

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMMER COURSES

A.Y. 2025-26
SYLLABUS

Product design 2

July 14th – July 24th 2026

www.naba.it



Product design 2

School: Nuova Accademia di Belle Arti Milano (NABA)

Address: Via Darwin 20, 20143 Milan, Italy

Phone: + 39.02.973.192 *E-mail:* summer@naba.it

Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

Intermediate level

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

COURSE DESCRIPTION

The course enables participants to explore and understand iconic designs from the past, gain insight into design processes, and apply observed methods and techniques through hands-on practice.

The course includes a theoretical component focused on Italian design heritage, complemented by guided educational visits that allow participants to observe professional design practice firsthand.

Participants are invited to reinterpret a shared object through multiple perspectives, analyzing iconic products and developing prototypes inspired by selected case studies. Participants will develop moodboards, select materials, and define the conceptual framework for redesigning their chosen object in a contemporary context. The design process includes sketching, technical drawing, the creation of study models, and prototyping, leading to the realization of a final prototype.

COURSE OBJECTIVES

The aim of the course is to teach students how to apply design methodologies to their workflow. Develop their creative skills and techniques through “out of the box” observation, analytical research and hands on practical prototyping.

ADMISSION REQUIREMENTS

This course is suitable for students with some background in design and for students who have completed one or two years of their universities studies in art and design.

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OUTPUT

Participants will produce a prototype and digital presentation of their design project. The final output includes research documentation, moodboards, and an introduction to market positioning strategy for the redesigned product.

LIST OF MATERIALS AND TOOLS

- laptop or tablet;
- The Academy will provide most basic materials. Participants may supplement these with additional materials for their personal projects upon the professor's request.

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a Certificate of successful attendance only to all students who completed at least 80% of the course.

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated. Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

Learning by doing: a mix of theoretical lessons, field trips and practical workshops. The course will be held in the design laboratory, with guidance provided by the Academy's technical staff.

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Grading

Total number of ECTS assigned for the successful completion of the course: 3 ECTS

GRADING SYSTEM

GRADING WEIGHTS		GRADING SCALE			
1. Attendance	30%	Excellent = 90-100			
2. Participation and creative process	40%	Good = 80-89			
3. Final work / final presentation	30%	Average = 70-79			
TOTAL	100%	Below Average = 60-69			
		Poor = 59 or below			
	EXCELLENT 90 -100%	GOOD 80 – 89%	AVERAGE 70 – 79%	BELOW AVERAGE 60 – 69%	POOR BELOW 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

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1st week

COURSE SCHEDULE*

DAY		LESSON-SUBJECT
Day 1 - Tuesday	NABA Staff	Welcome and Registration <ul style="list-style-type: none">Design history and introduction to design methodology and process.
Day 2 - Wednesday		<ul style="list-style-type: none">Design emotion, ergonomics, ecology and functionality.Group exercise focused on out-of-the-box thinking.
Day 3 - Thursday		<ul style="list-style-type: none">Design brief for the final project, concept sketches and research.
Day 4 - Friday		<ul style="list-style-type: none">*<i>Field Trip.</i>

*The Academy reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location;
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.

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2st week

COURSE SCHEDULE*

DAY	LESSON-SUBJECT
Day 5 - Monday	<ul style="list-style-type: none">Model Making Lab - Introduction to tools, techniques and materials.
Day 6 - Tuesday	<ul style="list-style-type: none">Model Making Lab - Prototype development stage 1 model making.
Day 7 - Wednesday	<ul style="list-style-type: none">Model Making Lab - Prototype development stage 2 model making.
Day 8 - Thursday	<ul style="list-style-type: none">Model Making Lab - Prototype development stage 3 model making.
Day 9 - Friday	<ul style="list-style-type: none">Model Making Lab - Prototype finishing and final project presentation.

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