IAAD.

COURSE CATALOGUE

Corso di Diploma Accademico di I livello in Communication Design

Corso di Diploma Accademico di I livello in Digital Communication Design

Corso di Diploma Accademico di I livello in Interior Design

Corso di Diploma Accademico di I livello in Product Design

Corso di Diploma Accademico di I livello in Social Innovation Design

Corso di Diploma Accademico di I livello in Textile and fashion Design

Corso di Diploma Accademico di I livello in Transportation Design

IAAD.

**ISTITUTO
D'ARTE
APPLICATA
E DESIGN**

CORSO DI DIPLOMA ACCADEMICO DI I LIVELLO IN COMMUNICATION DESIGN

Official Duration of the Degree Program: 180 CFA/ECTS – 3 full time years

Level of the qualification: First cycle Qf-EHEA – Level 6 EQF

Main field of study: Progettazione e grafica ed editoriale (DIPL01) - ISCED code 0211 (Audio-visual techniques and media production).

ISCED code: 0211

Access requirements: Italian secondary school leaving certification or other comparable foreign qualification. Admission is based on an aptitude test and interview.

Qualification requirements and regulations: To obtain the first level diploma, the student must have acquired the specified 180 credits and passed the final exam.

INFORMATION ON THE CONTENTS AND RESULTS GAINED

Mode of study:

- Full time.
- Presence.
- Class work, seminars, research.

Programme learning outcomes

The first level Academic Diploma in Communication Design aims to train new generation of publicists, complex professional figures able to move within the broad world of communication, mastering their main roles, both strategic and operational, in agencies, companies and media centers.

Knowledge and understanding

Knowledge in the sociological, semiotic and cognitive psychology fields, useful for correctly interpreting the contexts in which one can operate;

Competences regarding strategic planning, being able to select the most suitable initiatives to achieve the pre-established communication and marketing goals;

Knowledge in the field of general design, which means being able to design and implement the chosen communication initiatives by combining the necessary technical skills with the creative-expressive abilities that distinguish every good designer;

Being able to talk and express ideas in order to build effective communication "flows" through the acquired technical skills.

Applying knowledge and understanding

Associative skills and familiarity with techniques that enable creative activities (mindmapping, cardsorting, brainstorming, etc.);

IAAD.

Essential technical skills for carrying out the various communication activities, such as specific software, typography, packaging, videomaking, social media, copywriting, etc;
Group work skills and familiarity with project management conceptual tools.

Making judgements
Ability to collect data, organize and analyze them in order to draw conclusions useful for project development without being influenced by the general opinion or being caught in to what René Girard used to call "mimetic instinct".

Communication skills
Being able to listen what is happening around oneself in order to be able to create associations between sounds, graphemes, words and functional images that have the function to transmit messages.

Learning skills
Ability to read and understand the contexts.
Ability to "learn to learn" (develop what Gregory Bateson used to call "deutero learning") becoming more and more rapid and efficient in metabolizing not only new information but mostly new conceptual structures.

Final Exam
The final exam consists of a complete design project, composed also by a written report and a discussion. The Thesis is developed in collaboration with companies, institutions, style and design centers, design and architecture firms, advertising and communication agencies and it focuses on contemporary design themes.
During the Thesis Session the candidate also presents a projectwork, based on a real client and individually developed.

Program structure with credits
First year 66
Second year 55
Third year 59

Examination regulations and grading scale
For all I cycle programmes, the Italian grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude may be awarded. Failed exams are not indicated in the student's transcript.

Language of instruction and examination: Italian

Occupational profiles

This flexible and multi-disciplinary course prepares graduates for a wide variety of positions in line with their aspirations, such as art director, copywriter, illustrator, visualizer, packaging designer, photographer, web designer, app designer, event manager, set designer, logo designer, accountant, marketing consultant, and animation designer.

Programme Director: Andrea Bozzo

IAAD.

Course study programme

Code	Educational activities	CFA / ECTS Credits
ISDC/07	Digital Image	4
ISDR/03	Methods of communication in project management	4
ISDR/01	Visual communication techniques and languages	4
ISDC/01	Communication Theories	4
ISDR/02	Methods and tools of representation	4
ISDC/02	Branding	4
ISDC/06	Fundamentals of layout design	4
ISME/01	Design methodology	4
ISDC/03	Image and graphic management	4
ISDC/02	Writing techniques for the media	4
ISSC/02	History of visual communication	3
ISME/01	Design methodology	4
ISDC/03	Illustration	4
ISME/03	Perception theory	4
ISSC/02	History of visual communication	3
ISSU/02	Sociology of communication	4
	English language	4
ISDC/03	Typeface design	4
ISDC/05	Communication of public utility	4
ISDC/05	Web Project Management	8
ISDC/05	Art Direction	8
ISDC/05	Corporate identity	4
ISSC/02	Culture and graphic design	6
ISSE/01	Marketing	5
ISDC/05	Communication of public utility	4
ISDC/05	Corporate identity	4
ISDC/02	Writing techniques for the media	4
ISDC/02	Branding	4
ISDE/01	Packaging design	4
ISDC/05	Art Direction	4
ISDC/04	Multimedia Design	4
ISSE/02	Management of professional activity	4
ISSE/01	Marketing	4
ISDC/04	Multimedia technology	4
ISDE/05	Corporate identity	4
ISDE/03	Systems design	4
ISDC/05	Communication design	4
	Projectwork	9
	Thesis	5
	CFA for free activities	9
	TOTAL CFA/ECTS CREDITS	180

IAAD.

ISDC/01
COMMUNICATION THEORY
This course provides an overview of the world of communications, defining the theories, models, tools, and processes that have become more prevalent in contemporary society. Great space is devoted to an in-depth study of the field of advertising, with the presentation of specific techniques and their use in different media, ranging from the most traditional (print media, radio, television) to the most recent means of communication related to digital media (web and social networks).
Students are constantly involved in workshops aimed at creating campaigns in various media. This activity allows them to test themselves in the different professional roles that characterize work within a communications and advertising agency.

ISDC/02
BRAND COMMUNICATION
This course analyzes the fundamentals of modern and contemporary advertising, copywriting, and expressing relevant concepts in communication, with reference to the digital and social environment. Knowledge and characteristics of key touchpoints are explored.
Students are encouraged to work in small teams to learn how to produce communication materials, with an approach that replicates the interaction patterns typical of the creative department of an advertising agency.
The course aims to provide the foundations necessary to develop and nurture creative thinking.

ISDC/02
WRITING TECHNIQUES FOR MASS MEDIA
The course deals with the techniques and languages of communication through the analysis and in-depth study of various media and new digital platforms, aiming at understanding the different mechanisms of each media, the possibilities for dialog, and how these can be used together. The course has a practical nature with classroom and non-classroom exercises, with the intention of stimulating creative, strategic, and cross-curricular thinking by encouraging the discovery of products from different media, such as films, TV series, comics, and video games.
The course also analyzes different applications of storytelling and the evolution of opportunities offered by new technologies, with the aim of adopting a creative approach, functional to the different possibilities of building a versatile world.

ISDC/03
ILLUSTRATION
The main goal of the course is to cultivate creative thinking through drawing. The teaching method aims to offer a new point of observation that goes beyond the eye-mind-hand combination, exploiting the communicative potential of visual language. The creative process is analyzed in order to acquire the tools necessary to navigate the process of designing a communicatively effective graphic image.

ISDC/03
GRAPHIC DESIGN

IAAD.

This course presents the cultural, aesthetic, semantic and technical aspects related to the different graphic elements that can be included in a graphic design project.

Great importance is given to the ability to analyze and critically process these elements, which is particularly complex in a media system saturated with images. The student, in this way, acquires the ability to coordinate and put into practice the various interdisciplinary notions useful for creating an iconic design project, capable of harmonizing its descriptive, informative, artistic and semantic functions.

A targeted in-depth study is then devoted to the development of infographics, considering the potential for an expressive and communicative synthesis that make it a particularly flexible and effective tool.

The aim of the course is the acquisition of the technical skills necessary to design independently.

ISDC/06
LAYOUT TECHNIQUES

This course enables students to acquire basic skills regarding aspects related to the activity of page layout, both of typographic (printed paper, flyers, billboards, posters) and digital (websites, banners, social media, apps) projects.

After a preliminary theoretical part, students enter a practical training period to master the basics of graphic design and page layout, through the use of Adobe inDesign, in order to manage the different elements (texts, photographs, illustrations, infographics, etc.) and harmonize them in the overall layout of a project.

ISDC/07
DIGITAL IMAGE PROCESSING

This course provides the main theoretical and technical tools necessary for the design and implementation of graphic elements and compositions to be included in communication projects.

The practical preparation is focused on the use of Adobe Illustrator, today the most popular software in the field of vector graphics. The lessons include theoretical and technical elements, and to each is associated the relevant practical exercise aimed at transforming the acquired notions into actual skills. The students' projects are then collected in a portfolio, used as an element of evaluation in the examination process.

ISDR/01
TECHNIQUES AND LANGUAGES OF GRAPHIC REPRESENTATION

This course addresses and broadens the relationship with images through morphological, graphic and iconographic analysis, which is the indispensable premise for the creation of a visual culture. Through the study of Adobe Photoshop, the acquired visual culture is developed in a practical way with the adaptation of images and shapes, making it an everyday tool in the student's design process.

ISDR/02
METHODS AND TOOLS FOR GRAPHIC REPRESENTATION

The initial part of the course offers a general overview of the main methods and tools that enable a rational type of graphic representation, in accordance with the standards and balances defined by descriptive and projective geometry.

The technical-practical part of this course involves the in-depth study and broader use of Adobe InDesign.

The purpose of the course is the application of the theoretical part in concrete projects to manage and harmonize the various elements of the creative process, moving from the initial idea, to the graphic development of the project, to the preparation of print-ready files.

IAAD.

ISDR/03
TECHNIQUES OF PROJECT COMMUNICATION
The course provides the basics of advertising and examines all the steps necessary to generate an integrated communication campaign, through the introduction to ATL (Above the Line) and BTL (Below the Line) Marketing macro-areas, while developing creative/strategic thinking.
Here the foundations are created for the development of a professional figure trained to deal with and manage other professionals with whom he/she will need to interact, as well as managing a 360-degree integrated campaign brief through the generation of ideas and demonstration of critical thinking, strategic vision, and concept execution along with excellent presentation skills.
Classes will be both theoretical and practical, and dedicated briefs will be assigned to develop, enhance, and apply the concepts acquired.
The main purpose of the course is to introduce the role of Art Director, giving an overview of the skills needed to cover this position.

ISME/01
DESIGN METHODOLOGY - STRATEGIC VISION
The course aims to provide an initial overview of the specific goals of the three-year Communication Design and Digital Communication Design courses.
In particular, the course provides for the acquisition of skills useful to define and develop a clear and shared communication project vision, articulated in a coherent strategy that effectively exploits solutions, instruments, and channels. The course is team-taught by the strategic director and the two coordinators of the Communications department.
This choice is due to two reasons: 1. to allow students to get to know the people who are in charge of leading these two degree programs and understand their views about the purposes and key aspects of the courses; 2. to experience for the first time the process of designing a communication solution, beginning from the definition of a valuable brand vision to its concrete articulation.

ISME/01
DESIGN METHODOLOGY – THE VIDEO PRODUCT
This course aims to provide an overview of the use of video as an audiovisual communication tool, from its origins to contemporary times. Audiovisual language is considered as a combination of languages: writing, photography, lighting, editing, sound, music, graphics. The course will highlight the characteristic aspects of each of these languages. Each lecture will be supported by viewings and analysis of photographs, videos, and film excerpts; the course will also include moments of practical exercises in order to create a personal video project, conceived, written, and realized entirely by the students. At the end of the course, students will know how to recognize, analyze, and understand the dynamics of video communication in its different and changing forms. They will have acquired the skills to recognize, manage, and create moving images, independently.

ISME/03
THEORY OF PERCEPTION
The course aims to provide students with the basic elements of perception and communication theory, stimulating their critical and creative thinking through reflection on the symbolic and expressive meanings of shapes and colors. This encourages the development and exchange of ideas. These ideas are then channeled into a project that underlines and enhances the physiological, psychological, and cultural aspects involved in visual perception.

IAAD.

The concept of communication is seen and taught as an understanding of the needs of the recipient, rather than as an expression of one's own preferences and needs.

This principle translates into a practical project in which students must correctly harmonize shapes, colors, and their symbolisms to arrive at a product tailored to a specific audience.

ISSC/02
DESIGN CULTURE AND GRAPHICS

This course includes studies related to the history and culture of communication design in the areas of graphic design, books, photography, advertising, and multimedia communications. The one-year course aims to provide a comprehensive overview of the historical and cultural elements that still have the greatest influence on the field of visual communications today.

The aim of the course is to encourage each student to reflect critically on the reality that surrounds him or her, strengthen his or her expressive skills and become more aware of the role of the visual designer in shaping contemporary reality.

The first semester offers an historical introduction to modernism, as well as a study of the theories and influences of rationalism on visual communications and contemporary graphic design. In the second semester, the course focuses on postmodernism, its main interpreters, and contemporary visual communications.

ISSC/02
HISTORY OF VISUAL COMMUNICATIONS

This course provides students with the elements to understand the origins of digital communication. Beginning with the dawn of communications up to the main technologies that dominate the market and our routines today, such as the cell phone and the personal computer, the main stages in the history of digital media are traced. This history is closely linked to the evolution of the social and economic environment and influences the content and formats of communication.

Knowledge of historical aspects is a key element in bringing students closer to contemporary digital culture and providing them with the correct interpretative keys.

ISSC/02
HISTORY OF VISUAL COMMUNICATIONS

This course explores the history of typography, printing, graphic design, and visual communications in the broader context of the technical-scientific, economic, industrial, artistic and philosophical evolutions of each era that have changed their form, meaning and content over time.

At the same time the origins and development of Information Design, photography and its relationship to Graphic Design are explored. This basic cultural and visual knowledge is the tool for understanding the meaning of the graphic, static and dynamic images to which we are exposed, in a massive way, every day. The course is theoretical and analytical-historical with lectures, viewings of images and videos.

The purpose of the course is to orient the student to be able to develop his/her own independent research on contemporary imagery.

ISSU/02
SOCIOLOGY OF COMMUNICATIONS

The course aims to make students aware of the symbolic, semantic, and communicative value of a design project embedded in our social and consumer reality, knowing how to grasp its current models and the various possible transformations.

The first step is the presentation of theories and methods for the application of socio-semiotics to brand communication (advertising, packaging, naming, online point of sale), to

IAAD.

understand the logics that govern the creation of meaning and value of a brand/product and the key mechanisms of communication in contemporary consumer society.
Students, divided into groups, are led to conduct specific analysis on agreed upon projects and themes, to experience how the tools applied in analysis can and should also be used in design, interpreting the socio-cultural scenario of reference.

ENGLISH
The course is aimed at learning the English language, specifically at obtaining expository and presentation skills.
During the first semester, the basic elements of the language are covered: grammar, period construction, sentence structure and the use of verbs.
The second semester is more focused on providing technical elements mainly related to the course of study and professional activity.
The course includes the acquisition of technical terminology, for the development and achievement of fluency in exposition and description.
IAAD. English courses are conducted in collaboration with Shenker.

2ⁿᵈ year

ISDC/02
MEDIA WRITING TECHNIQUES
This course refers to all the tools, concepts and skills that are involved in design and communication projects. Through a specific focus on the tools of writing, special attention is given to identifying the similarities and differences that exist between the different languages that can be used.
Writing for the audiovisual market or for a print media outlet is not the same thing; just as working in public, private or corporate institutional communications requires considerable awareness of the specifics of each environment.
The objective of the course is to help students to work through these complexities both on the theoretical and practical level.

ISDC/02
BRAND COMMUNICATION
Today for the communication of a brand it is essential to acquire knowledge in the different areas of media communications, as well as a continuous in-depth study of theoretical and technical elements related to the communication strategies established in the global information market. The course illustrates the tools related to the analysis of product communication strategies through specific media.

ISDC/03
LETTERING DESIGN
The History of Typography course approaches the subject of typefaces from multiple perspectives and provides students with the notions and tools necessary to understand the origin and development of different styles.
The course examines the basic notions related to font design and the compilation of digital fonts, offering the opportunity to delve deeper into the discipline.
The objective of the course is to convey the information needed to identify, choose, and correctly use a digital font in one's projects.

ISDC/05
COMMUNICATIONS FOR PUBLIC UTILITY

IAAD.

This course considers the various areas of application of public communication design, developing theories and proposals for communication that ensure users access, usability, and transparency within the contemporary media system.

Through the study of the most important public service campaigns, their main elements and the relationship-oriented model of communication, the course traces the main theories and forms of social representations (framing and cognitive dissonance), as well as the fundamental psychosociological theories related to personal and social evolution (information, deterrence, persuasion, awareness).

The main objective of the course is to train students on the analysis of messages of public utility and the management of all aspects of a social communication campaign.

ISDC/05
PUBLIC UTILITY COMMUNICATION – UNDERSTANDING THE IMPORTANCE OF THE IMAGE
The course aims to provide the concepts and tools to observe and understand visual representations, as well as to consciously produce them, and to navigate the realm of images in the broadest sense possible.

Photography and photographic images are the focus of this part of the course. From the pre – photography era to artistic photography, from *reportage* to documentary photography to amateur photography, from scientific photography to so-called "post-photography" (Fontcuberta), the language of photography is examined from different perspectives. Lectures are based on concrete references to photographic images of various kinds, placed in their context and analyzed according to characteristics and strategies, and with constant reference to contemporary visual culture.

At the end of the course, students will know how to describe, analyze, and understand the communicative and expressive strategies of the photographic language, in its various declinations and meanings, from early photography to "post-photography"; they will know how to move more consciously in the contemporary visual landscape; possessing the theoretical and technical knowledge fundamental for an effective and personal visual and photographic design.

ISDC/05
WEB PROJECT MANAGEMENT
This course covers the development and management of a project for the web as the result of a system of interactions within the contemporary background of languages and media. The course contents address the latest technologies and production languages related to new media in the digital sector.

The course content focuses on the correct use of layout criteria within a web page, the use of the man-machine-interface relationship, as well as all aspects concerning the graphic layout.

Students are provided with the basics for the use of UX-UI, HTML5 and CSS3, which are indispensable tools for the realization of the final course project.

The objective of the course is for students to acquire the indispensable tools to manage and implement a digital interface on the Web, and independently create and manage every aspect of a static website.

ISDC/05
ART DIRECTION
The course aims to offer skills and a work method that, through the analysis of the contemporary media universe, allow the development of complex and articulated communication projects (branding, advertising, publishing, exhibit design) deepening the visual and strategic image of a brand.

IAAD.

Projects are carried out following the methodological approach of design, a conceptual and technical process that the student will learn to develop independently.
In person classes with students are conducted to analyze together their approach to the art direction of the projects they will develop during the academic year.

ISDC/05
CORPORATE IDENTITY - CORPORATE AND BRAND IMAGE

This course addresses the creation of corporate identity using various disciplines in the design, coordination, and implementation phases of the communication product.
The course includes an initial theoretical and analytical-historical part that, through in class lectures, will lead students to acquire an in-depth knowledge of the graphic/communication aspects that determine the perception and reputation of a brand by its audience. In the contemporary communication system, perception, which is often deeply emotional and instinctive, is increasingly decisive, given that the liking and success of a brand will depend on it.
The second part of the course, developed through technical-operational meetings, is devoted to the development of a personal project aimed at creating a complete Identity System for a product, service, organization, or company.

ISDC/05
CORPORATE IDENTITY – DESIGN FOR EVENTS

This course examines the many aspects related to the development of complex event design projects, made even more challenging by the coexistence of digital and physical elements. Throughout the course, the different elements and tools that need to be mastered will be presented, including managing interactions with the various specialists involved in the project, through an approach that is necessarily transversal and multidisciplinary.
Great attention is placed on issues related to usability, user - accessibility, resource management, and the relationship with the context in which the project is set.
The strategic analysis considers the costs of design and production, as well as the contractual, bureaucratic and regulatory aspects unavoidable in the organization of an event: to this end, students are taught how to draw up a business plan that contains appropriate tools for monitoring and verifying results.

ISDE/01
PACKAGING DESIGN

Through the analysis and study of the theories, methods and techniques of industrial design, the course provides the skills to independently manage and develop a packaging design project: from the analysis of the general context, which is essential to identify social and cultural needs of consumers, to the control of technological, production and market processes.
Theoretical classes aim to combine students' creative skills with technical expertise; these teaching activities are supplemented by practical tests and exercises on the topic of packaging design.
The aim is to activate critical and analytical processes that enable the development of an interdisciplinary conception of packaging design.

3rd Year

ISDC/05
COMMUNICATION DESIGN

IAAD.

Beginning with a critical analysis of the contemporary media universe, the course aims to help students develop interdisciplinary design skills in information and communication design.

The ability to design on various types of media, integrating them into a coherent and harmonious flow, supports the development of transversal skills and the creation of dialogue with multiple specialists.

The objective of the course is to enable students to handle the various aspects of design for communication with critical awareness and analytical skills, both in the planning and coordination stages and in the realization of a communication product.

ISDC/05
ART DIRECTION

This course, whose contents add to those covered during the previous year, analyzes past periods to allow students to become familiar with the languages that still influence communication today. It will explore the changes that have determined today's society and the images that constitute the context in which communication is engaged.

The analysis of past periods, reconstructing the images, and reinterpreting them with the instruments available today, helps to increase awareness of the present and the paths that have structured it, broadening the visual and cultural references that can be drawn on during the creative process and refining one's ability to research and structure conceptual connections.

Through a series of hands-on exercises, students are faced with some of the hallmarks of agency work: working under stress, learning to value error as a process of refining the idea, building one's own visual world, decoding phases of work, and aiming for awareness and critical analysis skills as the cornerstone of one's career path.

ISDC/05
CORPORATE IDENTITY

This course further develops the notions covered in the course of Art Direction, integrating and enriching them according to the concepts and theories that define and structure corporate identity, that is, the specific image that a company has, or seeks to project onto its audience, with the specific purpose of distinguishing itself from its many competitors.

Through a strategic approach to corporate communication design, the objective of the course is to analyze all the aspects related to the design, production, and diffusion of the coordinated brand image. Finally, the course analyzes the basics of the regulatory elements governing corporate communication activities in Italy, comparing them with regulatory approaches and regulations from different fields.

ISDC/05
CORPORATE IDENTITY

The course aims to provide the student with the necessary tools to design their own personal identity image. Communicating oneself, one's intent, and one's identity is one of the key points of the course, beginning with an in-depth analysis of

IAAD.

the skills acquired during the course of study. The course aims to provide the student with a design method for the construction of a personal identity image, starting from the theoretical concepts contained in the design of a brand identity, to the application of these concepts in the search for a personal brand identity. The student will be required to independently make style choices for the creation of a personal portfolio, an indispensable tool for the professional world.

ISDC/04
MULTIMEDIA DESIGN
This course focuses on the technical, functional, and aesthetic aspects of design for multimedia platforms.
During the course, all the elements necessary to create a multidevice website and to customize and manage portals on CMS (Content Management System) platforms in "Wordpress," currently one of the most popular CSM platforms in the global communication market, are conveyed. The course also provides a guide for the use and management of freeware e-commerce sites and covers the basics of SEO and social media marketing.
The goal is to train a professional figure capable of working in the field after having gained awareness and developed skills on content creation in the multimedia context.

ISDC/04
MULTIMEDIA APPLICATIONS.
The course aims to provide knowledge of hardware, software procedures and critical forms of expression essential for the production of multimedia content and video transmission on analog and digital media. Specifically, the course conveys fundamentals of video editing and computer graphics for moving images.
While focusing specifically on certain video editing (Adobe Premiere) and video compositing (Adobe After Effect) applications, the goal is to offer notions and technical tools that can be extended to many of the video editing programs in use today. From a theoretical standpoint, suggestions are also provided regarding typical features of audiovisual communication (film, TV, advertising, motion graphics, motion typography).
On the technical side, the specifics of the aforementioned software are examined: from the import of multimedia files to the use of effects and filters, to the final export of content for off-line and on-line destinations.

ISDE/03
SYSTEMS DESIGN - SOCIAL MEDIA PROJECT DESIGN
The world of communications and marketing is fueled by a continuous stream of innovation in the form of ever-changing channels, content, formats and methods of contact. This is a complex framework, and it has become essential to have a mindset geared toward strategic scenario analysis, opportunity definition and experimentation. The design approach is not only a methodological tool, but also an application key to enable brands to develop diverse customer journeys. The course aims to acquire analytical, strategic and design skills to enable the development of effective, original. and consistent social media strategies, capable of enhancing

IAAD.

brands at each stage of the customer journey. The course will also provide an opportunity to discuss and question what the future of social media will be and what prospects for connection and future use are on the horizon to chart the trajectories of change and intercept the areas of application.

ISSE/01
MARKETING
This course completes and integrates the in-depth course begun in the second year of the curriculum, taking the main theoretical-practical references covered and placing them within the relationships and dynamics that exist between the general market environment and industrial production.
The objective of the course is to provide a solid theoretical and practical basis in marketing, with a strong focus on the set up of a communication and brand-building strategy; the identification and management of an integrated communication platform; the analysis of new marketing paradigms and new forms of communication (unconventional marketing, social marketing, mobile marketing etc.).

ISSE/02
PROFESSIONAL BUSINESS MANAGEMENT
The course aims to provide the skills necessary for the management and organization of professional activity, linking it to the contemporary and changing socio-cultural situation in the professional world. The course illustrates the tools that support the development of professional relationships regarding client relations, teamwork, and multidisciplinary collaborations.

IAAD.

**ISTITUTO
D'ARTE
APPLICATA
E DESIGN**

CORSO DI DIPLOMA ACCADEMICO DI I LIVELLO IN DIGITAL COMMUNICATION DESIGN

Official Duration of the Degree Program: 180 CFA/ECTS – 3 full time years

Level of the qualification: First cycle Qf-EHEA – Level 6 EQF

Main field of study: Progettazione e grafica ed editoriale (DIPL01) - ISCED code 0211 (Audio-visual techniques and media production).

ISCED code: 0211

Access requirements: Italian secondary school leaving certification or other comparable foreign qualification. Admission is based on an aptitude test and interview.

Qualification requirements and regulations: To obtain the first level diploma, the student must have acquired the specified 180 credits and passed the final exam.

INFORMATION ON THE CONTENTS AND RESULTS GAINED

Mode of study:

- Full time.
- Presence.
- Class work, seminars, research.

Programme learning outcomes

The first level Academic Diploma in Communication Design is awarded to students who have acquired the following skills:

Knowledge and understanding

Knowledge in information technology, sociology, semiotics and cognitive psychology, useful for correctly interpreting the 'contexts' in which one operates from time to time;
Competences regarding strategic planning, therefore being able to select the most suitable initiatives to achieve the set communication and marketing objectives;
Knowledge in the field of design itself, therefore being able to design and implement the chosen communication initiatives by combining the necessary technical skills with the creative-expressive abilities that distinguish every good designer;
Ability to monitor and analyze feedback, which allows the student to assess the actual compliance of the initiatives carried out with the marketing objectives and eventually to put in place the necessary corrective measures.

Applying knowledge and understanding

Associative skills and familiarity with the techniques that help creative activities such as mindmapping, cardsorting, brainstorming, etc.

IAAD.

Familiarity with the essential technicalities for carrying out the various digital communication activities, and in particular:
• programming languages: areas of application, functional capabilities and limits, fundamentals of code development;
• software packages: the entire Adobe suite, web and social monitoring tools (analytics), Open Source Intelligence tools, etc.
Group work skills and familiarity with project management application tools.

Making judgements
Ability to collect data, organize and analyze them in order to draw conclusions useful for project development without being influenced by the general opinion or being caught in to what René Girard used to call "mimetic instinct".

Communication skills
Being able to listen what is happening around oneself, in order to be able to elaborate messages and propose them to others, stimulating the same listening propensity in the latter.

Learning skills
Ability to read and understand the contexts.
Ability to "learn to learn" (develop what Gregory Bateson used to call "deutero learning") becoming more and more rapid and efficient in metabolizing not only new information but mostly new conceptual structures.

Final Exam
The final exam consists of a complete design project, composed also by a written report and a discussion. The Thesis is developed in collaboration with companies, institutions, style and design centers, design and architecture firms, advertising and communication agencies and it focuses on contemporary design themes.
During the Thesis Session the candidate also presents a projectwork, based on a real client and individually developed, and his own portfolio.

Program structure with credits
First year 66
Second year 59
Third year 55

Examination regulations and grading scale
For all I cycle programmes, the Italian grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude may be awarded. Failed exams are not indicated in the student's transcript.

Language of instruction and examination: Italian

Occupational profiles
This comprehensive training course will give students the opportunity to choose a career that best aligns with their specific abilities and interests among the various professions in digital fields: digital art director, video maker, social media manager and copywriter, content creator, sound designer, UX/UI designer, graphic designer, web marketing specialist, digital/creative strategist. IAAD. also assists student entrepreneurs who want to transform and develop their project ideas into start-ups, giving shape to what they have learned during the three-year program.

Programme Director: Francesca Grignolio

IAAD.

Course study programme

Code	Educational activities	CFA / ECTS Credits
ISDC/07	Digital Image	4
ISDR/03	Methods of communication in project management	4
ISDR/01	Visual communication techniques and languages	4
ISDC/01	Communication Theories	4
ISDR/02	Methods and tools of representation	4
ISDC/02	Branding	4
ISDC/06	Fundamentals of layout design	4
ISME/01	Design methodology	4
ISDC/03	Image and graphic management	4
	English language	4
ISDC/02	Writing techniques for the media	4
ISSC/02	History of visual communication	3
ISME/01	Design methodology	4
ISDC/03	Illustration	4
ISME/03	Perception theory	4
ISSC/02	History of visual communication	3
ISSU/02	Sociology of communication	4
ISDC/07	Multimedia technology	3
ISDC/02	Multimedia languages	4
ISDC/07	Computer science elements for design	4
ISDC/07	Programming elements	4
ISDC/05	Web project management	4
ISDC/05	Art Direction	8
ISDC/03	Photography	4
ISSE/02	Management of professional activity	4
ISSE/01	Marketing	5
ISDC/03	Interface design	4
ISST/01	Mathematics for design	3
ISDC/04	Multimedia languages and applications	4
ISDC/02	Writing techniques for the media	4
ISDC/04	Sound design	4
ISDC/04	Multimedia Design	4
ISDC/04	Multimedia applications	4
ISSE/02	Management of professional activity	2
ISDC/05	Events design	4
ISSE/01	Marketing	2
ISDC/04	Digital video	4
ISDC/04	Digital productions	4
ISSE/01	Marketing	2
ISSE/02	Management of professional activity	2
ISDE/03	Systems design	4
	Project work	9
	Thesis	5
	CFA for free activities	9
	TOTAL CFA/ECTS CREDITS	180

IAAD.

ISDC/01
COMMUNICATION THEORY
This course provides an overview of the world of communications, defining the theories, models, tools, and processes that have become more prevalent in contemporary society. Great space is devoted to an in-depth study of the field of advertising, with the presentation of specific techniques and their use in different media, ranging from the most traditional (print media, radio, television) to the most recent means of communication related to digital media (web and social networks).
Students are constantly involved in workshops aimed at creating campaigns in various media. This activity allows them to test themselves in the different professional roles that characterize work within a communications and advertising agency.

ISDC/02
BRAND COMMUNICATION
This course analyzes the fundamentals of modern and contemporary advertising, copywriting, and expressing relevant concepts in communication, with reference to the digital and social environment. Knowledge and characteristics of key touchpoints are explored.
Students are encouraged to work in small teams to learn how to produce communication materials, with an approach that replicates the interaction patterns typical of the creative department of an advertising agency.
The course aims to provide the foundations necessary to develop and nurture creative thinking.

ISDC/02
WRITING TECHNIQUES FOR MEDIA - Cross-Media Design
The course deals with the techniques and languages of communication through the analysis and in-depth study of various media and new digital platforms, aiming at understanding the different mechanisms of each media, the possibilities for dialog, and how these can be used together. The course has a practical nature with classroom and non-classroom exercises, with the intention of stimulating creative, strategic, and cross-curricular thinking by encouraging the discovery of products from different media, such as films, TV series, comics, and video games.
The course also analyzes different applications of storytelling and the evolution of opportunities offered by new technologies, with the aim of adopting a creative approach, functional to the different possibilities of building a versatile world.

ISDC/03
GRAPHIC DESIGN
This course presents the cultural, aesthetic, semantic and technical aspects related to the different graphic elements that can be included in a graphic design project.
Great importance is given to the ability to analyze and critically process these elements, which is particularly complex in a media system saturated with images. The student, in this way, acquires the ability to coordinate and put into practice the various interdisciplinary notions useful for creating an iconic design project, capable of harmonizing its descriptive, informative, artistic and semantic functions.
A targeted in-depth study is then devoted to the development of infographics, considering the potential for an expressive and communicative synthesis that make it a particularly flexible and effective tool.
The aim of the course is the acquisition of the technical skills necessary to design independently.

IAAD.

ISDC/03
ILLUSTRATION
The main goal of the course is to cultivate creative thinking through drawing. The teaching method aims to offer a new point of observation that goes beyond the eye-mind-hand combination, exploiting the communicative potential of visual language. The creative process is analyzed in order to acquire the tools necessary to navigate the process of designing a communicatively effective graphic image.

ISDC/06
LAYOUT TECHNIQUES
This course enables students to acquire basic skills regarding aspects related to the activity of page layout, both of typographic (printed paper, flyers, billboards, posters) and digital (websites, banners, social media, apps) projects.
After a preliminary theoretical part, students enter a practical training period to master the basics of graphic design and page layout, through the use of Adobe inDesign, in order to manage the different elements (texts, photographs, illustrations, infographics, etc.) and harmonize them in the overall layout of a project.

ISDC/07
DIGITAL IMAGE PROCESSING
This course provides the main theoretical and technical tools necessary for the design and implementation of graphic elements and compositions to be included in communication projects.
The practical preparation is focused on the use of Adobe Illustrator, today the most popular software in the field of vector graphics. The lessons include theoretical and technical elements, and to each is associated the relevant practical exercise aimed at transforming the acquired notions into actual skills. The students' projects are then collected in a portfolio, used as an element of evaluation in the examination process.

ISSC/02
HISTORY OF VISUAL COMMUNICATIONS
This course provides students with the elements to understand the origins of digital communication. Beginning with the dawn of communications up to the main technologies that dominate the market and our routines today, such as the cell phone and the personal computer, the main stages in the history of digital media are traced. This history is closely linked to the evolution of the social and economic environment and influences the content and formats of communication.
Knowledge of historical aspects is a key element in bringing students closer to contemporary digital culture and providing them with the correct interpretative keys.

ISSC/02
HISTORY OF VISUAL COMMUNICATIONS 2
This course explores the history of typography, printing, graphic design, and visual communications in the broader context of the technical-scientific, economic, industrial, artistic, and philosophical evolutions of each era that have changed their form, meaning and content over time.
At the same time the origins and development of Information Design, photography and its relationship to Graphic Design are explored. This basic cultural and visual knowledge is the tool for understanding the meaning of the graphic, static and dynamic images to which we are exposed, in a massive way, every day. The course is theoretical and analytical-historical with lectures, viewings of images and videos.

IAAD.

The purpose of the course is to orient the student to be able to develop his/her own independent research on contemporary imagery.

ISME/01
DESIGN METHODOLOGY
The course aims to provide an initial overview of the specific goals of the three-year Communication Design and Digital Communication Design courses.
In particular, the course provides for the acquisition of skills useful to define and develop a clear and shared communication project vision, articulated in a coherent strategy that effectively exploits solutions, instruments, and channels. The course is team-taught by the strategic director and the two coordinators of the Communications department.
This choice is due to two reasons: 1. to allow students to get to know the people who are in charge of leading these two degree programs and understand their views about the purposes and key aspects of the courses; 2. to experience for the first time the process of designing a communication solution, beginning from the definition of a valuable brand vision to its concrete articulation.

ISME/01
DESIGN METHODOLOGY - Video editing - Different from COM1.
This course provides students with the instruments and knowledge related to the world of video editing.
The program is based on the acquisition of both photographic and video shooting techniques, as well as an initial knowledge of editing and post-production, to develop one's own technical skills of storytelling. In particular, the focus is on the professional software Adobe Premiere, to allow each student to understand the logic of this program and to master the principles and tools useful for creating video content through laboratory activities and experimentation.
The objective of the course is to provide the basis for audio-visual storytelling through the process of video-making, exploring it in its different theoretical and practical forms.

ISME/03
PERCEPTION THEORY
The course aims to provide students with the basic elements of perception and communication theory, stimulating their critical and creative thinking through reflection on the symbolic and expressive meanings of shapes and colors. This encourages the development and exchange of ideas. These ideas are then channeled into a project that underlines and enhances the physiological, psychological, and cultural aspects involved in visual perception.
The concept of communication is seen and taught as an understanding of the needs of the recipient, rather than as an expression of one's own preferences and needs.
This principle translates into a practical project in which students must correctly harmonize shapes, colors, and their symbolisms to arrive at a product tailored to a specific audience.

ISDR/01
TECHNIQUES AND LANGUAGES OF REPRESENTATION
This course addresses and broadens the relationship with images through morphological, graphic and iconographic analysis, which is the indispensable premise for the creation of a visual culture. Through the study of Adobe Photoshop, the acquired visual culture is developed in a practical way with the adaptation of images and shapes, making it an everyday tool in the student's design process.

ISDR/02
METHODS AND TOOLS FOR REPRESENTATION

IAAD.

The initial part of the course offers a general overview of the main methods and tools that enable a rational type of graphic representation, in accordance with the standards and balances defined by descriptive and projective geometry.

The technical-practical part of this course involves the in-depth study and broader use of Adobe InDesign.

The purpose of the course is the application of the theoretical part in concrete projects to manage and harmonize the various elements of the creative process, moving from the initial idea to the graphic development of the project, to the preparation of print-ready files.

ISSU/02
SOCIOLOGY OF COMMUNICATION

The course aims to make students aware of the symbolic, semantic, and communicative value of a design project embedded in our social and consumer reality, knowing how to grasp its current models and the various possible transformations.

The first step is the presentation of theories and methods for the application of socio-semiotics to brand communication (advertising, packaging, naming, online point of sale), to understand the logics that govern the creation of meaning and value of a brand/product and the key mechanisms of communication in contemporary consumer society.

Students, divided into groups, are led to conduct specific analysis on agreed upon projects and themes, to experience how the tools applied in analysis can and should also be used in design, interpreting the socio-cultural scenario of reference.

ISDR/03
TECHNIQUES OF PROJECT COMMUNICATION

The course provides the basics of advertising and examines all the steps necessary to generate an integrated communication campaign, through the introduction to ATL (Above the Line) and BTL (Below the Line) Marketing macro-areas, while developing creative/strategic thinking.

Here the foundations are created for the development of a professional figure trained to deal with and manage other professionals with whom he/she will need to interact, as well as managing a 360-degree integrated campaign brief through the generation of ideas and demonstration of critical thinking, strategic vision, and concept execution along with excellent presentation skills.

Classes will be both theoretical and practical, and dedicated briefs will be assigned to develop, enhance, and apply the concepts acquired.

The main purpose of the course is to introduce the role of Art Director, giving an overview of the skills needed to cover this position.

ENGLISH

The course is aimed at learning the English language, specifically at obtaining expository and presentation skills.

During the first semester, the basic elements of the language are covered: grammar, period construction, sentence structure and the use of verbs.

The second semester is more focused on providing technical elements mainly related to the course of study and professional activity.

The course includes the acquisition of technical terminology, for the development and achievement of fluency in exposition and description.

IAAD. English courses are conducted in collaboration with Shenker.

IAAD.

ISDC/03
PHOTOGRAPHY
The course aims to offer students a theoretical and historical framework on the evolution of the aesthetics and technologies peculiar to the language of photography, paired with the acquisition of basic elements of photographic technique (difference between analog and digital, types and operation, exposure adjustment, depth of field and hyperfocal, lighting setup, postproduction).
Further in-depth study is devoted to presenting the dynamics, mechanisms and processes that govern the production, realization, and commercialization of photographic images in the digital multimedia market today: to this end, students carry out a practical exercise that leads them to prepare and realize a photographic visual project to be shared through commercial digital platforms.

ISDC/04
MULTIMEDIA LANGUAGES AND APPLICATIONS
This course is aimed at acquiring the tools necessary to manage and implement a generic digital interface, with a specific focus on the creation of a static website.
The course addresses the criteria for the layout of information within a web page and the relationship between man-machine-interface. Students are encouraged to understand and evaluate the various idea, design, coordination and implementation phases that contribute to the creation of a website that is functional, accessible, usable, and suitable to effectively convey the interactive and multimedia communication streams with which it must relate. Basics of UX-UI, HTML5, CSS3, and client-side and server-side programming are provided.

ISDC/04
DIGITAL VIDEO
This course provides an in-depth understanding of the main types of audio-visual storytelling employed in the digital environment today, analyzing the methodologies and tools best suited to the creation of a digital video product conforming to contemporary market demands.
The course presents shooting techniques and different types of editing, along with definitions of the main differences between an analog and a digital edit. The main professional editing software are examined, including Adobe Premiere Pro, DaVinci Resolve 17, and Final Cut Pro X, with which comprehensive hands-on exercises are conducted.
The course is developed through modules divided between theoretical lectures and practical exercises: after an initial part introducing multimedia language, an observation takes place of the various types of digital video currently in demand on the market.
The objective of the course is to acquire the ability to develop and manage a video project in its entirety: pre-production, production, post-production, delivery.

ISDC/05
WEB PROJECT MANAGEMENT
A designer's duties include coordinating and participating in the development of a Web site. Programming languages evolve, but the principles and structures of the Internet are well-established, which is why it is essential for the contemporary designer to master not only the basic web languages, but also WordPress: a CMS that is popular worldwide to the point that it is estimated that in 2019, 35% of all websites were developed in Wordpress.
The objective of the course is thus to acquire the skills necessary to install the CMS, select a theme and customize it, and use plugins.

IAAD.

ISDC/05
ART DIRECTION

The aim of the course is to teach students the creation of integrated communication projects in new media, helping them learn to distinguish between the visual and linguistic needs of different areas of digital communication: from branding to gaming to social communication, mastering the logic and principles of digital art direction.

Analysis of the latest trends emerging in design, graphic design and visual arts is combined with practical exercises, so that students can achieve adequate stylistic autonomy, while acquiring technical and technological know-how, encouraging research and experimentation, and consolidating graphic and creative foundations. This enables students to work in a creative team, by making use of their acquired skills and potential.

ISDC/07
MULTIMEDIA COMPUTING

This course provides a solid knowledge in the computer science sector, combining techniques for digital data processing, knowledge of telematic networks and Web programming, to help students who will work in the world of digital communication develop the necessary skills. During the course, students will acquire knowledge and practical skills related to computer hardware and operating systems, networks, communication protocols, algorithms, programming languages, server-side and client-side technology, data structures and databases, cloud and IT infrastructure, and security. Theoretical concepts will be supported by practical exercises.

ISDC/07
ELEMENTS OF INFORMATION TECHNOLOGY FOR DESIGN

This course enables students to acquire the main technical and business concepts for the design and implementation of digital products, specifically mobile applications.

Through the study and analysis of applications students gain more autonomy in the design and communication of a product in terms of business value, User Experience and User Interface. An overview of Android and iOS operating systems for building applications is offered. Through lab activities, the knowledge learned is transformed into concrete skills, which consist of the design of an interactive application that simulates the dynamics of professional development teams, in all relevant phases and complexity, stimulating students to generate ideas and to give value to the product.

ISDC/07
ELEMENTS OF COMPUTER PROGRAMMING

The aim of the course is to achieve skills in problem modeling and problem solving in computer science, with reference to conceptual knowledge modeling (semantic web).

Specifically, the course provides an initial introduction to formal systems and problem modeling, presents the main patterns of the semantic web, conceptual modeling of real-world situations, expression of knowledge in formal terms to arrive at the creation of knowledge-based software products. Through theoretical lectures, practical exercises and analysis of real-life cases, the course enables students to enrich their knowledge regarding computer programming aimed at generating communication projects that perform both independently and when compared to and related with other similar products in the global web market.

ISST/01
MATHEMATICS FOR DESIGN

This course provides the cultural background and logical and mathematical tools necessary to conduct a design analysis from a User Centered Design perspective, in which the User of

IAAD.

a digital product becomes an active participant in the designing phase of the same, not a mere end-user or consumer.

Using some of the analytical tools typical of this approach, the course presents elements of operations research from an application perspective.

The students will be able to apply a User Centered Design analysis to a real digital product, following all the main steps indicated during the theoretical lectures, to optimize the User Experience of the final result and improve the consequent User satisfaction (usability), through a direct comparison with potential real Users.

ISDE/03
INTERFACE DESIGN- UX-UI DESIGN
This course confronts students with the fundamental issue of human-computer interaction: the relationship between the human user and the technological counterpart must necessarily be designed taking into account models and methods that can predict behavior, optimize performance, and interpret decision-making processes. Students are introduced to an approach with user interface design oriented toward user-centered design, utilizing current, state of the art tools and methodologies, as well as examples referable to a recent (Cooper, Norman) yet already validated history.

ISSE/01
MARKETING
The objective of the course is to provide students with a solid theoretical foundation on the fundamentals of marketing, illustrating its recent evolutions, with a specific focus on the most effective current techniques for devising a modern marketing and digital communication strategy. The course covers all the basic issues of marketing today: introduction to the marketing concept, analysis of consumer behavior and segmentation techniques, building a brand, building a brand positioning, marketing mix, digital communication.

Ample space is devoted to case-study presentations and practical exercises, including setting up a marketing plan.

ISSE/02
PROFESSIONAL BUSINESS MANAGEMENT
The course invites students to approach projects considering themselves already embedded in a professional teamwork system, in which a correct and functional definition of phases, deadlines, roles and objectives is essential.

Students are stimulated to develop awareness about the relevance of people management for an effective management of stakeholders and team members. The practical side of the course enables students to set up project phases consistent with the knowledge gained.

The objective of the course is to acquire the ability to manage a project through the phases of conception, planning, execution, monitoring & control, and closure. Students will gain access to the main tools adopted for project planning and management and will be able to perform a risk analysis.

ISDC/02
MEDIA WRITING TECHNIQUES
The course highlights the peculiarities that characterize the relationship between the creator and the user of a flow of communication when it is no longer conveyed through the traditional media of the twentieth century (print, radio, TV), but is inserted into the multimedia, digital and interactive fluidity that characterizes our current everyday life.

IAAD.

Students are led to consider and design communication projects specifically for horizontal transmission (many-to-many), with feedback and effects being generated from multiple sources and needing to be managed in real time, necessitating a transformation of both content and delivery.

The course also points out the most common 'false friends,' pitfalls and mistakes to avoid in this area of professional writing, which are recent, and therefore still constantly evolving.

ISDC/02
MULTIMEDIA LANGUAGES

The course aims to provide students with a critical overview and understanding of how the development of digital technologies is transforming our relationship with products and services and how it has altered the different areas of brand communication. The course aims to highlight case studies, methodologies and practices that lead to the design and management of communication and design projects in the digital world. The course will follow the path of "design thinking", which starting from a specific brief, takes the student from the inspiration phase to the prototype implementation, the real test of each project. Students will understand how to use social networks in the construction of communicative storytelling, leveraging the specificities of each platform. The course will rely on brainstorming practices to help students expand creative skills and become digital thinkers, addressing the basics of project management, to organize and manage the development phases of complex digital projects.

3rd Year

ISDC/04
MULTIMEDIA DESIGN

This course introduces the student to Unity3d software and offers an overview of new technologies available, to date, to develop interactive experiences with a focus toward the use of Virtual Reality.

During the course, students acquire the skills to understand and move easily around the program interface and to independently develop simple interactive experiences. Some complementary and theoretical information will be introduced to develop more complex simulations while considering more specific factors such as model weight, application performance and a production workflow. The knowledge gained enables the development of a prototype of a simple experience, as well as the evaluation of the technological feasibility of an interactive experience and its possible critical design and development issues.

ISDC/04
MULTIMEDIA APPLICATIONS

Through the methods inherent in design thinking, students will see how the observation of user's behaviors and needs is made concrete in interfaces. The course, while focusing on graphical user interfaces (GUIs), seeks to define the foundational and essential characteristics for the creation of a good interface to enable efficient and effective human-machine communication.

The objective of the course is to provide students with an overview of how user experience processes develop and how they're able to set up the correct user experience design process. Students also acquire the ability to design, prototype, and evaluate digital interfaces with different methods, using Figma software.

ISDC/04
DIGITAL PRODUCTIONS

IAAD.

The course aims to provide students with the theoretical and practical knowledge to identify and interpret the signs of change, related to communication technologies, that underlie the major digital transformations taking place in our society. The course also aims to provide the design tools to create scenarios (and artifacts) of the future and build visions of possible futures. Particular attention is given to the socio-economic implications related to the visions of the future that are created.

The design development starts from the introduction of the concepts and methods of Design Futures, and addresses parallel urgent issues of social, economic, ethical, and political transformation such as multi-mode Digital Interaction, Internet of Things, Blockchain and Artificial Intelligence. The objective of the course is to design a future vision on a topic of interest to participants, with a strong focus on human communication mediated by digital technologies and with an horizon of 5-10 years.

ISDC/04
SOUND DESIGN

Current forms of communication require the involvement of "sound directors" capable of taking care of the creation of sound content and conveying it correctly to the listener: the course is aimed at giving students the necessary skills to approach this kind of profession in an informed way.

Starting with a brief historical-analytical summary, in which the value of sound in its various meanings emerges as a significant component of human experience, the course proceeds with the exploration (through lectures, guided listening, and technical-creative workshops) of the various themes inherent in sound perception, the aesthetics of sound, the composition of sound materials, the technologies used, and the creation of workflows optimized for artistic and production purposes.

ISDC/05
EVENT DESIGN

This course introduces students to the many aspects related to the development of complex event design projects, made even more challenging by the coexistence of digital and physical elements.

The course presents the different elements and tools that need to be mastered, including managing interactions with the various specialists involved in the project, through an approach that is necessarily transversal and multidisciplinary.

Significant attention is placed on issues related to usability, accessibility for the various types of users, resource management, and the correlation with the reference context in which the project is set.

The strategic analysis considers the costs of design and production, as well as the contractual, bureaucratic and regulatory aspects unavoidable in the organization of an event: to this end, students are taught how to draw up a business plan that contains appropriate tools for monitoring and verifying results.

ISDE/03
SYSTEMS DESIGN

This course analyzes decision-making processes, as well as the methods and models used for the implementation of integrated design systems that predict behavior and optimize performance.

The objective of the course is to lead students to a systemic view of design, in which the designer is able to identify opportunities through an analysis of the social context.

IAAD.

ISSE/01

MARKETING

The course draws its premises from the previous Marketing course, included in the second year's curriculum, from which it takes the main theoretical and practical foundations of marketing.

The course provides the analytical and practical knowledge necessary to plan communication and marketing activities in the digital field with a threefold focus: strategy, creativity, and data analysis. Only by developing advanced skills in managing a digital identity, is it possible to play a central role in the era of digital transformation, in which "making a difference" is more important than "being different." The possibilities of generating value are now unlimited for those individuals, companies or organizations able to change the paradigm.

The objective of the course is to convey a solid theoretical foundation in Digital Marketing, and to accompany it with an in-depth study of the main techniques and advanced tools for operating in a future transformed by social media and digital.

ISSE/01

MARKETING - Design Management

The course aims to explore the position of the "digital strategist", to provide students with a strategic vision of the activities and processes that need to be implemented to design and manage communication campaigns that exploit the potential of digital media and the designer's point of view.

The course also aims to harmonize in an articulated and coherent whole all the knowledge and skills developed by the student over the course of their three year - program.

To this end, the course will allow students to understand the tools and the typical mindset of the digital strategist, and to acquire knowledge typical of design business and "agile approach". Students will put into practice what they have learned by applying each concept to real projects and cases.

ISSE/02

PROFESSIONAL BUSINESS MANAGEMENT

The course aims to provide the skills necessary for the management and organization of professional activity, linking it to the everchanging contemporary situation in the business world. The course illustrates the tools that support the development of professional relationships with regard to client relations, teamwork, and multidisciplinary collaborations.

ISSE/02

PROFESSIONAL BUSINESS MANAGEMENT - Portfolio

The course aims to provide the student with the necessary tools to design their own personal identity image. Communicating oneself, one's intent, and one's identity is one of the key points of the course, beginning with an in-depth analysis of the skills acquired during the course of study. The course aims to provide the student with a design method for the construction of a personal identity image, starting from the theoretical concepts contained in the design of a brand identity, to the application of these concepts in the search for a personal brand identity. The student will be required to independently make style choices for the creation of a personal portfolio, an indispensable tool for the professional world.

IAAD.

**ISTITUTO
D'ARTE
APPLICATA
E DESIGN**

CORSO DI DIPLOMA ACCADEMICO DI I LIVELLO IN INTERIOR DESIGN

Official Duration of the Degree Program: 180 CFA/ECTS – 3 full time years

Level of the qualification: First cycle Qf-EHEA – Level 6 EQF

Main field of study: Design (DIPL02) - ISCED code 0212 (Fashion, interior and industrial design).

ISCED code: 0212

Access requirements: Italian secondary school leaving certification or other comparable foreign qualification. Admission is based on an aptitude test and interview.

Qualification requirements and regulations: To obtain the first level diploma, the student must have acquired the specified 180 credits and passed the final exam.

INFORMATION ON THE CONTENTS AND RESULTS GAINED

Mode of study:

- Full time.
- Presence.
- Class work, seminars, research.

Programme learning outcomes

The Interior design first level Academic Diploma Course aims to prepare specialists to face concrete problems related to interior architecture: design homes, places of work, public places and exhibitions, tailored to any user. The design approach is broad and transversal, including stylistic, ergonomic, technological, building, urban and social knowledge, with particular attention to design for all (design for extended users) and environmental sustainability.

Knowledge and understanding
• knowledge in the design of products, environments, interiors and skills in their realization through specific languages, drawing and presentation techniques;
• knowledge and skills in project communication;
• knowledge and skills in the scientific-technological field about the choice of materials and production procedures;
• knowledge of semiotics, sociology and anthropology of design to be applied to the design of environments and interiors;
• solid design culture and knowledge of the history of the arts and techniques.
Applying knowledge and understanding

IAAD.

- housing design;
- planning workplaces (trade, offices, services, mixed functions);
- design of public and exhibition spaces, including green spaces.

New and experimental spaces, generated by the set of knowledge that contributes to the training of the interior architect and the result of a broad and transversal design approach, which has care of design for all (design for extended users) and environmental sustainability.

Making judgments

The title is given to students able to use the critical, creative and analytical skills acquired to become free and independent professionals. Students must be able to collect and interpret data regarding the ability to define their own path, with a clear sense of direction to be taken in a project or in their professional future.

Communication skills

The qualification is awarded to students able to communicate projects related to interior architecture both to specialist interlocutors and to non-experts through presentation skills, self-awareness and self-understanding. Students will have to be excellent communicators capable of transmitting their professionalism in the workplace, as well as being able to express a cultural vision on the subject.

Learning skills

The title is given to students who are able to "learn to learn", that is, to become aware of the personal tools which must be used to learn both during the years of study and in the performance of the professional activity. Students will have to be able to combine traditional methodological tools (textbooks, lectures) with the use of innovative approaches to the project and the process, with a high level of autonomy, such as the "design thinking".

Final Exam

The final exam consists of a complete design project, composed also by a written report and a discussion. The Thesis is developed in collaboration with companies, institutions, style and design centers, design and architecture firms, advertising and communication agencies and it focuses on contemporary design themes.

During the Thesis Session the candidate also presents a project work, based on a real client and individually developed, and his own portfolio.

Program structure with credits

First year 62
Second year 60
Third year 58

Examination regulations and grading scale

For all I cycle programmes, the Italian grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude may be awarded. Failed exams are not indicated in the student's transcript.

Language of instruction and examination: Italian

Occupational profiles

This course prepares students for numerous careers, including: *Interior Designer* (professional/partner in a design studio/consultant), *Visual Interior Designer* (expert in digital representation), *Exhibit Interior Designer* (interior designer for cultural spaces), *Display Interior Designer* (interior designer for retail spaces), *Interior Stylist* (expert in display

IAAD.

design), *Social Interior Designer* (interior designer for social spaces) *Furniture Interior Designer* (furniture designer); *Maker Interior Designer* (expert in creating digital products).

Programme Director: Walter Nicolino

Course study programme

Code	Educational activities	CFA / ECTS Credits
ISSC/01	History of the arts and techniques	6
ISDE/02	Furniture	8
ISDC/07	Digital image processing	4
ISDR/02	Descriptive and projective geometry	8
	English language	4
ISDC/05	Communication design	4
ISDR /01	Techniques and languages of representation	4
ISST/01	Physics for Design	4
ISST/02	Materials science and technology	4
ISME/03	Perception theory	4
ISME/02	Basic Design	8
ISSU/01	Sociology of design	4
ISDE/02	Room design	5
ISDE/02	Interior design	8
ISDE/02	Furniture	4
ISSU/04	Ergonomics	4
ISSC/01	History and culture of design	3
ISSC/01	History and culture of design	3
ISDC/01	Semiotics of design	4
ISDE/02	Room design	5
ISDR/03	Automatic-CAD drawing	5
ISDE/03	Systems design	5
ISDE/02	Interior design	2
ISDC/03	Graphic design of the image	4
ISST/03	Production technologies	4
ISDR/03	Modeling	4
ISDE/03	Product system design	10
ISDR/03	Automatic drawing - CAD	4
ISDE/04	Integrated product design	4
ISDE/02	Room design	4
ISDE/01	Product design	4
ISDE/03	Systems design	5
ISSE/02	Professional activity management	4
	Projectwork	9
	Thesis	5
	CFA for free activities	9
	TOTAL CFA/ECTS CREDITS	180

IAAD.

ISSC/01
HISTORY OF ARTS AND TECHNIQUES

The history and culture of design focuses on the typological, formal, and aesthetic development of industrial products from the 19ᵗʰ century to present day. This development is seen as the result of social, economic, and cultural factors that characterize different historical periods. Discoveries, insights, and advances in the fields of art, architecture and technology have influenced each other over time and have resulted in a technical and cultural unicum that is embodied in the products that are analyzed during the course.
The objective of the course is to create the cultural and critical basis for informed design.

ISDE/02
INTERIOR DESIGN

This course gives an overview of the theories, methods and tools that characterize the design of interiors, of an exhibition space or of objects used to furnish public and private spaces. The main goal of the course is to make sure that students are able to describe a space, an architecture or an object through intuitive representational tools (such as collage or freehand drawing).
The course also gives an insight on the figure of an Interior Designer, viewed as a sensitive professional who sees, feels and designs space, with a deep connection to human behavior. Through the course, students are offered a journey of discovery of the identity of space through furniture, shapes, materials, colors, light, in other words, all those elements that give life to true living, to the true identity of one's home.

ISDC/07
DIGITAL IMAGE PROCESSING

The course curriculum aims to provide effective three-dimensional modeling tools, considering the complex and eclectic contemporary setting, characterized by digital instruments and computer technologies.
Students are taught the basic notions necessary to create an interior design project, in an independent way, in the digital format. Theoretical lectures are followed by constant in - person practical exercises, with a focus on the communicative significance of the projects.

ISME/02
BASIC DESIGN

This course provides a basic training for the figure of a designer of environments and furnishings, with a focus on residential and commercial interiors. The objective is to offer the knowledge and methodological tools necessary to carry out an interior project in all its parts, from the conception of the idea to its representation and communication.
Basic Design builds a framework that includes the theory and composition of perceptual phenomena, representation techniques (both analog and digital), and an initial approach to the distributional articulation and materiality of furnishings. The practical part of the course revolves around a design workshop, in which students will have to measure themselves in the realization of two Interior projects, with particular attention to the phases of research and inspiration, analysis of the environmental and historical context, knowledge of the essential historical figures in the world of Interiors and Design, research on materials, representation through digital tools.

ISDR/02
DESCRIPTIVE AND PROJECTIVE GEOMETRY

IAAD.

The disciplinary contents of the course focus on the many sets of methods available, and on the languages and tools that allow a geometric representation of forms, which is a fundamental support of all stages of a design process. Specifically, the course aims to build the scientific, theoretical, and applicative foundations of technical drawing, a discipline that constitutes the main form of expression of every designer.

At the end of the course, students will have learned descriptive geometry's codified methods of representation and will be able to recognize graphic conventions on different scales, both in the analysis and design phases. The student will know how to handle the methods of graphic and written-graphic communication, and how to read and recognize geometric and architectural consistencies in space, as well as how to represent existing reality, and, more specifically, the project, through codified graphic techniques.

ISDC/05
COMMUNICATION DESIGN

The course revolves around the discovery of the design process through different media that allow students to develop, together with many experts, the coordination and realization phases of the communication project. Before approaching the use of software, the course focuses on the analysis of the various components of the design process, through collective brainstorming and freehand sketching techniques. From these basics, students move on to digital, first as sketching and image processing (Photoshop), then vector drawing (Illustrator) and page layout (InDesign). The course regularly offers exercises, in preparation for the end-of-course exam, based on real case studies, in order to help students consolidate each aspect of the communication process of interior design.

ISDR/01
TECHNIQUES AND LANGUAGES OF REPRESENTATION

The course focuses on the techniques of representation of interior spaces and furnishings and provides an understanding of the complexity of the designing process, seen as a result of practical, conceptual and cultural dynamics.

The objective of the course is to introduce Interior Design as an art capable of condensing, in the same environment, the quality and compositional beauty of all arts. This is achieved by developing the sensibility and instruments necessary to use the most common techniques and languages of representation in a critical and communicative way, as a preparatory stage of the design of spaces and systems. Students develop their own sensibility to imagine original Interior places.

ISST/01
PHYSICS FOR DESIGN

This course addresses the fundamental principles of math and applied physics for use in the design phase. The course explores the scientific, theoretical and applied foundations of physics, as well as the knowledge and tools necessary to verify the structural, mechanical and performance functionality of materials and structures used in interior design. In addition, to broaden the possible applications of physics in the field of interior design, the course also provides historical notions about the interactions established over time between the development of the physical and mathematical sciences and innovation in the fields of industrial planning, art and design.

ISST/02
SCIENCE AND TECHNOLOGY OF MATERIALS

The course introduces students to the study of materials that characterize an indoor space, considering their physical and chemical aspects and production systems.

IAAD.

Through a series of lectures that involve handouts, face-to-face comparisons, video contributions, and samples of materials and construction systems, students will develop the critical skills necessary for researching, experimenting, and using materials that can meet the specific needs of possible design contexts. The course allows students to acquire technical, perceptual and relational skills fundamental for the study of traditional and innovative materials, their fields of application and the main craft and industrial transformation processes, with particular attention to the possibilities offered by new technologies and digital fabrication.

ISME/03
THEORY OF PERCEPTION

The course aims to provide students with the basic elements of perception and communication theory, stimulating their critical and creative thinking through reflection on the symbolic and expressive meanings of shapes and colors. This encourages the development and exchange of ideas. These ideas are then channeled into a project that underlines and enhances the physiological, psychological, and cultural aspects involved in visual perception.
The concept of communication is seen and taught as an understanding of the needs of the recipient, rather than as an expression of one's own preferences and needs.
This principle translates into a practical project in which students must correctly harmonize shapes, colors, and their symbolisms to arrive at a product tailored to a specific audience.

ISSU/01
SOCIOLOGY OF DESIGN

The course, drawing on the basic elements of sociology, anthropology and scientific notions, leads students to make their own interpretation of design, viewed as a complex cultural and social phenomenon, which can be analyzed through the connections with the general context of contemporary culture. The course presents many exemplary cases in class, and students are asked to carry out an analysis and a project on an agreed upon topic.
The objective of the course is to create awareness of design issues embedded in social and consumer reality, knowing how to grasp current patterns and future developments.

ENGLISH

The course is aimed at learning the English language, specifically at obtaining expository and presentation skills.
During the first semester, the basic elements of the language are covered: grammar, period construction, sentence structure and the use of verbs.
The second semester is more focused on providing technical elements mainly related to the course of study and professional activity.
The course includes the acquisition of technical terminology, for the development and achievement of fluency in exposition and description.
IAAD. English courses are conducted in collaboration with Shenker.

2nd year

ISDE/02
INTERIOR DESIGN

This course addresses the theoretical principles, methods and tools related to the design of furnishings intended for indoor or outdoor spaces, in private or public settings. The constant evolution of workplaces and areas for conviviality generates increasingly heterogeneous spaces, in which several different activities are carried out at the same time; co-working

IAAD.

spaces or the work areas of cafes and hotels are examples of this, since they are placed in large indoor and/or outdoor areas. As a result, classic furnishings must evolve, making them relevant for these new realities.

The objective of the course is to give students a sensitivity for interior design that is not exclusively related to technique, but also to a deep observation of the habits, interactions and behaviors of contemporary society.

ISDE/02
INTERIOR DESIGN - HOME DESIGN

Building on the foundations acquired in Basic Design, a course offered in the first year, the Home Design course broadens the elements related to the design of a domestic environment; the course delivers additional theoretical and operational principles that characterize the design of interiors, as well as public and private exhibition spaces.

Space has always had a cultural significance, perceived even before its functional dimension. Interior design increasingly requires the designer to demonstrate an expanded, multidisciplinary professional training.

The course offers students a conceptual approach to design, blending it with the development of practical skills through a vision of contemporary architecture.

ISDE/02
INTERIOR DESIGN

This course deepens and broadens the basics of interior design that students have acquired during their first year. The course analyzes the different interior designing methods as areas of research and experimentation for the selection of innovative products, in response to the contemporary complexity found in the social, cultural and productive areas.

The synthesis between the careful reading of reality and the cultural predisposition to design, which each student is invited to develop, results in an integrated design research, with the aim of combining quality and complexity.

ISSU/04
ERGONOMICS

This course provides students with the scientific basis, technical knowledge, operational methodologies, and regulations specific to ergonomics.

During the course, students are divided into groups, and each time, using the foundations of ergonomics, they are tasked with the design of guidelines, structures and means necessary for a functioning society tailored to human needs, based on varying assumptions provided by the professors.

The objective of the course is to help students find a method to optimize the interaction between human beings, tools and the environment, and improving safety and quality of life.

ISSC/01
HISTORY AND CULTURE OF DESIGN - HISTORY OF INTERIOR DESIGN

The course introduces students to the study of history and culture of art and design, seen as the history of aesthetic designs, that analyzes the main phenomena of art and products of industrial culture.

The objective of the course is to provide the fundamental notions relating to the history of interior design from the Middle Ages to the contemporary age, explaining how different types of furniture and decorative elements, characteristic of different periods, are directly related to the organization of an interior space and to different ways of living.

At the end of the course, students will be able to orient themselves and recognize the different expressions and fundamental characteristics of the most relevant settings, especially the styles of furniture and interiors between the 15th and 20th centuries.

IAAD.

ISSC/01
HISTORY AND CULTURE OF DESIGN

The course analyzes the highest achievements in the history of design, seen as the result of the integration of different design theories and methods, as an evolution of contemporary technological progression, and as an expression of business culture in its relations to social and economic development.

The course addresses the disciplinary field of 20th-century design history, providing students with the notions and tools necessary to understand its most important events and to relate consciously and critically to the work of the Masters.

The course analyzes the 20th century following chronological and thematic criteriA, through the analysis of the works of designers and industries and of the most significant phenomena, with particular attention to the period following WWII to the end of the 20th century.

The course consists of in-person lectures, together with off-site activities at archives and museums.

ISDC/01
SEMIOTICS OF DESIGN

The course offers elements related to the science and theories of language that explore patterns and developments in communication; in particular, the focus is on the communicative potential of cultural productions. Students are divided into small groups and guided by the professor to work on the analysis of consumer trends, both on current and on evolving patterns.

Students are also asked to carry out an analysis and prepare a design project on an agreed upon topic, investigating: the semiotic approach to design, the social construction of meaning and value of an object, semiotic models for object analysis, consumer trends and design.

ISDE/02
DESIGN OF ENVIRONMENTS - DESIGN OF GREEN SPACES

The course provides students with the cultural and technical instruments necessary to address the design of outdoor spaces in relation to indoor environments.

During the course, students explore the design of exteriors, seen as a field of research and experimentation for the development of innovative products and visions in relation to today's social, cultural and environmental aspects. Specifically, the focus is on the design of private green spaces such as gardens, terraces and corporate "green areas". The course also addresses elements of design representation and some hints of ornamental botany.

The course also explores issues concerning the application of the most advanced technologies related to plant matter, and techniques for the creation of plant walls and roofs (vertical and hanging greenery), which are one of the most popular frontiers of contemporary urban design, as well as an in-depth look at the incorporation of greenery in interior spaces in the design phase.

ISDR/03
AUTOMATIC/CAD DRAWING

The course revolves around the Autocad computerized drawing software, referring to the systems and techniques needed to virtually communicate the space designed, considering its operational scopes and functional values.

Other topics covered include the transition from paper drawing to CAD and an in-depth look at the design possibilities offered by the software. Special attention is also given to three-dimensional modeling and representation by rendering.

IAAD.

ISDE/03
SYSTEMS DESIGN
This course gives an overview of the methods of analysis and information processing used for planning, organizing, and managing the process leading to the creation of spatial arrangements and interior design systems. Specifically, the course gives students a sustainable design culture and a critical awareness related to environmental issues, presenting different design strategies.
The course offers students a competitive, strategic and technical - scientific preparation in the field of interior design, from the perspective of circular economy, providing the tools necessary to increase the performance of environments.

ISDE/02
INTERIOR DESIGN
This course conveys the knowledge useful for assessing the functional, ergonomic, perceptual, and cognitive needs of people, through the principles and technological processes typical of design.
The course gives students not only the technical basis of interior design, but also the awareness that every design choice potentially corresponds to a specific meaning for other people: design expresses ideas, concepts, positions; this is often forgotten in the design process (and in the work of professionals), causing a loss of depth in the discipline and an homologation of projects, which end up being based mostly on the imitation of images and styles, or on the use of more or less fashionable trends (high-tech, eco, minimal, etc.).
The course, based on this theoretical assumption, and through a series of lectures and practical exercises in and out of the classroom, supports students in the understanding of three-dimensional space, the relationship between architectural problems and solutions, and the specific relationship typical of interior design, between space and furniture.

ISDC/03
DESIGN OF THE GRAPHIC IMAGE
The course considers the fundamental elements that characterize the language of graphic design, both analogically and digitally.
The course also offers students an in-depth analysis of the use of Photoshop, Illustrator for vector graphics, and InDesign with regard to digital publication formats.
The aim is to teach students how to coordinate a complex project presentation, made up of two- and three-dimensional physical elements (printed boards, brochures, models), static and moving virtual elements (slides, videos and animated gifs) and sensory elements (sound, smell, touch).

ISST/03
PRODUCTION TECHNOLOGIES
The course conveys to students the fundamental steps of processing raw materials and semi-finished products, while exploring the main design and production solutions concerning products in the design world.
For this reason, the course deals with the study of industrial transformations of polymeric, metallic, ceramic and composite materials, while also covering the main elements of evaluation of design and production solutions, with special emphasis on products in the design sector. The course pays special attention to metalworking processes, polymer processes, and rapid prototyping, and explores the scale of production, starting from the logics related to artisan production and moving to more industrial-type production.

ISDR/03
MODEL BUILDING

IAAD.

The course addresses the systems and techniques essential to communicate the interior product system through modeling and experimental verification related to prototyping. The goal is to provide students with all the tools necessary to be able to make models of their study projects.

Among these tools, a particular focus is on rapid prototyping technologies. The students acquire basic carpentry knowledge, experimenting with the use of different materials and using instruments available in the laboratory. At the end of the course, students are required to present their work in a way consistent with the task given documenting the design process followed. In order to develop the design exercises in a more multidisciplinary manner, the course sets up collaborations with other professors in the department.

3rd year

ISDE/03
DESIGN OF THE "PRODUCT SYSTEM"

The one-year course in Design of the Product System offers third-year students a systemic view of interior design, where the project takes its starting point from the investigation of the social context, the needs of the users, identifying limitations and opportunities for intervention, and arriving at the definition of a spatial quality provided with a clear language and a significant degree of innovation.

The course combines classic themes of the discipline- such as the search for spatial quality and the correct use of materials -with an approach of openness to aspects of contemporaneity that increasingly influence the environments in which we live, such as the hybridization of functions, the critical use of technologies in the management of environmental comfort and in the design and manufacturing processes.

The aim of the course is to address a range of design issues characterized by increasing complexity, that requires an ability to synthesize the themes covered in past years and a critical and creative exercise aimed at interpreting the articulated aspects of contemporaneity.

ISDR/03
AUTOMATIC/CAD DRAWING

This course covers the graphic and illustrative aspects that enable immediate and expressive communication of architectural design.

Students are encouraged to model three-dimensional interior environments, using parametric elements from which they can derive articulated tables, with the aid of infinite 2D and 3D visualizations. The knowledge of the software enables students to take part in professional design teams that develop large-scale works, thus interacting with a working method that is already applied on the international scene.

ISDE/04
INTEGRATED PRODUCT DESIGN

The course aims to perfect the set of skills that allow students to propose technologically appropriate solutions to interior projects, following each phase of the development, from design to prototype to the final product.

The course provides a comprehensive overview of all the elements (retail price and production cost, materials and technologies, social conditions of production, and consumer appeal), which, when put together, determine the success of an interior design product; these factors are mainly grouped into macro areas pertaining to the areas of sustainability and circular economy.

IAAD.

As an end-of-course exam, students must conceive and design a contemporary furniture object, adopting technologically appropriate solutions and following the different stages of project development and its transformation into prototype and final product.

ISDE/02
DESIGN OF ENVIRONMENTS
This course offers students the scientific, methodological and operational content fundamental in the field of interior design.
The course is divided into various lectures, that cover specific and technical topics, such as lighting, materials, installations, technology and specifications, metric calculations, together with other lectures, given by professionals or external technicians, and educational visits to construction sites and companies.
The objective of the course is to sharpen students' critical and design skills, first through theoretical and then practical work on issues concerning the design of environments. The students' technical and creative background is enriched, to tackle the thesis work, the final synthesis of the course of study.

ISDE/01
PRODUCT DESIGN
This course gives an overview of the fundamental theories, methods and techniques for the design of a furnishings, helping students develop the fundamental knowledge to manage a whole project on their own.
Beginning with research on the end user of the furniture product and with an analysis of the general context, the course leads to the identification of the social and cultural needs of the target audience. The last stage is devoted to the implementation of the technological and production processes necessary to make the product. These start from the design of preliminary drafts, through refinements of style and volume, to the development of the layout and graphics of the product's explanatory boards.
The course concludes with the development of a furniture project, based on a brief given by the professor.

ISDE/03
SYSTEMS DESIGN
The course aims to provide students with the instruments, knowledge and skills that enable the development of management, coordination and planning skills, thus creating a systemic and integrated vision of design.
The specific focus of the course is on the main paradigms of workplace design: the knowledge of ergonomics acquired in the first year is broadened by information on specific regulations (Consolidated Safety Act, Architectural Barriers, Fire Prevention, Acoustics, etc.). During the academic year, the course offers numerous exercises focused on the revisitation of organic workspaces of heterogeneous activities (domestic spaces, restaurants, offices, multipurpose centers, etc.). The study of the end user of the workspace is fundamental.
The course also offers information on how to submit building documents and how to draw up estimated metric calculations (and/or specifications).

ISSE/02
PROFESSIONAL BUSINESS MANAGEMENT
The course aims to provide the skills necessary for the management and organization of professional activity, linking it to the everchanging contemporary situation in the business

IAAD.

world. The course illustrates the tools that support the development of professional relationships with regard to client relations, teamwork, and multidisciplinary collaborations.

IAAD.

**ISTITUTO
D'ARTE
APPLICATA
E DESIGN**

CORSO DI DIPLOMA ACCADEMICO DI I LIVELLO IN PRODUCT DESIGN

Official Duration of the Degree Program: 180 CFA/ECTS – 3 full time years

Level of the qualification: First cycle Qf-EHEA – Level 6 EQF

Main field of study: Design (DIPL02) - ISCED code 0212 (Fashion, interior and industrial design).
ISCED code: 0212

Access requirements: Italian secondary school leaving certification or other comparable foreign qualification. Admission is based on an aptitude test and interview.

Qualification requirements and regulations: To obtain the first level diploma, the student must have acquired the specified 180 credits and passed the final exam.

INFORMATION ON THE CONTENTS AND RESULTS GAINED

Mode of study:

- Full time.
- Presence.
- Class work, seminars, research.

Programme learning outcomes

The first level Academic Diploma in Product Design aims to create a professional figure specialized in the design of industrially reproducible objects (from high-tech to fashion, from accessories to household appliances, from the object of luxury to the one of daily use) endowed with a flexibility that allows it to approach the project following a complex process that goes from the analysis of the social and cultural context of the target to the control of the technological processes productive and the market.

Knowledge and understanding

Knowledge in productive, sociological, semiotic and psycho-cognitive fields, useful for correctly interpreting operational contexts;
Knowledge of the main materials and related processing technologies used in the industrial sector;
Design planning skills, including systemic approaches aimed to creating networks;
Skills in managing the different phases of the design process with the aim of producing documents that enable to transmit the project contents to the various possible interlocutors (company, market, supplier).

Applying knowledge and understanding

Associative skills and familiarity with the techniques that enable such activities;

IAAD.

Familiarity with the indispensable technicalities for carrying out the various design activities such as: schematic representation tools of the contents (sketches, wacom), two-dimensional and three-dimensional modeling software (Rhinoceros), object representation tools (Photoshop, Vray, Vred);
Group work skills and familiarity with project management (conceptual and application) tools.

Making judgements
Ability to collect data, organize and analyze them in order to draw conclusions useful for the projects development according to the available production potentials.

Communication skills
Ability to manage space and time in communicating project intent, both visually and verbally.

Learning skills
The title is given to students who during the course have developed the ability to absorb information, subsequently declining it according to the design scenarios.

Final Exam
The final exam consists of a complete design project, composed also by a written report and a discussion. The Thesis is developed in collaboration with companies, institutions, style and design centers, design and architecture firms, advertising and communication agencies and it focuses on contemporary design themes.
During the Thesis Session the candidate also presents a project work, based on a real client and individually developed, and his own portfolio.

Program structure with credits
First year 60
Second year 60
Third year 60

Examination regulations and grading scale
For all I cycle programmes, the Italian grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude may be awarded. Failed exams are not indicated in the student's transcript.

Language of instruction and examination: Italian

Occupational profiles
This three-year course offers the opportunity to learn about and experience many aspects of the profession, with a 360-degree view of the vast and diverse world of Design. It guides students to develop their own design identities and to best express their talent, whether as freelance professionals or in a corporate environment as designers in a technical office, in artistic direction, as marketers, concept designers, product engineers or 3D modelers.

Programme Director: Davide Negri

IAAD.

Course study programme

Code	Educational activities	CFA / ECTS Credits
ISSC/01	History and culture of design	3
ISDR/01	Representation techniques and languages	4
ISDC/07	Elements of Computer Science for Design	4
ISDC/07	Digital image processing	4
ISME/02	Basic Design	8
ISDR/02	Geometric drawing and representation	4
	English language	4
ISSC/01	History and culture of design	3
ISDR/02	Geometric drawing and representation	4
ISME/03	Perception theory	4
ISDE/01	Design	10
ISSU/01	Sociology of design	4
ISST/01	Physics for design	4
ISDE/01	Product design	8
ISST/02	Materials science and technology	4
ISDC/01	Semiotics of design	4
ISDR/03	Rendering	9
ISDE/03	Product system design	4
ISSC/01	History and criticism of contemporary design	6
ISDR/03	Operational technical drawing	4
ISST/04	Product life cycle assessment	4
ISST/03	Production technologies	4
ISDE/03	Room design	5
ISDC/03	Graphic design of the image	4
ISSU/04	Ergonomics	4
ISDE/02	Room design	5
ISDE/01	Product design	8
ISDE/03	Product system design	8
ISDE/04	Integrated product design	8
ISSE/02	Professional activity management	4
ISDE/03	Systems design	4
	Projectwork	9
	Thesis	5
	CFA for free activities	9
	TOTAL CFA/ECTS CREDITS	180

1st year

ISSC/01
HISTORY OF ARTS AND TECHNIQUES
The history and culture of design focuses on the typological, formal, and aesthetic development of industrial products from the 19th century to present day. This development is seen as the result of social, economic, and cultural factors that characterize different historical periods. Discoveries, insights, and advances in the fields of art, architecture and technology have influenced each other over time and have resulted in a technical and cultural uniqueness that is embodied in the products that are analyzed during the course.

IAAD.

The objective of the course is to create the cultural and critical basis for informed design.

ISDR/01
MORPHOLOGY
This course gives a detailed overview of all the fundamental conceptual and instrumental skills, that students need to develop the technique of freehand drawing.

The course plan proceeds following a graphic and morphological analysis of shapes and forms, and an intuitive-perceptual approach to freehand drawing, aimed at design fundamentals.

The contents of the course concern an introduction to the use of drawing materials, expressed in contemporary form; the teaching of basic techniques of sketching and hand drawing of two- and three-dimensional geometric subjects; the fundamentals concerning the use of perspective, the search for volumes and proportions, and intuitive perspective.

ISDC/07
ELEMENTS OF COMPUTER SCIENCE FOR DESIGN
The course offers an in-depth technical study of the digital world, to give students an overview of the complex and fluid contemporary designing process through computer technologies. Thanks to the broad panorama of digital technologies for design, students have the opportunity to learn about the main technical and practical aspects related to the communication of a project.

The course focuses on digital sketching exercises, to teach students how to shape their ideas through graphic representation, and how to improve their brain-hand coordination by developing interpretive and representational skills.

The objective of the course is to provide students with the basic elements of digital representation, giving a broad overview of today's most used techniques and instruments in illustration and design.

ISDC/07
DIGITAL IMAGE PROCESSING
This course, set in the broad contemporary setting of digital representation for project design, provides students with the basics of three-dimensional modeling, with hands-on technical exercises related to all aspects of project representation.

Learning a new tool allows students to interact better with the productive world, as well as to learn a working method to deal with work dynamics.

ISME/02
BASIC DESIGN
This course represents one of the most important educational areas in the field of design, addressing both in a theoretical and experimental form all aspects related to the creation of formal entities, structures and spatial ensembles, taking into account the properties of materials, color and light involved in the creation of products.

The course offers students different design methodologies and an interdisciplinary approach. The specific training objective is the conceptual elaboration, study and design of objects, considering the possibilities of the different materials and production techniques available, and the different market contexts.

ISDR/02
PROJECTIVE GEOMETRY
The course gives a broad overview of technical drawing, offering students the tools necessary for the creative phase, and the construction, verification and executive definition of the designed form.

IAAD.

Students are taught the fundamentals of descriptive geometry (orthogonal projections, axonometry and perspective), in order to create a project with a formally correct visual form. The course's approach is strongly related to the professional field, considering descriptive geometry as the main preparatory tool for all representation techniques used during the stages of the designing process: from the early stages of analysis (ideational sketching), through the intermediate stages of revision (discussion of projects during design reviews, three-dimensional digital modeling) up to the technical-graphic design of the presentation (presentation renderings) and production (technical drawings).

ISSC/01
HISTORY AND CULTURE OF DESIGN

The course gives students an overview of the history of Industrial Design, with particular attention to the development of the history of architecture and of art over a period that goes from the late 18th century to the late 20th century.

The course aims at helping students understand the design culture, and the changes in artistic and architectural language during the 19th and 20th centuries.

In addition, the course examines rational and emotional objects, which are the two main categories of objects that surround us.

The objective of the course is to help students develop the ability to contextualize artifacts within the framework of technological, cultural and socio-economic dynamics, and to develop critical thinking, that allows students to be receptive to contemporary social issues and to interpret them in their contexts.

ISDR/02
GEOMETRIC DRAWING AND REPRESENTATION

The course offers students a set of methods, technical languages, and conceptual and technological tools that allow a rational graphic representation of form, and that support all stages of the design process.

ISST/01
PHYSICS FOR DESIGN

This course addresses the fundamental principles of physics as applied to objects, with the perspective of then bringing this knowledge into design. Tools for verification of structural and performance functionality of artifacts are provided.

ISME/03
THEORY OF PERCEPTION

The course aims to provide students with the basic elements of perception and communication theory, stimulating their critical and creative thinking through reflection on the symbolic and expressive meanings of shapes and colors. This encourages the development and exchange of ideas. These ideas are then channeled into a project that underlines and enhances the physiological, psychological, and cultural aspects involved in visual perception.

The concept of communication is seen and taught as an understanding of the needs of the recipient, rather than as an expression of one's own preferences and needs.

This principle translates into a practical project in which students must correctly harmonize shapes, colors, and their symbolisms to arrive at a product tailored to a specific audience.

ISDE/01
DESIGN

The course aims at orienting students in the field of design, offering a universal theoretical and functional methodology, which allows students to design products with reduced

IAAD.

complexity, following innovation processes (i.e.: instrumental goods, communication arti-facts, structures and systems for the service world).

During the course, which pays special attention to the aesthetic and formal aspects in-volved, students must take part in various exercises aimed at underlining the importance of market needs, targeted audience, and technologies employed. Students will also explore all the relative elements, from innovation in materials, processes and languages to the cul-tural awareness of the designer; from functionality to productive, social, economic sustain-ability.

ISSU/01
SOCIOLOGY OF DESIGN

The course, drawing on sociology's and anthropology's basic elements and scientific no-tions, leads students to make their own interpretation of design, viewed as a complex cul-tural and social phenomenon, which can be analyzed through the connections with the gen-eral context of contemporary culture. The course presents many exemplary cases in class, and students are asked to carry out an analysis and a project on an agreed upon theme.

The objective of the course is therefore to create awareness of design issues embedded in social and consumer reality, knowing how to grasp current patterns and future develop-ments.

ENGLISH

The course is aimed at learning the English language, specifically at obtaining expository and presentation skills.

During the first semester, the basic elements of the language are covered: grammar, period construction, sentence structure and the use of verbs.

The second semester is more focused on providing technical elements mainly related to the course of study and professional activity.

The course includes the acquisition of technical terminology, for the development and achievement of fluency in exposition and description.

IAAD. English courses are conducted in collaboration with Shenker.

2nd year

ISDE/01
PRODUCT DESIGN

This course gives an overview of design's theories, methods, and techniques, encouraging students to develop the skills necessary to manage a project in its entirety: from the initial research that consists in the analysis of the general context, to the identification of the so-cial and cultural needs of the targeted audience, to the set of technological and production processes necessary to realize the product.

These processes start from the design of preliminary drafts, and, through refinements of style and physical volume according to specific production needs, they arrive at the devel-opment of layout and graphics for the creation of explanatory drawings.

Students learn the techniques necessary to manage the entire design process, developing drafts both digitally and by hand. The course ends with the completion of a design project, according to a brief given by the lecturer.

The objective of the course is thus to recognize the designer as the creator of a process that, through careful research, study and analysis of the problem and innovative use of re-sources, defines the entity of a product.

IAAD.

ISST/02
SCIENCE AND TECHNOLOGY OF MATERIALS
The course aims to teach students the physical and chemical characteristics of the main materials used in manufacturing; in particular, the course develops the analysis of the main technologies for the use and processing of materials used for manufacturing design products.
Starting from elements of the fundamentals of materials, the course deals with the characteristics of both natural and man-made materials, considering both the constitution of the materials and their use in production.
The objective of the course is to provide students the necessary knowledge of materials, for the proper realization of any industrial project.

ISDC/01
SEMIOTICS OF DESIGN
The course offers elements related to language sciences and theories that explore patterns and developments in communication; in particular, the focus is on the communicative potential of cultural productions. Students are divided into small groups and guided by the professor to work on the analysis of consumer trends, both on current and on evolving patterns.
Students are also required to carry out an analysis and prepare a project on an agreed upon topic, investigating the semiotic approach to design, the social construction of meaning and value of an object, semiotic models for object analysis, consumer trends and design.

ISDR/03
RENDERING 1
The course provides students with the instruments for an advanced organic surface modeling using the Rhinoceros software. In the middle and final sections of the course, students will learn elements of photography, optics, and lighting engineering, which form the basis for understanding and using Blender software and creating expressive photorealistic renderings for project presentation.
The objective of the course is for students to acquire the ability to break down and model surfaces and objects from sketches, views or perspective images, learn how to manage and close medium-complex surfaces and volumes, and make presentations with dimensional and working technical drawings.
Students will be able to represent, in a photorealistic way, virtual models using correct framing, lighting and materials, anthropometric relationships with photo insertions, and make animations to visualize the object in its parts or to demonstrate the assembly process.

ISDR/03
RENDERING 2
This course presents parametric modeling in Fusion 360, providing students with the instruments for solid modeling, based on sketches and limits. Lessons also explore top down and bottom-up modeling techniques for surfaces, and freeforms and shared cloud modeling strategies for complex multi-component assemblies. A portion of the program is dedicated to the two-dimensional (drawing environment) and virtual (via the internal rendering engine) representation of designs created with Fusion 360.
The objectives of the course are to help students learn how to manage parametric modeling and quickly edit mathematics with history of construction; to acquire instruments to make multicomponent objects with mechanical assemblies and work in cloud-based workgroups; to simulate the movement of mechanisms and mechanical parts and provide detailed technical drawings for mechanical workings.

IAAD.

ISDE/03
PRODUCT SYSTEM DESIGN
The objective of the course is to offer students the conceptual and operational tools that support the planning, project management and coordination of the many skills necessary for the development of innovative processes.
For this reason, the course analyzes all the issues that may arise and the strategies that can be implemented during the design process, through the critical analysis of industrialized products and prototypes.
The course examines project management in its complexity, and applies it up to the overall definition of the products and services studied.
The goal of the final exercise is to convey a project culture and specific methodology with which to implement it, without losing sight of the management of the project complexity.

ISSC/01
HISTORY AND ANALYSIS OF CONTEMPORARY DESIGN
The course gives students an overview of 20th century design history, with the aim of providing the notions and tools necessary to understand its most relevant episodes and to relate consciously and critically to the work of the Masters.
The course presents history of design's highest achievements as milestones of technological advancement as well as expressions of business culture in its many relationships with social and economic development. The course consists of in- person lectures and in off-site activities at archives and museums. Lectures will cover the 20th century according to a chronological and thematic order, through a thorough analysis of the works of designers and companies and of the most significant events, specifically during the period following World War II to the end of the 20th century.

ISDR/03
TECHNICAL OPERATIONAL DESIGN
The course gives students an in-depth analysis of all the systems and techniques necessary for the executive formalization of a design, its modelling and its experimental verification through prototyping. Specifically, it focuses on the processes that determine the development of the design through a series of prototypes and three-dimensional modelling of different materials.
After an initial test to assess each student's prior knowledge, students will acquire an extensive experience of the manual processing techniques of each material, and will be able to properly use machinery to make a prototype to scale.
The course offers theoretical and practical elements of the following techniques: straight and curved cuts on various materials (paper, wave board, pressboard, polypropylene), cutting and bending plexiglass, cutting glass, additive modelling (polymer clay - FIMO, clay), subtractive modelling, and woodworking. The final project is focused on a revisitation of the techniques learned and on experimentations with unconventional languages in material processing.

ISST/03
PRODUCT LIFE CYCLE ASSESSMENT
This course focuses on the topic of the life cycle of a product, specifically on its environmental impact. The teaching method aims to create a balance between theoretical knowledge and technical-professional applications, and to ensure that students experience the world of industrial production.
The course, through an introduction to the concepts of strategy, market and consumer approach, and of product, explains, thanks to analysis tools such as LCA (life cycle

IAAD.

assessment), how PLM (product lifecycle management) is increasingly oriented towards the planning process of developing a product.

The analysis is carried out from an environmental sustainability point of view, considering the entire life cycle, not only of the product but also of the process and activities related to the product, identifying and measuring the consumption of materials, energy and emissions into the environment for their reduction from the creative phase of design thinking.

ISST/03
PRODUCTION TECHNOLOGIES
The course conveys to students the fundamental steps of processing raw materials and semi-finished products, while exploring the main design and production solutions concerning products in the design world.

For this reason, the course deals with the study of industrial transformations of polymeric, metallic, ceramic and composite materials, and considers the main elements of evaluation of design and production solutions, with special emphasis on products in the design sector. The course pays special attention to metalworking processes, polymer processes, and rapid prototyping, and explores the scale of production, starting from the considerations related to artisan-craft production and moving to more industrial-type realities.

ISDE/02
INTERIOR AND EXTERIOR DESIGN
This course addresses the theoretical principles, methods and tools related to the design of furniture objects intended for indoor or outdoor spaces, private or public settings. The constant evolution of workplaces and areas for conviviality generates increasingly heterogeneous spaces, in which several different activities are carried out at the same time; co-working spaces or the work areas of cafes and hotels are an example of this, since they are placed in large indoor and/or outdoor areas. As a result, classic furniture must evolve, updating itself to these types of activities.

The objective of the course is to give students a sensitivity for interior design that is not exclusively related to technique, but also to a deep observation of the habits, interactions and behaviors of contemporary society.

ISDC/03
GRAPHIC IMAGE DESIGN
This course offers students an analysis of the fundamental elements that characterize the language of graphics, both in manual and digital applications, considering all procedural and finalization aspects related to the language of graphic design.

During the course, students will analyze, study and test various techniques of representation through Photoshop, together with all the steps necessary to go from a conceptual sketch to a rendering. Specifically, the main objective of the course is to help students understand the Photoshop program, not only for digital painting, but also for retouching and creating graphics aimed at the representation of objects, as well as the production of the relevant communication layout of the objects.

A second aim is to make students more confident and professional in the execution of their ideas.

IAAD.

ISSU/04
ERGONOMICS
This course provides students with the scientific basis, technical knowledge, operational methodologies, and regulations specific to ergonomics.
During the course, students are divided into groups, where the exercises allow them to solve problems, using the foundations of ergonomics, they are tasked with the design of guidelines, structures and means necessary to create a functioning society tailored to human needs, based on varying assumptions provided by the professors.
The objective of the course is to help students find a method to optimize the interaction between human beings, tools and the environment, and improving safety and quality of life.

3rd year

ISDE/02
INDOOR AND OUTDOOR DESIGN
The course resumes from the previous year's notions, with the aim of broadening and deepening knowledge of the functional and ergonomic needs of interior design.
Specifically, the course aims to analyze the culture of living in a home and its many languages, as well as to strengthen students' sensitivity and perception of the specific topics covered during the lessons.
The course also seeks to develop students' natural predispositions toward design, and to make sure that everyone's sensitivity and identity are conveyed in the product.
The objective of the course is to expose students to elements of design that relate to the language of objects and to how this language restores the specific identity and belonging of a project to a culture or territory.

ISDE/01
PRODUCT DESIGN
The course takes up from the theories, methods and techniques of design conveyed in the previous year.
The teaching method, starting from the fact that conceptually correct problem solving often leads to obvious results, explores the pathways, interactions and variations that can add identity, personalization and innovation to a project.
The objective of the course is to direct students toward a design as personal as possible, based on the knowledge acquired in previous years, considering design as a multidisciplinary art, nourished by contributions from social, scientific and artistic research.

ISDE/03
PRODUCT SYSTEM DESIGN
The course aims to expand the conceptual and practical horizon on which the previous year was focused, and to lead students to acquire a systemic view of design.
In this view, product innovation is the result of a complex system of interactions that, starting from the analysis of the social context, defines services and areas of application. The course, through a critical analysis of industrialized products and prototypes, analyses problems and strategies aimed at developing a better understanding of the insertion phase of the product in a specific market.
The objective of the course is thus to convey to students a culture of sustainable design and a critical awareness of different issues, including environmental ones.

ISDE/04
INTEGRATED PRODUCT DESIGN

IAAD.

The course contains the technical and scientific instruments and methods typical of the engineering of industrial products, and conveys the set of skills necessary for the designer to present the most appropriate technological solutions for his or her projects.

Through practical exercises, the course explores elements related to production technologies and the use of materials, while also addressing aspects related to packaging, from a logistical point of view, to its environmental impact, and as a sales tool.

Within this disciplinary area, the specific objective of the course is to help students develop a design method coherent with the targeted market.

ISDE/03
SYSTEMS DESIGN

The course aims to provide students with the tools, knowledge and skills necessary to understand a systemic and integrated vision of design, in which innovation is seen as the result of a complex system of interactions.

The specific focus of the course is the analysis of the different factors that contribute to the creation of a product: from the skills of the contemporary designer, to the connections that exist between the different actors involved in the design and production process, to the instruments necessary to optimize resources in terms of production and sales.

The development of this knowledge allows students to be able to plan, design, develop and manage a process that makes complexity its strong point.

ISSE/02
PROFESSIONAL BUSINESS MANAGEMENT

The course aims to provide the skills necessary for the management and organization of professional activity, linking it to the everchanging contemporary situation in the business world. The course illustrates the tools that support the development of professional relationships regarding client relations, teamwork, and multidisciplinary collaborations.

COURSE CATALOGUE

CORSO DI DIPLOMA ACCADEMICO DI I LIVELLO IN SOCIAL INNOVATION DESIGN

Official Duration of the Degree Program: 180 CFA/ECTS – 3 full time years

Level of the qualification: First cycle Qf-EHEA – Level 6 EQF

Main field of study: Design (DIPL02) - ISCED code 0212 (Fashion, interior and industrial design).
ISCED code: 0212

Access requirements: Italian secondary school leaving certification or other comparable foreign qualification. Admission is based on an aptitude test and interview.

Qualification requirements and regulations: To obtain the first level diploma, the student must have acquired the specified 180 credits and passed the final exam.

INFORMATION ON THE CONTENTS AND RESULTS GAINED

Mode of study:
- Full time.
- Presence.
- Class work, seminars, research.

Programme learning outcomes

The first level Academic Diploma in Social Innovation Design aims is awarded to students who acquire the following skills:

Knowledge and understanding

Basic knowledge and skills of a sociological, philosophical, cognitive, semantic and communicative nature aimed at the dynamic contexts in which one operates.
Specific methodological knowledge and skills aimed at design thinking, project and process organization and management.
Knowledge and skills of an educational, relational and social nature aimed at working with human resources and working in groups.
Capacity for systemic analysis of the project with reference to the socio-economic and technological contexts of reference.
Knowledge in the field of sustainable innovation and the main international currents linked to new sustainable and inclusive economies.
Business organization knowledge and skills aimed at strategic project choices and the organization of the related goods and services production.
Knowledge of the main international currents of business innovation.
Soft skills of self-learning, self-criticism and innovation.

IAAD.

Applying knowledge and understanding

Basic technical skills in order to be able to manage projects with a high rate of incremental innovation in organizational and social contexts: design thinking, system design, team working, design of participatory bottom up processes, design based on responsible innovation.

Being experts in organization, local and global economic-social development processes, in the management of cultural industries and human resources; ability to promote responsible innovative processes within private and public organizations.

Making judgements

Critical, creative and analytical skills.

Being able to collect and interpret data with respect to the ability to define one's own path, with a clear sense of the direction to take in a project or in the professional course.

Communication skills

Being able to communicate information, ideas, problems and solutions to specialist and non-specialist interlocutors through self-awareness and self-understanding, emotional management and empathic intelligence.

Possess inclusive leadership, manage the diversity of culture, gender and religion, be able to manage and resolve conflicts.

Learning skills

Being able to "learn to learn", that is, to become aware of the personal tools that must be activated in order to learn both during the years of study and in everyday life.

Being able to combine traditional methodological tools (textbooks, lectures) with the use of art and the artistic approach to the project and the process, with a high level of autonomy.

Final Exam

The final exam consists of a complete design project, composed also by a written report and a discussion. The Thesis is developed in collaboration with companies, institutions, style and design centers, design and architecture firms, advertising and communication agencies and it focuses on contemporary design themes.

During the Thesis Session the candidate also presents a projectwork, based on a real client and individually developed, and his own portfolio.

Program structure with credits

First year 60
Second year 64
Third year 56

Examination regulations and grading scale

For all I cycle programmes, the Italian grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude may be awarded. Failed exams are not indicated in the student's transcript.

Language of instruction and examination: Italian

Occupational profiles

In this context, the main career opportunities are:

- Experts in sustainability, corporate social responsibility and innovation management in the corporate world.
- Project managers in the management of cultural innovation, social inclusion and territorial development projects in creative-cultural industries and the third sector.

IAAD.

- Promoters of business ideas and freelancers in the creative, social and environmental sectors.

Programme Director: Sergio Galasso

Course study programme

Code	Educational activities	CFA / ECTS Credits
ISME/01	Planning fundamentals	4
ISSE/01	Business economics and strategy	4
ISDC/07	Basic information technology	4
ISDC/01	Theory of communication	4
ISSE/01	Industrial economy	4
ISME/01	Methodology	4
ISSU/01	Sociology and anthropology for design	4
ISSE/01	Business management	4
ISSU/01	Cultural anthropology	6
ISDE/03	Systems analysis	12
ISSU/01	Sociology of design	6
	English language	4
ISDC/07	Images digital elaboration	4
ISSE/01	Business management	4
ISSU/03	Psychology for design and communication	4
ISSC/03	History of art	4
ISSC/01	History and critics of contemporary design	4
ISME/02	Basics of design	4
ISDE/03	Process innovation	4
ISSE/03	Economics and marketing of fashion	4
ISDE/03	Systems of product design	4
ISME/01	Planning methodology	4
ISDC/02	Communication strategies	4
ISDE/02	Settings design	8
ISDE/03	Systems design	10
ISST/03	Technological innovation	4
ISDE/03	Design of services	3
ISDE/03	Typological innovation	4
ISSE/01	Project management	4
ISSE/02	Professional career management	4
ISDE/03	Design of services	3
ISSE/01	Business management	5
ISSE/02	Organization and management of career	4
ISSE/01	Design management	4
	Projectwork	9
	Thesis	5
	CFA for free activities	9
	TOTAL CFA/ECTS CREDITS	180

IAAD.

ENGLISH LANGUAGE

The course aims at learning the English language, specifically focusing on gaining the ability of speaking and public presentation.

During the first term of the academic year, the basics of the language are taught: grammar, how to build a sentence, phraseology and verbs. Instead, the second term is mostly oriented to providing technical elements, primarily linked to the academic study and the professional career.

Having this purpose, the course provides the students with acquiring the specific vocabulary, in order to develop and achieve fluidity in both speaking and presentation.

IAAD.' S English classes are held in partnership with Shenker.

ISDE/03

THEORY AND METHODS FOR SYSTEMS OF INNOVATION ANALYSIS

The course provides the students with both theoretical and practical knowledge and the required tools, in order to develop critical understanding capability of local challenges, the ability to foresee behaviors and the beneficial expertise to grasp new opportunities of process innovation in forthcoming challenges, in a systemic and strategic vision.

It presents the concept of social and cultural innovation and it gives conceptual and operating tools to the formation of managerial, coordinating and directional skills, which contribute to the growth of innovative processes.

Through cross-disciplinary debate, it deals with the definition of "system" and its implementation on a local, entrepreneurial and business scale. These topics are developed applying cultural and technical competencies to specific examples and case studies. Real-life planning obstacles introduce to a systemic approach to the project and to a design culture. The course aims at understanding and mastering the definition of system and seizing its potential as a useful tool to analyze complexity.

ISME/01

PLANNING FUNDAMENTALS

Innovation is a complex process, which requires imagination, vision, organization, analysis, planning, leadership, interpretation of the context, strategy skills.

The methods of planning allow to effectively manage all these different aspects in a well-defined workplan, both in terms of timing and objectives. This course will provide the students with soft and hard skills advantageous for planning, specifically: the ability to observe and analyze a context and its needs, to uncover potential solutions to those needs, to set up a project from concept to planning, to team-work, to creatively face social challenges, to relate contexts and subjects, to monitor the evolution of the project, to reckon the importance of evaluation and few methods.

The course aims at giving the fundamentals to devise, to design and to deal with social and business changes.

ISME/01

IAAD.

METHODOLOGY

The course introduces to theory and methodology of planning, intended as the set of knowledge, logics and methodologies, which lead planning activities. It pinpoints and faces the relevant matters that contribute to the definition of the project, providing the fundamentals of Project Cycle Management and integrated planning tools, coming from different disciplinary and professional backgrounds: Service Design, Business Modelling, local and socio-anthropological analysis, community engagement and impact evaluation.

The apprehension of methodologies is carried out through lectures, workshops and group presentations and debates. This educational program allows students to acquire examination and concept generation skills, to learn the application of main tools and methodologies of use to design social innovation, cultural as well as entrepreneurial projects.

ISDC/07
BASIC INFORMATION TECHNOLOGY
CONTEMPORARY TECHNOLOGY - IT TECHNIQUES FOR IDENTIFICATION, EVALUATION AND IMPLEMENTATION

The classes give an overview on the leading resources supplied by technologies already available on the marketplace, such as 5G, IoT – Internet of Things, Artificial Intelligence, AR – Augmented Reality and VR – Virtual reality, "detectorship" and blockchain.

Furthermore, the operating dynamics of primary CMS (Content management system) and the position of API (Application Programming Interface) are examined in depth.

The students acquire the ability to identify and set up the proper technological tools for each phase of their work, figuring out limits and potential, and acknowledging the influence which the digital world has on society and its behaviors.

In fact, the course aims at understanding how available technologies can support human intelligence in identifying needs, observing them and finding solutions to those needs.

ISSE/01
BUSINESS ECONOMICS AND STRATEGY

In order to face the increasing social challenges of our century, it is fundamental to understand how businesses work and operate, since they are one of the main players in our economic and social system. To start with theoretical ideas rooted in the matter, business and corporate strategies, in-and-out analysis strategies and different ways to innovate companies are examined in depth, even with the support of real case studies.

The study of these causes and few business-developed models allows students to understand how businesses operate, from the most technology-oriented and groundbreaking to the most traditional one, and how to activate innovative processes inside and outside corporates.

The course aims at providing the students with useful tools to pinpoint the features of these businesses and the strategies which can be carried out to ensure them growth and longevity.

ISSE/01
INDUSTRIAL ECONOMY - CORPORATES AND COMPETITIVE ENVIRONMENT

The course provides the tools to apprehend post-industrial revolution economic systems, with a specific focus on technological disruption, intended as the principal driving force for corporates and their competitive environment. The educational program starts with the analysis of different marketplaces, models of competition and governance structures in

IAAD.

nowadays business context and with the definition of relationships between business and stakeholders (suppliers, competitors, clients and employees).

The goal is to enable the students to recognize and examine a business, based upon its set of relationships with the stakeholders. Moreover, they can go beyond the superficial static nature of the relational scheme of a business, in a certain time, and they can foresee the changes a potential technological disruption could imply.

ISSE/01
BUSINESS MANAGEMENT

The course provides the basics of management in order to understand the way an organization works and how it can be turned to a better efficacy and efficiency.

It deals with systems and both simple and complex organizations, including them in their source and generating socio-economic contexts, each being analyzed according to three fundamental dimensions: the players, the environment, inner and outer relationships. Thanks to theory and workshops, the understanding of organizational dynamics and the multiple opportunities of managing a business project are learnt.

The students are encouraged to develop an output-oriented and feedback-frequent mindset, as opposed to the dominant effort-layout and planning oriented management's discipline.

The course aims at passing down the necessary skills to examine the management structure of a business, identify the strategies and the actions which should be implemented in order to handle changes and to get to successful outcome, which can be pursued only through organizational renovation, winning strategies, know-how and team-working.

ISDC/01
THEORY OF COMMUNICATION

This course provides the students with both a theoretical and practical education about communication. For the purposes of acquiring the tools to wittingly and effectively design the different types of communication, the historical and cultural fundamentals are taught to analyze the multiple methods and languages in personal, media and social environments. A focus is dedicated to social communication and new media, considered as strategic to convey innovation.

The course aims at acquiring the theoretical and methodological skills, which play a part in analyzing and designing communication models and planning of studies and researches in communication field.

ISSU/01
SOCIOLOGY AND ANTHROPOLOGY FOR DESIGN

The course gives an interpretation of the socio-cultural scenario and the patterns of consumption and communication, which influence the relationships among people, products and services. In addition, it intends to raise awareness to a broader overview on the design of products and services, which should take into consideration the context, the languages and the meanings in present society and the way businesses behave in marketplace. The educational program analyzes the theories and methods to apply socio-semiotics in brand strategies and in understanding the dynamics which build up the "consciousness and value" of a brand/product. The course aims at passing down the required skills to understand the socio-cultural scenario in which strategic designing plays a part, in promoting innovation processes.

IAAD.

ISSU/01
CULTURAL ANTHROPOLOGY

The course introduces to anthropological subjects, focusing on the applications and the transformations they activate on social scale.

Thanks to the combination of both methodological and practical classes, the fundamentals and the competencies are given in order to read into the main matters of interest of anthropology, such as the relationship between society and different cultures, the building of "ones-selves", the body, the power, the approaches towards objects and spaces. The students get acquainted with survey methods of anthropological disciplines, one above all the ethnographic method, which offers the basics to conceive new forms and practices to shared planning.

The course aims at acquiring the useful tools to critically and reflectively address nowadays difficulties, learning how to master and apply main theories and methods of social and cultural anthropology.

ISSU/01
SOCIOLOGY OF DESIGN

Starting with an introduction to sociology and its approach, the course focuses on how social relationships influence economic activities and innovation. As a matter of fact, the study of innovative processes requires an integrated approach, which should be able to pay attention to a set of elements: the players of innovation, the relationships networks which connect them and the sector-based and local systems in which they operate. In addition to the basic theoretical tools, the course involves their practical application, in team-working occasions and direct research. By the end of this course, the students will have acquired the social-theory skills which allow the understanding and explanation of creativity and innovation in the social and economic context, and the comprehension of local impact.

The course aims at developing an analytic mindset, able to face the complexity of socio-economic innovation systems.

2ND YEAR

ISDE/03
SYSTEMS DESIGN

The course provides the theoretical, methodological and planning tools to deal with the complexity, which characterizes the challenges and the so-called "wicked problems" of nowadays global scenario, with a specific focus on environmental, social, economic and cultural sustainability. Systemic-design, circular economy and innovation-oriented projects are implemented. Especially, the course examines the role of the systemic designer, studying in depth its inner qualities such as being a mediator and a promoter of a standard-shift, able to transform the current manufacturing and social model from a linear to a circular one, therefore sustainable.

By the end of the course, the students will have acquired: theories and methodologies regarding the systemic design and circular economy, applied to the larger topic of sustainability; the ability to come up with development of equity and sustainability-oriented new models (from an environmental, social, economic and cultural perspective); the capability to design an "open" relational-system, distinguished by multiple layers of analysis (historical, environmental, social, cultural, ethical, ecc.).

IAAD.

ISDE/02
SETTINGS DESIGN
The course provides the fundamentals and the tools for planning settings, which can contribute to social improvements. To design settings for social and cultural innovation means thinking about places, which can promote the embracing of new behaviors, which transform in order to keep up with the change, which suggest new ways of enjoying and living settings, building up networks, relationships and systems, placing at the center the individual and its community, with its needs and potential. After an historical foreword, the course introduces to tools, methodological approaches and real case-studies, aimed at developing analyzing and designing spaces, ready to answer global challenges (for instance: environmental sustainability, inclusion, accessibility, new digital skills), as well as to needs and aspirations of individuals and local communities (for instance: smart working, district spaces). The course aims at passing down the theories linked to historical and theoretical matters, methodological and planning theories applied to settings and spaces design, with a focus on the areas of social and cultural innovation.

ISME/02
BASICS OF DESIGN
The course intends to examine the planning process, through practical exercise in multiple areas, in order to determine the essential and basic features in whatever design activity. The students are asked to try out a methodological process and to apply it in various practice exercises, aimed at providing them the fundamentals of UX/UI design and service design. By doing this, thanks to an interactive methodology of try-and-error, it is possible to understand what best fits and why, pointing out the prominent phases of a common process, in order to design and build the future. By the end, the students will have achieved the expertise to set up a planning process, applying it to different areas of UX and service design. Beyond understanding methods and planning models, they use practical co-designing techniques to create and implement ideas. Moreover, through hands-on analysis of real case-studies, they acquire guidelines and concrete best practices for planning and executing their projects.

ISDE/03
SYSTEM OF PRODUCT DESIGN
Which is the difference between either a product or a service behind a successful business and a going-nowhere project? It is not enough for a product to origin from a brilliant idea, or for it to be planned due to the criteria of user-centered design. In order for a product to be functional in real-life scenario, it is necessary to include it into a system, which can make it feasible, both logistically and financially.
The course aims at training the students to apply their skills as designers to develop a product or a project, through a business-aware design approach, which holds in account the users, as well as all the context and business necessities.
By the end of the course, the students will have achieved the ability to examine the project with a broader look, which includes its planning feasibility: how much does it cost, what are the benefits, which choices are more vantagious.

ISME/01
PLANNING METHODOLOGY
The course deals with theory and planning methodology in the field of projects and European funding. The fundamentals are provided in order to know the framework of the European Union, the main programs of grants and the most effective information sources. After

IAAD.

this brief overview, the students are taught through the first stages of the development of a European project, experiencing both theoretical and practical classes.

The course aims at acquiring the needed skills to take the opportunities offered by the European Union and to be familiar with the means of Euro-planning useful to the call for applications and European Union projects' management.

ISDE/03
PROCESS INNOVATION

In an over-changing reality, in which a constant effort in taking actions and various standard-based models is required, it is essential for Public Administration as well to launch and manage innovative processes, in response to old and new needs. Therefore, the course intends to give an overview on how innovation can effect public organizations and how the organizations can promote outer innovative processes. Topics such as communities of innovation, change management, open innovation and both the environment and the stakeholders' management are examined from Public Administration's perspective, showing a picture of the existent methods to gain national and European financial resources, which are useful in supporting innovative processes.

The course aims at acquiring the ability to identify, even through case-studies and evidence, the backgrounds which enable innovation and to face a change for the better as a strategic vision, being skilled in analyzing contexts and projects with the sensitivity of policy makers.

ISDC/07
IMAGES DIGITAL ELABORATION

Thanks to design thinking methodology and a practical approach, the students are guided through each stage of planning an effective presentation, with a focus on new digital tools. From data gathering and researching the good-mood, processing pictures and texts, to the final product supply: the course teaches how to develop a cohesive narrative of the project and its potential, using most well-known current digital tools. The course aims at acquiring the ability to design, elaborate and illustrate a project, understanding and applying the strategies and the most fitting methods to the context.

ISSU/03
PSYCHOLOGY FOR DESIGN AND COMMUNICATION

The course provides a theoretical and practical education to storytelling. Starting with concepts about relational processes and the analysis of the socio-cultural context, it examines the power of visual storytelling, presenting the necessary tools to generate pertinent and meaningful visual stories, paying much attention to how and where telling innovative stories, in order to build up imaginary and innovative scenarios, in socially sustainable communities.

Theory is often applied to real life case-studies, which allow the students to perform the techniques and theories acquired about storytelling, target and personas, present and future scenarios.

The course aims at understanding the process of creating a story, which is able to generate value and having an impact onto the context and to develop new strategies and creative tools, for social and cultural innovation campaigns promoting inclusion and active participation.

ISDC/02
COMMUNICATION STRATEGIES

The course aims at providing the students with the practical tools and theoretical models in order to understand, evaluate and develop communication strategies. A specific focus is given to social communication, Corporate Social Responsibility and the linked corporate

IAAD.

communications activities. For an in-depth knowledge of the topic, the students are guided throughout a program, which starts with the learning of the main marketing techniques and progressively focuses on communication, and eventually deals with digital communication. A further element of evidence is given by the description and display of the various careers in the field of communication, as well as by the analysis of the communication management process inside the organizations.

The goal is to learn how to employ integrated corporate communication, to acquire the skills in order to develop communication and stakeholder engagement strategies and the evaluate a communication campaign.

ISSE/03
ECONOMICS AND MARKETING OF FASHION

The course deals with the multiple economic and marketing elements of the fashion system, with a particular focus on the characteristics of planning, from the brand, product and distribution's point of view. The course gives the fundamentals to understand the present dynamics of innovation of processes, which, in this very time, have further speeded up, from the creativity point of view, as well as from production and supply. With this being said, the concepts of purpose, sustainability and second-hand are being pointed out, since they are current issues in businesses. The course aims at acquiring awareness of the complexity of the fashion system and the ability to analytically examine the marketplace, over the allure created by brands' storytelling. The basics are taught in order to develop a new brand, being conscious that design should bring together invention and intuition with processes, market and marketing policies.

ISSE/01
BUSINESS MANAGEMENT

In this second module of business management, the students are supported in the detailed-study of the key subjects of business management and the understanding of business techniques, models and methods, fitting with the current context. Topics related to the organizational environment of a business, such as team management, as well as topics linked to the individual development, for instance, the definition and the management of personal professional goals are taught. Classes are focused both on theory and methodology and practical workshops, where real-life experiences of management and innovation professionals are presented.

The course aims at examining in-depth the basics pf business management and learning how to apply a likewise approach in comparison to Project Management; also, the fundamentals in order to manage effectively a team are acquired.

ISSC/01
HISTORY AND CRITICS OF CONTEMPORARY DESIGN
HISTORY AND CRITICS OF DESIGN – SOCIAL INNOVATION FOR CULTURAL HERITAGE

The course deals with XX century history of design, having the goal to provide the necessary skills to understand the most relevant occurrences of theoretical and material cultural production of Twentieth period's design, and how to discuss it with conscious and critical approach. Proceeding with chronological and thematic principle, the events which mostly have affected social transformation are in depth-analyzed, as well as the innovative processes, which throughout XX and XXI century radically changed the meaning of Cultural Heritage (from museums, to experimental schools and associations). Topics are talked about as to relate case studies with social, economic and industrial policies, with the development of supplies and production cycles, with artistic culture and the changes of formal

IAAD.

languages. The course aims at developing the skills to independently run and present a historical and incisive research and to critically comment a design project.

ISSC/03
HISTORY OF ART

Organized as an introduction to current times, the course aims at giving an overview to modern and contemporary history of art, able to provide the tools in order to understand nowadays artistic innovations.

The course is organized as an historiographic analysis, which, starting with the end of the Ninetieth century lands to Post-War, to make the students question their perception of contemporary art. By the end of the course, they will have been allowed to look at the same works of art in a different way. The main goal of the classes is to develop a critical and personal thinking, based on solid historical and socio-cultural basics, which provides the students to interpret a work of art, to be acquainted with the main artistic movements and the protagonists of the art system.

3rd YEAR

ISDE/03
DESIGN OF SERVICES

The course provides the necessary tools to analyze, manage and evaluate cultural services business-development and local promotion oriented. It addresses examination methodologies and data analysis in order to plan, design and manage activities, considering the multiple phases which are related to the decision-making process for the definition of systems and services. In particular, it focuses on the methodologies of creation of a cultural event. Ever considered a lever to communication, as a matter pf fact the events are presenting themselves as useful tools to the fulfillment of economic and social goals of various businesses, such as corporates, local organizations, associations. Also, they are acquiring strategic relevance in local marketing. There are many national and international examples of artistic and cultural events, which in time have gained a strategic role in the promotion of areas and territories. Moreover, theories and techniques of gamification are purpose of the study. Gamification is now an effective toll to convey different messages and to influence users behaving actively, simplifying the achievement of specific goals, in marketing, organization and in socio-institutional processes.

ISSE/02
ORGANIZATION AND MANAGEMENT OF CAREER

The course provides the useful knowledge in order to launch one-self into the necessary path to the development of an innovative entrepreneurial project. In relation to the set of skills regarding the design and management of the professional career, the course focuses on the start-up's most relevant stages of life, from the validation of the idea, to the fund raising in order to support it. The most interesting and recent international methodologies to the implementation of entrepreneurial innovative projects are taught, such as "The Lean Startup", "The Jobs to be done", "The buyer Personas", "The blue Ocean strategy". Lessons along with real-life case studies and testimonies of the Italian and international start-up system, as well as workshops allow the students to master the studied methodologies and to personally experience their applications.

The basics in order to set up the business model and the ability to autonomously engage with the validation process are acquired.

IAAD.

ISSE/01
BUSINESS MANAGEMENT
The course deals with the features of past, present and future organizational structures, in order to understand their mission, values, processes, resources and business culture. The ongoing business transformation and the emergent work modalities and, last but not least, human resources management, which is at the heart of organizations, are in depth examined. Nowadays, the development of new interpersonal dimensions seems to be a successful key to face swift and unpredictable situations and changes; currently, it may be necessary re-inventing the organizations, going beyond the standard of instrumentality and control is fundamental in order to deal with a new emerging way of working. This course aims at analyzing the multiple types of organizations through different approaches (economic, sociological or psychological) and finding out common features, intern and outer relational patterns, and their efficacy. Furthermore, the ability to examine and self-scrutiny in relation to new required competencies by organizations and to be able to self-evaluate. Eventually, the students have learnt in order to deepen the topic of organizational behaviors, with a specific focus on human resources management and human resources.

ISSE/02
PROFESSIONAL CAREER MANAGEMENT
The course has the goal to provide the students with the necessary skills to organization and management of professional career, linking it to the current unstable socio-cultural job marketplace. The supporting tools to the development of professional relations are presented, relating them to the custom correlation, the team work and cross-disciplinary collaborations.

ISST/03
TECHNOLOGICAL INNOVATION
The course aims at bringing the students closer to the creation and the design of man-machine interactions, through employing accessible tools and open-source belonging to the design field, storytelling and rapid prototyping. Starting with real life case studies in which technology had a massive impact in finding a solution and managing of one or multiple critical elements, the students are guided in the discovery of the world of digital platforms, disposable for planning interactive projects, automation and Physical Computing. The course teaches the fundamentals of programming in order to shape a digital experience (an on-line behavior) through a physical experience (sense-perceivable) and to create a physical interface able to digitally interact with an on-line behavior. The students acquire the abilities of modelling cause-effect relations with the Arduino software, creating simple interfaces and integrating sensories and actualizers in a project.

ISDE/03
TYPOLOGICAL INNOVATION
In a fluid society, in which individual experience and social relations are marked by characteristics and frameworks which swiftly transform, learning to interpret changes and to train one-self to look at things differently from average can generate new unexpected forms of planning intelligence. The course examines and develop the role of the designer inside the community, in cultural processes and environment in order to plan transformative social innovations able to endure time and space. The course aims at acquiring a critical approach to planning procedures inside complex systems; to understand and evaluate the design of a process and to practice daily forms of creativity.

IAAD.

ISSE/01
PROJECT MANAGEMENT

The course in-depth examines the processes and the designing tools in order to guarantee a balance among the specifics of involved organizations, selected objectives, chosen targets, equally observing feasibility and sustainability criteria and the social and cultural impact of our actions. In particular, planning matters linked to social and economic contemporary challenges, such as circular economy and environmental sustainability. Close attention is dedicated to the dynamics which characterize organizations such as benefit companies, low benefit companies and the new forms of enterprise which value their impact. The course is connected to and follows up with the topics in Planning fundamentals and methodology, Design of systems and Project management, which during the three academic years strengthen the skills to ideation, designing and management in various disciplinary subjects.

ISSE/01
DESIGN MANAGEMENT

The course has to goal to provide the students with in depth skills in the field of strategic design, aiming at handing down the potential of design itself in the management of innovative processes inside organizations and corporates. The course deals with the dynamics which directly regard the strategic and environmental programming of products as well as services, with specific focus on the ones which incorporate innovation either of access or process.

The processes through which the product/service is connected are therefore taught, on the one hand, to the overall changes of economy and innovation, on the other, to the strategic and operative procedures of businesses in innovation management and organizational resources.

CORSO DI DIPLOMA ACCADEMICO DI I LIVELLO IN TEXTILE AND FASHION DESIGN

Official Duration of the Degree Program: 180 CFA/ECTS – 3 full time years

Level of the qualification: First cycle Qf-EHEA – Level 6 EQF

Main field of study: Design (DIPL02) - ISCED code 0212 (Fashion, interior and industrial design).
ISCED code: 0212

Access requirements: Italian secondary school leaving certification or other comparable foreign qualification. Admission is based on an aptitude test and interview.

Qualification requirements and regulations: To obtain the first level diploma, the student must have acquired the specified 180 credits and passed the final exam.

INFORMATION ON THE CONTENTS AND RESULTS GAINED

Mode of study:
- Full time.
- Presence.
- Class work, seminars, research.

Programme learning outcomes
The first level Academic Diploma in Textile and Fashion Design aims to train professionals capable of operating in the textile, clothing and fashion product design sectors. The design approach is broad and transversal, including stylistic, technical, technological-productive and social knowledge, with particular emphasis on sustainable innovation and an ethical and social vision of the fashion project. The interdisciplinary approach leads to a close link with experimentation and the search for new generated spaces that contribute to the training of the fabric and clothing designer. A professional able to analyze contemporary contexts and identify the social and cultural desires of the targets and to control the overall process of the fashion project.
Knowledge and understanding
Demonstration of knowledge and understanding of the cultural fashion phenomena, through the study and use of monographs in the field of semiotic, sociological, anthropological studies, including the knowledge of some avant-garde themes (such as the application of Cybor Assistants in trend analysis processes).
Applying knowledge and understanding

IAAD.

Ability to apply knowledge and understanding in order to use in an integrated way technical knowledge and organizational skills, adopting a professional approach aware of the perceptive and cognitive phenomena of the fashion industry. Ability to understand how trends are formed and to interpret the signs and languages of fashion, ability to measure themselves with creative design and the communicative and stylistic direction.

Making judgements

Ability to find and use data to formulate responses to fashion requests as a tool for the expression of individual and collective identities, with respect to the problems of communication and the semiotics of fashion, with respect to the management of production and technological processes, with respect to organizational culture of the fashion industry.

Communication skills

Ability to exhibit, in an integrated and multimedia form, the contents of a fashion project, the paths of its genesis, its marketing implications and its communication guidelines.

Learning skills

Ability to undertake, thanks to the acquisition of a critical knowledge, specialized studies in the field of semiotics of fashion, the sociology of fashion phenomena, fashion design and the organization of techniques for producing fashion products.

Final Exam

The final exam consists of a complete design project, composed also by a written report and a discussion. The Thesis is developed in collaboration with companies, institutions, style and design centers, design and architecture firms, advertising and communication agencies and it focuses on contemporary design themes.

During the Thesis Session the candidate also presents a project work, based on a real client and individually developed, and his own portfolio.

Program structure with credits

First year 63
Second year 58
Third year 59

Examination regulations and grading scale

For all I cycle programmes, the Italian grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude may be awarded. Failed exams are not indicated in the student's transcript.

Language of instruction and examination: Italian

Occupational profiles

This course prepares students to become dynamic professionals who are able to adapt well to the changing and diverse needs of the market, creative young people who enter the working world as fashion designers, product managers, collection merchandisers, product developers, fabric and prints managers, merchandisers and buyers, accessories managers, trend analysts, fashion editors, digital marketing and e-commerce specialists, retail managers, store and showroom managers, licensing managers and digital fashion designers. IAAD. also guides students who want to develop and transform a project idea into a start-up, giving shape to what they have learned during the three-year course.

Programme Director: Giuseppina Di Paola

IAAD.

Course study programme

Code	Educational activities	CFA / ECTS Credits
ISME/01	Design elements	8
ISME/03	Perception theory	4
ISME/03	Visual search	4
ISDR/01	Techniques and languages of representation	4
ISDR/02	Methods and tools for representation	8
ISDR/04	Drawing and color	4
ISSC/01	History of the arts and techniques	6
ISST/04	Pattern	4
ISDR/03	Techniques of representation and communication of the project	5
ISDR/04	Body design and morphology	4
ISSU/05	Cultural antropology	4
	English language	4
ISDC/05	Communication design	4
ISME/02	Basic Design	8
ISDC/08	Semiotics of fashion design	4
ISDE/05	Fashion design	8
ISST/04	Sewing and tailoring workshop	4
ISST/04	Fashion product technologies	8
ISSC/03	History of costume and fashion	6
ISDC/07	Digital image processing	4
ISSE/03	Fashion Marketing	4
ISDE/03	Product system design	4
ISDC/08	Communication of the fashion project	4
ISDE/05	Trend search	5
ISDE/05	Trend search	5
ISST/04	Fashion product technologies	4
ISDE/04	Product design	4
ISDE/05	Fashion design	8
ISSE/03	Fashion company organization	4
ISST/04	Innovative processes	10
	Projectwork	9
	Thesis	5
	CFA for free activities	9
	TOTAL CFA/ECTS CREDITS	180

IAAD.

Code: ISME/01
ELEMENTS OF DESIGN
The course focuses on the theories and methods of design applied to fashion, which is seen as the combination of scientific knowledge, logic and criteria that guide the actions of a fashion designer. The course gives students an overview of the theoretical foundations necessary to develop the skills to do research, conceive an idea and develop a proposal.
Fashion is seen not only through its commercial value, but also through the cultural message it conveys by using incisive expressive rules and new visual codes.
The objective of the course is to help students understand the importance of the creative process, defined as a scientific method consisting of a sequence of logical operations; once the students will have mastered the theoretical elements, the course will give a proper definition of the project, focusing on its interactions with other disciplines.
The project will be developed through practical exercises, from a stylistic point of view as well as in relation to performance and functions of use, and the symbolic and cultural values embodied. The main objective is to help students acquire the ability to conceive an idea and develop a creative proposal in the field of fashion design.

Code: ISME/03
THEORY OF PERCEPTION
The course analyzes scientific knowledge, theories and research methods related to visual and perceptual phenomena, while considering elements related to physiology, neurophysiology and human psychology.
The course, focusing on the symbols and language of fashion, helps students understand how perceptions and cognitive phenomena are generated, analyzing the unfolding of perceptual and linguistic processes, specifically the perception of fashion forms and objects.

Code: ISME/03
VISUAL RESEARCH
The course, through the theoretical contribution of multiple disciplines, gives students an overview of visual phenomena as well as of the experience of perception, from the perspective of aesthetic and communicative studies.
During the course, students will explore the stages that led from the birth of the photographic medium, through documentary-style photography, to contemporary photography, and some of the major authors whose visions influenced the fashion industry and communication.
The teaching method is based on in person lectures and gives space to discussion, to stimulate the students' active participation.
The course, integrating theory and practice, aims to help students acquire critical awareness of the power of images.

IAAD.

Code: ISDR/01

TECHNIQUES AND LANGUAGES OF REPRESENTATION

The course focuses on helping students acquire the instrumental and conceptual skills that support the execution and analysis of both freehand and technical drawings.

The objectives of the course are wide-ranging: from offering students a basic theoretical and practical knowledge of technical drawing in the fashion field, to helping them master two-dimensional representation methods both on sketches and technical drawings. Other aims include encouraging students to nurture their own interests, and to learn how to conceive, develop and communicate their ideas to express them.

Code: ISDR/02

METHODS AND TOOLS FOR REPRESENTATION

The course gives students a broad overview of drawing, seen as a fundamental instrument for each phase of the fashion design process, from the conception, to the realization, to the practical test of forms.

During the course, students will be able to master the main software of the Adobe suite used to create custom books, portfolios and articulated graphic projects.

The objective of the course is to teach students the technical and methodological knowledge necessary

to represent the designer's idea and correlate digital tools of representation with notions of visual perception.

Code: ISDR/04

DRAWING AND COLOR

The course offers students an overview of the morphological analysis and of the representation of the human body and of clothing. These instruments help students face the complexities often encountered in the design of the garment form.

The course focuses on helping students master the drawing of the human figure, its structure, proportions, shapes and poses, leading students to achieve a graphic result that not only expresses the ideas and forms of a fashion project in an appealing way, but also lets their personal style and taste emerge.

Code: ISSC/01

HISTORY OF ARTS AND TECHNIQUES

The course focuses on the history of arts and techniques, seen as the history of aesthetic productions that also include the products of industrial culture. The course analyzes the evolution of history of design, from the late 1800s to the present day, identifying contaminations with other arts and different forms of creativity such as fashion, art and architecture.

The course underlines the importance of different design movements, alternating monographic lectures about the most significant figures of the international design scene with a more general analysis of design developments and realities over the last two centuries.

IAAD.

Code: ISDC/05
COMMUNICATION DESIGN

The course provides students with the fundamental knowledge and working method to develop the interdisciplinary design skills necessary to navigate the contemporary media universe.

The course, which is of a purely practical nature, is divided into two parts: the first one aims to help students study the history of graphic design and communication from a Fashion and Lifestyle perspective, through lectures and images and videos viewings.

The second part of the course, characterized by technical-operational meetings, provides students with a useful method to create a complete project and identity system for a fashion brand.

The objective of the course is to help students create a book that presents the stages of the development of a project and its final result.

Code: ISST/04
PATTERN DESIGN

The course offers students the basic skills necessary for the production of apparel products, from the analysis of the transformation process of raw materials into yarns and fabrics, to the acquisition of the techniques fundamental for pattern design.

Students must master pattern design, in order to fully understand the human figure and be able to create future fashion collections. Other specific objectives of the course are an introduction to sartorial pattern making, the study of human anatomy and body measurements.

Code: ISDR/03
TECHNIQUES OF PROJECT REPRESENTATION AND COMMUNICATION

The course gives students an overview of today's most widely used communication systems (both analog and digital) for industrial products. The course is based on an analysis of the evolution of design representation and communication by individual designers, fashion houses and other figures in the fashion world.

Students will analyze different elements: from the conception of a logo, to the promotion of a specific image that condenses the DNA of a designer or fashion brand.

The course, to provide a more extensive overview, also examines personal aspects of specific designers, such as their relationship with other fields (i.e. the world of image, trade press and photography).

Code: ISDR/04
DRAWING AND FORMS OF THE BODY

The course offers students an in-depth analysis of the techniques and skills necessary for the study of the phenomenon of the body form, targeted at fashion design. Specifically, the course aims to help students master the art of hand drawing human figures; to this end, lectures will initially cover the structure of the human body, anatomy, proportions, geometry and the material bulk of the body, movements and poses.

The course aims to provide students with the graphic skills necessary to express their ideas and projects in an interesting way, while also expressing a personal style and taste.

IAAD.

Code: ISSU/05
CULTURAL ANTHROPOLOGY
The course, through the study of sociology, anthropology and sociology of fashion, provides an interpretation of the fashion phenomenon by highlighting the connections and links with the contemporary cultural and social context.
The main objective of the course is to give students the ability to critically examine the main mindsets that have culturally influenced the theoretical-methodological paradigms of costume and human realities. The course gives students an overview of anthropological research methodologies, by presenting classic and contemporary ethnographic cases.

Code: ISST/04
MATERIALS
The course gives students an overview of the main processes involved in the transformation of raw materials and in the making of fashion products. The course covers specific topics such as raw materials, fibers for fabrics (natural, man-made, synthetic), special fabrics, composites and jacquard, knitted fabrics, the dyeing and printing of fabrics, color theory, various types of garments.
The course pays special attention to the research of materials for collections, to fabrics treatments, the acquisition of "fabric culture" and to the selection criteria for various types of clothing.
The course also includes visits to woolen mills (Biella area), cotton mills (shirting and informal) and knitting yarn manufacturers, as well as lectures by experts and professionals in the field.

ENGLISH
The course is aimed at learning the English language, specifically at obtaining expository and presentation skills.
During the first semester, the basic elements of the language are covered: grammar, period construction, sentence structure and the use of verbs.
The second semester is more focused on providing technical elements mainly related to the course of study and professional activity.
The course includes the acquisition of technical terminology, for the development and achievement of fluency in exposition and description.
IAAD. English courses are conducted in collaboration with Shenker.

IAAD.

Code: ISME/02
BASIC DESIGN

The course aims to provide students with the necessary instruments for meta-design, seen as a fundamental area of the designer's theoretical preparation. The course, in addition to giving students an historical background on the birth of basic design and theories of visual perception, examines the importance of design and product presentation.

Students will analyze practical cases and carry out exercises related to the visualization of concepts, the use of colors and layout, as well as explore the opportunities offered by the Internet for the presentation of textile and fashion products: from social networks, e-commerce sites, to fashion film as a communication tool and architectures for fashion.

The course gives great importance to the role of images and graphic presentations, through the analysis of real experiences such as concept stores and museums all around the world. Students will partake in practical exercises that cover the designing of a concept-store, setting up of a fashion exhibition, choice of a location for a fashion show and the final design for the presentation of the fashion show.

Code: ISDC/08
SEMIOTICS OF FASHION DESIGN

The course gives students an overview of the studies and conceptual tools necessary to analyze the communicative potential of fashion objects.

The objectives of the course are varied, from helping students understand the role of semiotics in fashion and the immediate pragmatic implications of semiotic methodology, to helping them master the ability to carry out a semiotic analysis of commercial texts, fashion designs and consumer behavior. Other aims include giving students an understanding of the fundamental elements of semiotics of fashion and narrative semiotic theory, as well as introducing them to Greimas' generative model and Eco's interpretive model.

At the end of the course, students will carry out an analysis of the visual text: plastic semiotics and figurative semiotics, characteristics of the semiotics of advertising, marketing, consumption and fashion.

Code: ISDE/05
FASHION DESIGN 1

The course analyzes the theories, methods and techniques of fashion design, and offers students the notions and practice necessary to innovate the fashion product. The course also focuses on the fundamental instruments to nurture creativity and inspiration, helping students create a complete project, that can be appreciated by the final consumer.

During the course, students will examine all the steps necessary to create a collection and will create thematic mood-boards and targeted collections; group work is also required to encourage the development of teamwork skills.

IAAD.

Code: ISST/04
SEWING AND TAILORING LABORATORY
Building on the foundations of the previous year's course, this course examines the techniques used to make fashion products, such as draping, construction, fitting. The objective of the course is to teach students how to make tailored garments, starting from the placement of paper patterns on fabric in original format and using fabrics made of natural fibers.

Code: ISST/04
FASHION PRODUCT TECHNOLOGIES 1
The course analyzes the technical and operational development of products and the significant contribution of new technologies to industrial processes. The course examines the figure of the fashion designer, seen as a competent professional regarding the technical aspects of materials and production techniques.
The course aims to help students acquire the specific elements of production processes, materials and different techniques necessary to create a garment, and analyzes the categories of raw materials and all the steps that, starting from the fiber, lead to the production a finished garment.
The course also explores the fundamental processing techniques of raw materials used for fashion products, applying the formal approach of techniques related to paper pattern and the making of the resulting prototype.

Code: ISSC/03
HISTORY OF COSTUME AND FASHION
This one-year course gives students an overview of the studies of art history and the history of costume and fashion, considering the aesthetic and formal development of the most exemplifying products of fashion design. The course carries out an analysis of the modern concept of fashion, through the study of the last three centuries, from the limited setting of the courts of the 1700s to the present, through the social and cultural changes that have transformed fashion into a mass phenomenon. The course alternates lectures devoted to the evolution of costume in the Western world, to monographic lectures on the icons who revolutionized the very concept of fashion.

Code: ISDC/07
DIGITAL IMAGE PROCESSING
This course analyzes the broad world of digital technologies for communication design, focusing on the technical insights fundamental for the production of a communication project. The course is divided into a practical and a theoretical part, aiming to guide students through the analysis of the steps that lead to the presentation of a project commissioned by a client in the textile and fashion design field.
The objective of the course is to encourage students to create a personal production in various expressive forms, with a broad vision of the interdisciplinary relationship between film, literature, painting, architecture, semiology, psychology and fashion.

IAAD.

Code: ISDC/08

FASHION PROJECT COMMUNICATION

The course analyzes the theoretical aspects of language sciences and theories related to communication processes, delving into their theoretical traditions and the critical debate that they have generated. Students will analyze press, TV, media and social network campaigns, by studying examples that show the language used by fashion houses to communicate their product, as well as key figures in the industry and their strategies. The course will also explore the roles related to the world of communication and journalism, the characteristics of new communication tools and their use.

The specific objective of the course is to provide students with the skills necessary to navigate the activities related to communication in the fashion world.

Code: ISDE/03

PRODUCT SYSTEM DESIGN

The course gives students an overview of the methods of analysis, research and information processing fundamental for the creation of activities, products and services inherent in the field of fashion design.

The innovation of the fashion product in today's market is the result of complex interactions between economy, industry and society; the awareness of these connections is essential for a fashion designer.

The objective of the course is to provide students with an integrated, multidisciplinary and complex view of fashion design and its systems of production and distribution.

Code: ISDE/05

TREND RESEARCH 1

The course gives students an overview of the theoretical, critical and analytical elements necessary to learn about the processes of innovation and transformation in fashion, in order to identify the evolutionary trends taking place in contemporary societies. Students will acquire the ability to apply the processes and tools of "cult research" through desk analysis (e.g., web surfing, social networking, blogs), as well as skills regarding the direct exploration of the world of fashion and youth cultures.

Code: ISSE/03

FASHION MARKETING

The course gives students an overview of the fundamental elements of marketing, specifically of the production, economic and commercial dynamics of fashion, which are parts of the supply chain that transform a fashion concept into a product appreciated by the end consumer. The course covers the fundamental elements of communication in the fashion industry; analyzes "case history" of leading fashion houses, the psychology, use and meaning of color in fashion and the presentation and communication of a collection for specific buyers and the general public.

IAAD.

TREND RESEARCH 2

The course, building on the notions learned during the second year, deepens the analysis of contemporary social and cultural contexts, aiming at identifying the social desires of a specific audience.

The course, offering an exposition of research results, and encouraging a discussion of project hypotheses, requires each student to delve into a specific topic, in order to build a project.

To complete the project, students must analyze the historical and cultural research related to the chosen topic, research images and materials, develop the concept with special focus on color, drawing and 3D digital development, and installation of the final research project. The goal of this project is to empower students through the achievement and development of new working methods and trend research.

Code: ISSE/03
ORGANIZATION OF THE FASHION COMPANY

The course offers students an overview of the organizational dynamics and processes through which fashion becomes an industrial product of high commercial and aspirational value.

The course aims to show students the development of the supply chain of a product within a fashion company, from the early stages of research, through production, to distribution (first to wholesale and then to retailers). The course offers some insights related to the organizational chart of a fashion company, to the unique style of a fashion house, to the industrialization of the product, production time and costs, sales (forecasting and demand analysis), purchasing, logistics and retail.

Code: ISST/04
FASHION PRODUCT TECHNOLOGIES 2

The course, building on the foundations acquired during the second year, aims to offer students a balance between theoretical knowledge and technical-professional applications in the various fields of the fashion industry. The course revolves around the creation of data sheets, the study of the layout of shirts and outerwear, the creation of personal projects of custom-made garments.

Students will acquire the skills related to paper pattern technique and the making of related prototypes, with the ultimate goal of completing the general understanding of the figure of the professional pattern designer.

IAAD.

Code: ISST/04
INNOVATIVE PROCESSES

During the first semester, the course offers students an overview of the main transformation processes of raw materials used for fashion products, both garments and accessories, analyzing the techniques necessary to transform materials of plant or animal origin into fabrics, yarns or leathers.

Students will learn that understanding these techniques is a primary condition for innovation in production, for the representation of clothing products, either through paper pattern design or by draping on a mannequin.

During the second semester, the course focuses on technical operational development and on the significant contribution that modern technologies have on industrial production in the various fields of the fashion industry: from the search for sources of information and inspiration, to the creation of technical fabrics and prints, to the production of garments and accessories. The study of innovation processes in the fashion industry is increasingly crucial to emerge in the highly connected and competitive world of fashion design.

Code: ISDE/05
FASHION DESIGN 2

The course, building on the theoretical and practical elements offered to students during the Fashion Design 1 course, aims to develop additional skills necessary to manage the overall process of a fashion project, from its conception to its implementation stages. In this specific case, the course is dedicated to the realization of the final thesis project. If the nature of the project requires it, students will benefit from the co-participation of other professors in the research, development and realization phases.

Code: ISDE/04
PRODUCT DESIGN

The course offers students the necessary set of skills to come up with technologically appropriate solutions to projects in fashion and fashion design, identifying the most appropriate materials and technologies for project development, from prototype to final product. The contents of the course focus on elements of Merchandising, introduction to Textile\Fiber Art, research of new textile proposals, described by the students through the use of photographic devices. These textile products are modified, translated into a drawing (either by hand or digitally) and reproduced on a different fabric sample or material.

Each student must then choose a textile technique from the Italian tradition and create their own fashion product or accessory with that fabric; the goal is to empower students through the attainment of new working methods.

COURSE CATALOGUE

CORSO DI DIPLOMA ACCADEMICO DI I LIVELLO IN TRANSPORTATION DESIGN

Official Duration of the Degree Program: 180 CFA/ECTS – 3 full time years

Level of the qualification: First cycle Qf-EHEA – Level 6 EQF

Main field of study: Design (DIPL02) - ISCED code 0212 (Fashion, interior and industrial design).
ISCED code: 0212

Access requirements: Italian secondary school leaving certification or other comparable foreign qualification. Admission is based on an aptitude test and interview.

Qualification requirements and regulations: To obtain the first level diploma, the student must have acquired the specified 180 credits and passed the final exam.

INFORMATION ON THE CONTENTS AND RESULTS GAINED

Mode of study:

- Full time.
- Presence.
- Class work, seminars, research.

Programme Learning outcome
First level diploma course in "Transportation design" deals with the analysis and designing of all means of transport and integrated and sustainable systems. It trains professionals ready to face the future with curiosity, leaving room to their visions and it provides effective critical tools in order to approach reality. The course addresses all the different aspects regarding planning, analyzes the changes of society and technology, without forgetting that man is at the core of everything. The study plan offers solid theoretical and technical fundamentals. History and critics of design, theory of perception, psychology of shape, semiotics are just a few of the subjects which students will be learning about throughout their academic course in IAAD. The importance of artistic skill is not overlooked, being a necessary tool of expression and universal communication. Thanks to in-depth study of both traditional and digital representation techniques, the students will be able to shape and give life to their ideas, developing excellent artistic skills. They will place side by side representation to 3D modelling, learning how to use most advanced design softwares in order to communicate the projects at their best, scenarios and solutions for future mobility systems.
Knowledge and understanding
The diploma is awarded to students who:

- Have acquired sufficient knowledge in production, sociology, semiotics and psyco-cognitive area, useful in order to rightfully understand functional contexts;
- Have developed a specific knowledge about main materials and related technologies of production, used in the industry field;
- Have developed enough competencies in planning, understanding systematic approaches aiming at building networks;
- Are able to manage different stages of the designing process with the goal of creating works which allow them to efficiently pass down contents of the project to multiple stake-holders (business, market, supplier).

Applying knowledge and understanding
The diploma is awarded to students who:
- Have strengthen their own associative capabilities and have acquaintance with assistance techniques to the creative activities;
- Have gotten familiar with necessary technicalities in order to fulfill multiple planning activities such as: tools of schematic representation of contents (sketching, digitale sketching), modelling 2D and 3D softwares (Rhinoceros, Vray, Vred);
- Have acquired outstanding ability to work as a team and experience to the tools (both conceptual and practical) of project management.

Making judgements
The title is awarded to students who are able to collect data, organize them and analyze them in order to draw useful conclusion to the development of one's projects, referring to the potential of disposable production.

Communication Skills
The diploma is awarded to students who are able to manage at its best, space and time in delivering their planning intentions, from visual as well as verbal point of view.

Learning skills
The diploma is awarded to students who, throughout the academic course have developed the capacity of self-elaborating passed on information, further applying them in relation to planning scenarios.

Final Exam
The final exam consists of a complete design project, composed also by a written report and a discussion. The Thesis is developed in collaboration with companies, institutions, style and design centers, design and architecture firms, advertising and communication agencies and it focuses on contemporary design themes.
During the Thesis Session the candidate also presents a project work, based on a real client and individually developed, and his own portfolio.

Program structure with credits
First year 57
Second year 60
Third year 63

Examination regulations and grading scale
For all I cycle programmes, the Italian grading system is based on a maximum of 30 points with 18/30 as the lowest passing grade. In case of excellence 30 cum laude may be awarded. Failed exams are not indicated in the student's transcript.

Language of instruction and examination: Italian

IAAD.

Occupational profiles

First level diploma course in "Transportation design" allows to include new well qualified resources into the job market as independent workers, project managers in style centers and technical offices in businesses, active in multiple commodity-related areas of means of transport industry. Potential careers mainly concern the following job positions:

-       Transportation designer. Cross-disciplinary designer of means of transport able to integrate product innovation with technological and production, sociological and market dynamics, equipped with great theoretical and technical knowledge of all traditional and advanced tools, which are necessary in order to guarantee an up-to-date and in constant evolution planning activity;

-       Project manager. Person who is able to keep up with the whole phase of the project, starting with ideation to the implementation and crafting of the product, until its integration in the marketplace, able to interact with the client and understanding its needs;

-       Creative director. Professional character in charge of the brand image and of its communication; able to deal with the tools and the techniques of production and communication of the product;

-       Trends researcher. Eclectic character always well informed about socio-economical changes and lifestyle, which have a direct and indirect impact on production and onto the market of transports, able to identify and suggest the correct strategic approach.

Programme Director: Dario Olivero

IAAD.

Course study programme

Code	Educational activities	CFA / ECTS Credits
ISSC/01	History of Arts and Techniques	4
ISDR/01	Morphology	8
ISDC/07	Elements of Computing	4
ISDR/02	Geometric drawing	4
ISME/02	Basic Design	8
ISDR/02	Projective geometry	4
ISSC/02	History and criticism of design	4
ISDR/02	English language	4
ISDR/03	CAD	5
ISST/01	Physics for Design	4
ISME/03	Visual search	4
ISSU/01	Sociology for design	4
ISDE/01	Product design	8
ISDE/01	Composition	8
ISDE/01	Transportation design	8
ISDC/05	Communication design	4
ISDE/01	Transportation design	4
ISDC/03	Graphic composition	4
ISST/02	Materials technology	4
ISDE/03	Mobility design	4
ISST/03	Production technologies	4
ISSU/04	Ergonomics	4
ISST/03	Product life cycle assessment	4
ISSC/01	History and criticism of design	4
ISDE/03	Mobility Design	4
ISDE/03	Mobility design	8
ISDE/03	Mobility design	8
ISDE/04	Engineering	8
ISSE/01	Marketing	4
ISDC/01	Semiotics of Design	4
ISSE/02	Professional activity management	4
	Projectwork	9
	Thesis	5
	CFA for free activities	9
	TOTAL CFA/ECTS CREDITS	180

IAAD.

ISSC/01
HISTORY OF ARTS AND TECHNIQUES
The history and culture of design focuses on the typological, formal, and aesthetic development of industrial products from the 19ᵗʰ century to present day. This development is seen as the result of social, economic, and cultural factors that characterize different historical periods. Discoveries, insights, and advances in the fields of art, architecture and technology have influenced each other over time and have resulted in a technical and cultural uniqueness that is embodied in the products that are analyzed during the course.
The objective of the course is to create the cultural and critical basis for informed design.

ISSC/01
HISTORY AND CRITIQUE OF DESIGN
The course aims to illustrate how the evolution of automotive design globally has been influenced by technical, industrial and socio-cultural factors. Therefore, history itself also becomes the story of human creativity and of how different people have solved concrete problems in certain contexts. Thus, history becomes a "living" instrument and helps us to understand and interpret the present.

ISDR/01
MORPHOLOGY
The annual course provides the theoretical and instrumental skills necessary to learn the techniques of traditional representation.
The methodology of the course is developed **with** an intuitive-perceptual approach to free-hand drawing **as a preparation for the development of** design projects.
The course content covers an introduction to the use of drawing materials; the teaching of sketching techniques and manual drawing of two- and three-dimensional geometric subjects; the fundamentals of the use of perspective, the search for volumes and proportions, intuitive perspective; the development of shapes and intersections between volumes.

ISDC/07
COMPUTER SCIENCE ELEMENTS
The course explores the wide range of digital resources that are currently at the service of design. These new resources provide an opportunity to broaden the main aspects that regard the communication of a project from both a technical and a practical point of view.
The in-depth knowledge of the main painting and sculpture software allows students to shape their ideas and assimilate the techniques that represent the state of the art in the industry of artistic disciplines.
The main goal of the course is to introduce students to the most advanced digital representation techniques, highlighting their versatility and interdisciplinarity through practical demonstrations of use.

ISDR/02
GEOMETRIC DRAWING
The course shows which are the best tools to develop ideas in three dimensions in the automotive field and explains how to use these means in the design process.
 The course aims to provide the knowledge and skills necessary to understand how shapes move in space and how lights and shadows behave on them. Moreover, the course provides students with an in-depth overview of the modelling method useful for the construction of any model: automotive or product, traditional or otherwise.

IAAD.

ISME/02
BASIC DESIGN

The course represents one of the fundamental didactic training areas in the design field. All aspects relating to the creation of formal entities, structures and spatial sets are addressed both from a theoretical and an experimental point of view.
The course develops an interdisciplinary approach and uses different design methodologies.
The training objective of the course is to provide students with skills of conceptual processing, study and design of industrially reproducible objects: from high-tech to fashion, from the accessory to the household appliance, from the luxury object to the one most commonly one.

ISDR/02
PROJECTIVE GEOMETRY

The course offers all the tools and knowledge needed to create complete sketches of the necessary information on the surfaces and geometry of the volume itself. Great attention is paid to the quality of the line in orthogonal and perspective views as well.
The main goal of the course is to obtain an adequate mastery of the geometric design, composed of orthogonal projections, sections of the three axes on a solid and geometric perspective with one and two accidental points. Among other skills, a fast and effective method is also taught for the creation of sketches useful for the development of any preliminary three-dimensional digital mathematics.

ISDR /03
CAD

The course ensures complete knowledge of modelling methods and the acquisition of skills to be able to build the complete volume of a car in 3D.
Developing the own ideas in 3D while maintaining faith in the drawings without distorting the project and style is one of the main skills that is acquired by students. By mastering the software, it becomes a powerful tool for creativity.
On a practical level, during the course, a car is developed, useful as a basis for learning the constructions and applying them in future models, or as an alternative to being used as a basis with rendering programs.
the aim is to prepare students for subsequent courses with the ability to make surfaces to be studied for their projects.

ISME/03
VISUAL SEARCH

The course aims to provide students with the basic elements of perception and communication theory, stimulating their critical and creative thinking through reflection on the symbolic and expressive meanings of shapes and colors. This encourages the development and exchange of ideas. These ideas are then channeled into a project that underlines and enhances the physiological, psychological, and cultural aspects involved in visual perception.
The concept of communication is seen and taught as an understanding of the needs of the recipient, rather than as an expression of one's own preferences and needs.
This principle translates into a practical project in which students must correctly harmonize shapes, colors, and their symbolisms to arrive at a product tailored to a specific audience.

IAAD.

ISST/01
PHYSICS FOR DESIGN
This course addresses the fundamental principles of physics as applied to objects, with the perspective of then bringing this knowledge into design. Tools for verification of structural and performance functionality of artifacts are provided.

ISSU/01
SOCIOLOGY OF DESIGN
The course, drawing on sociology's and anthropology's basic elements and scientific notions, leads students to make their own interpretation of design, viewed as a complex cultural and social phenomenon, which can be analyzed through the connections with the general context of contemporary culture. The course presents many exemplary cases in class, and students are asked to carry out an analysis and a project on an agreed upon theme.
The objective of the course is therefore to create awareness of design issues embedded in social and consumer reality, knowing how to grasp current patterns and future developments.

ENGLISH
The course is aimed at learning the English language, specifically at obtaining expository and presentation skills.
During the first semester, the basic elements of the language are covered: grammar, period construction, sentence structure and the use of verbs.
The second semester is more focused on providing technical elements mainly related to the course of study and professional activity.
The course includes the acquisition of technical terminology, for the development and achievement of fluency in exposition and description.
IAAD. English courses are conducted in collaboration with Shenker.

2nd Year

ISDE/01
PRODUCT DESIGN
This one-year course aims at acquiring basic knowledge about the history and operation of motorbikes and scooters.
During the course, the skills that allow you to manage a motorcycle/scooter design project in its overall process are developed: from the analysis of the general context to the application of the motorcycle design theory, up to the techniques for an effective final representation of the project.
The final exam focuses on the design of a motorcycle/scooter design project.

ISDE/01
COMPOSITION
The course offers a practical experience of conception and design of the interior space of a vehicle, avoid being rationally "filled", the place in which to place functional and living needs on board, defining the formal characteristics through an appropriate style. Drawing the interior of a vehicle means building a shape through the basic geometric and proportional rules, then building the ergonomic, visually comfortable environment around the occupants. The car or any means of transport contains the man, and the interior is built around

IAAD.

the man himself. The human dimension generates and marks the environment, characterizes the technical package that defines the overall compositional volume characterized by the defined style. Defining a style is the task in which the student will have to spend most of his or her resources. The ultimate goal is through a continuous experimental exercise capable of establishing constructive rules and logic through graphic research from emotional sketches to definitive renderings.

ISDE/01
TRANSPORTATION DESIGN

The course aims at acquiring the skills to develop the exterior design of a car.
Students learn how to approach a project, starting from the brief to come up with their project idea. Through the freehand drawing, the proportions, style and appearance of the vehicle are finalized, up to the rendering and presentation. During each step, the teacher plays the role of chief designer, selecting the best ideas together with the student.
At the end of the project, with an oral presentation, the work carried out is shown to the class in its entirety starting from the initial concept.

ISDC/05
COMMUNICATION DESIGN

Beginning with a critical analysis of the contemporary media universe, the course aims to help students develop interdisciplinary design skills in information and communication design.
The ability to design on various types of media, integrating them into a coherent and harmonious flow, supports the development of transversal skills and the creation of dialogue with multiple specialists.
The objective of the course is to enable students to handle the various aspects of design for communication with critical awareness and analytical skills, both in the planning and coordination stages and in the realization of a communication product.

ISDE/01
TRANSPORTATION DESIGN

The course aims to enhance the students' design skills, leading them to 3D design by perfecting their skills in the use of Alias software.

ISDC /03
GRAPHIC COMPOSITION

The course addresses the fundamental elements of graphic language in its material execution modes.
First, the cultural, aesthetic, procedural and practical finalization aspects related to language are addressed. Secondly, students are introduced to the techniques of traditional manual illustration.
The final objective of the course is to transmit to students all the creative and compositional skills necessary to use the graphic medium applied to the representation of motor vehicles and other means of transport. To these skills is added the understanding of the importance of sketching by hand that allows you to consciously carry out the presentation of an automotive project.

IAAD.

ISSC/01
HISTORY AND CRITICISM OF DESIGN

The course includes studies in the history of arts and techniques, is characterized in particular as a study of the culture of design, material and industrial production referring to the specific field of world automotive design from its origins to the present.

Specifically, the relationship and mutual influence between the manufacturer and market needs are analyzed, focusing on the implications of stylistic aspects.

The student is provided with the basic knowledge of the criteria and methodologies useful to understand the automotive market and the stylistic trends that derive from it, to analyze the current situation and hypothesize future orientations.

The course has the final objective of stimulating a critical reading of the design expressions, aimed at providing cognitive and methodological tools to place the works not only within a chronological framework but above all in the broader social, economic and cultural landscape.

ISST/02
MATERIAL SCIENCE AND TECHNOLOGY

During the course, the various aspects concerning Color Material Finishing in the automotive sector are discussed, starting from the construction of the mood board to the realization of project proposals for exteriors and interiors.

The lessons are structured by alternating theoretical moments, concerning the design process and the analysis of the main characteristics of the car elements from a CMF point of view, with practical exercises to represent the colour & trim project. The goal is to give students the tools to independently set up a Color Material Finishing design project in the automotive sector, starting from the initial phase of research and construction of the mood board, up to the definition of the aesthetic characteristics of paints, materials, embossing, finishes of the main elements of the car.

ISDE/03
MOBILITY DESIGN

The course aims to open a creative discussion on sustainable mobility in the broadest sense of the term. The mobility design is functional to open the mind to our students by combining technical and design solutions different from other sectors.

The working method aims to guarantee individual freedom of expression. The activity is programmed following manual and digital tools suitable for the level of the students. The teacher's operational role provides a guideline in design and thinking.

The final goal of the course is to acquire the ability to design with an advanced and unconventional approach to the design of vehicles for mobility.

ISST/03
PRODUCTION TECHNOLOGIES

The course aims at showing the main production techniques and technologies involved in the creation of complex products such as means of transport.

The aim is to offer students a solid theoretical and practical basis, through lectures and visits to the company, addressing all the steps necessary to transform an idea into reality.

The practical lessons put students in direct contact with technicians and craftsmen, the beating heart of the production process, favouring teaching based on imitative learning.

It also addresses the theory that underlies the main and most advanced processing processes, thus providing the necessary tools to understand the feasibility of their ideas.

At the end of the course, students can deepen all the production phases of a vehicle, transforming an idea into a tangible product and learning about the main resources involved in the production chain.

IAAD.

ISSU/04

ERGONOMICS

This course provides students with the scientific basis, technical knowledge, operational methodologies, and regulations specific to ergonomics.

During the course, students are divided into groups, where the exercises allow them to solve problems, using the foundations of ergonomics, they are tasked with the design of guidelines, structures and means necessary to create a functioning society tailored to human needs, based on varying assumptions provided by the professors.

The objective of the course is to help students find a method to optimize the interaction between human beings, tools and the environment, and improving safety and quality of life.

ISST/03

PRODUCT LIFE CYCLE ASSESSMENT

The course, aiming at a balance between theoretical knowledge and technical-professional applications, addresses the theme of the product life cycle.

Through a quick introduction to the concepts of strategy, approach to the market and consumer, and above all to the concept of product, the course explains how PLM (Product Lifecycle Management) is increasingly oriented, through analysis tools such as LCA (Life Cycle Assessment), to a planning of the product development process.

All with a view to environmental sustainability that considers the entire life cycle not only of the product but also of the process and activities related to it, identifying and quantifying the consumption of matter, energy and emissions in the environment for a reduction from the creative phase of design thinking.

ISDE/01

PRODUCT DESIGN

The course aims to explore fields related to transport design not directly related to the world of car design. Through the definition of the various types of vehicles and their respective characteristics, a "mindset form" is developed aimed at design with a wider spectrum, less specialized but more flexible. The main peculiarity is the design of means of transport where the occupants have greater freedom of movement than cars and motorcycles.

3rd Year

ISDE/03

MOBILITY DESIGN - MOTORCYCLE & SCOOTER DESIGN

Course contents are the elaboration, planning and management of the industrial project. The course is configured as an advanced study and development of the design, design and sensitivity skills of students in relation to projects with a high level of complexity.

The aim of the course is the acquisition of specific techniques for the representation of motorcycles and scooters.

ISDE/03

MOBILITY DESIGN – INTERIOR DESIGN

The course, in its third year, aims to accompany the student to cultivate the passion of the relationship between man and machine. Educate him/her to acquire the method that makes it effective in designing and thinking up a successful product, preparing and developing responses to the increasingly evolving demands of the social context in which it

IAAD.

will be inserted.

The aim of the course is to create a new cockpit concept, generated by a systemic view of design, through innovative processes.

ISDE/03
MOBILITY DESIGN - EXTERNAL DESIGN

Course contents are the elaboration, planning and management of an automotive project in terms of project management.

Starting from the brief, the course aims not only at the exercise of operational skills related to design and design (development of external design in the one-dimensional and three-dimensional phases; formal coherence of the proportions, perspectives and views achieved, in accordance with the project theme) but also at a refinement of the student's ability to present projects with an evolved level of complexity.

The aim of the course is the acquisition and consolidation of specific techniques for the design and effective representation of innovative solutions relating to the exterior of a motor vehicle. This competence is developed from a general understanding of the volumes that allows providing correct visibility of the space and dimensions of the automotive components.

ISDE/04
ENGINEERING

The 3D modelling course allows you to start from 2D sketches of ideas and projects and to produce 3D models of cars, means of transport and product of the highest quality through the advanced modelling of complex surfaces.

During the lessons, you will learn how to create curves and surfaces and how to learn transformation tools and geometry modifiers. Particular attention is devoted to the management and creation of new and organic volumes also called advanced surface treatment. Through the best control tools provided by the software, up to the completion of the workflow that involves the creation of different 3D models made for surfaces and the production of Render images for the best representation of the product.

Students are followed until the completion of their project/thesis model.

ISSE/01
MARKETING

The course aims to propose the main strategic and operational marketing tools as elements for evaluating a design process.

Through these tools, the students can evaluate, already within the creative and design process, the product settings consistent with the proposed brief and with the marketing management process.

During the course, exercises are carried out to assess the state of learning and in-depth analysis of the proposed topics.

ISSE/02
PROFESSIONAL BUSINESS MANAGEMENT

The course aims to identify and highlight the personal skills acquired during studies through the creation of a professional transport design portfolio, to be realized both in paper and digital format. The portfolio is a collection of works and case histories that presents the skills, qualifications, training and experiences of the student. It also offers information on personality and problem-solving skills.

The process of creating a portfolio, useful for entering the world of work in the field of transport design, BYT and mobility teach students how to tell stories, present projects or

IAAD.

case histories, write an application email and use social channels and online platforms to promote their professionalism. It also helps to become a more effective interviewee, able to answer the questions asked in an interview.

The course aims to make students understand how important a professionally built portfolio is, highlighting creative, organizational, communication and design skills. A constantly evolving tool to achieve your professional dreams.

ISDC/01
SEMIOTICS OF DESIGN

The course offers elements related to language sciences and theories that explore patterns and developments in communication; in particular, the focus is on the communicative potential of cultural productions. Students are divided into small groups and guided by the professor to work on the analysis of consumer trends, both on current and on evolving patterns.

Students are also required to carry out an analysis and prepare a project on an agreed upon topic, investigating the semiotic approach to design, the social construction of meaning and value of an object, semiotic models for object analysis, consumer trends and design.