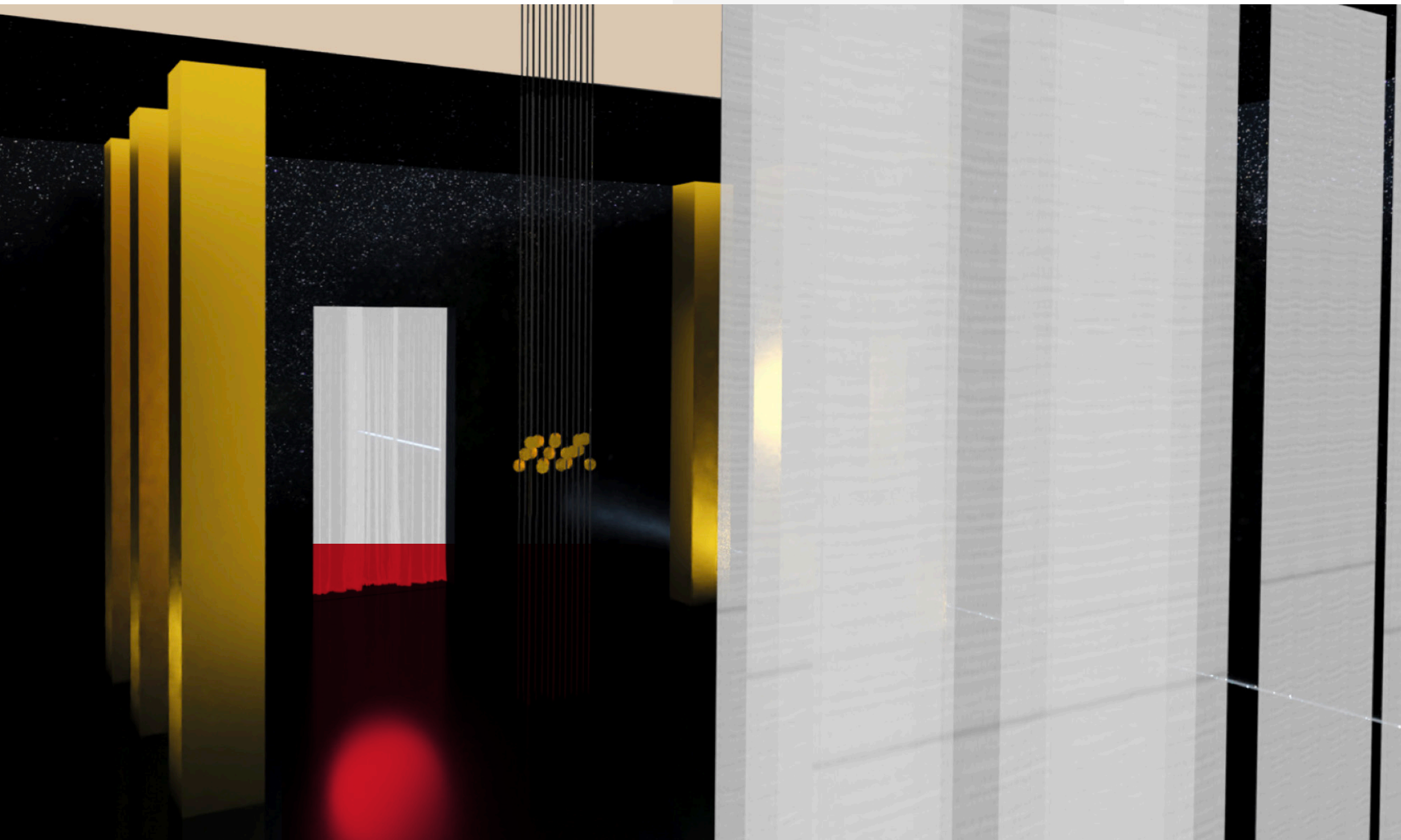
Needed

Personal computer, notebook.

Practical	<div><div></div></div>	Lenght	Semester
Theoretical	<div><div></div></div>	Hours	48
Tutor presence	<div><div></div></div>	ECTS	4



DIGITAL DESIGN 2



Description

This purpose of this course is to investigate the relationship between object and subject, as well as interaction and interactivity. Through a multimedia installation, the student will increase his designing skills, specifically related to an interactive and narrative space, that could let the user be the main protagonist of the installation by a poetic narrative developed with innovative technologies.

Needed

Personal computer.

Practical	<div><div></div></div>	Lenght	Year
Theoretical	<div><div></div></div>	Hours	48
Tutor presence	<div><div></div></div>	ECTS	4

THANK YOU
AND SEE YOU
IN ISIA