

Curriculum - bachelor of arts (hons)

DESIGN - London**FIRST YEAR
/ LEVEL 4**

TERM	MODULES	CREDITS
1	Methodology of Design Processes	10
1	Drawing Techniques	10
1	Crafting Techniques	10
1	Computer Graphics	10
1	History of Art	10
1	Interdisciplinary Workshops - Explorations	10
TOTAL CREDITS 1 ST TERM		60
2	Interior Design - Spaces and Bodies	10
2	Product Design - Objects and Forms	10
2	Understanding Materials and Technologies	10
2	Digital Modelling and Rendering	10
2	History of Design and Architecture	10
2	Photography and AI	10
TOTAL CREDITS 2 ND TERM		60
TOTAL CREDITS FIRST YEAR / LEVEL 4		120

**SECOND YEAR
/ LEVEL 5**

TERM	MODULES	CREDITS
3	Environmental and Social Design	10
3	Interior Design - Narrative Spaces	10
3	Product Design - Narrative Objects	10
3	Digital Modelling and Visual Design	10
3	Marketing	10
3	Interdisciplinary Workshops - Extensions	10
TOTAL CREDITS 3 RD TERM		60
4	Exhibit Design	10
4	Service Design	10
4	Interaction Design - Fablab	10
4	Videomaking	10
4	Design Studies	10
4	Lighting Design	10
TOTAL CREDITS 4 TH TERM		60
TOTAL CREDITS SECOND YEAR / LEVEL 5		120

**THIRD YEAR
/ LEVEL 6**

TERM	MODULES	CREDITS
5	Final Project - Research	20
5	Advanced Materials and Technologies	10
5	Communication and Digital Design	10
5	Anthropology	10
5	Interdisciplinary Workshops - Envisioning	10
TOTAL CREDITS 5 TH TERM		60
6	Final Project - Design	20
6	Advanced Prototyping	10
6	New Digital Technologies	10
6	Career Perspectives	10
6	Urban Design	10
TOTAL CREDITS 6 TH TERM		60
TOTAL CREDITS THIRD YEAR / LEVEL 6		120
TOTAL CREDITS BACHELOR OF ARTS (HONS)		360

FIRST YEAR / LEVEL 4

METHODOLOGY OF DESIGN PROCESSES

In this module you will be introduced to design methodologies and design-thinking strategies that are common to the practice of the different disciplines of design and fashion. You will understand how to set up the sequence of operations that form a typical design process and how to inform the related decision-making. You will acquire research competences that enables you to gain in-depth knowledge of specific topics and their contexts, as well as to identify problems and to envision possible solutions, through the basic tools of design-thinking. You will work both in teams and individually, continuously discussing your ideas with your peers and lecturers. Whether your field of interest is the design of objects, dresses, spaces, digital environments, or any other kind of design management, in this module you will learn the fundamental process that every design project is based on.

DRAWING TECHNIQUES

In this module you will be introduced to drawing techniques for the design of objects, spaces, people and garments. Hand drawing is the most basic and essential tool for the development and the communication of any design action: it allows you to translate your ideas into visual forms and graphic symbols, as well as facilitating the transfer of information throughout the whole design process. You will experience different methods of representation, working with multiple tools and instruments. You will learn various drawing techniques for different purposes: measuring and representing human bodies, objects, spaces and other artifacts; mapping contexts and developing graphic analysis; generating and explaining ideas, concepts, schemes; illustrating design outcomes. You will learn how to use drawing tools to generate, exchange and communicate ideas clearly and concisely.

CRAFTING TECHNIQUES

In this module you will receive a practical introduction to basic crafting techniques in the field of design and fashion. Working in both design lab and fashion lab, with a variety of tools and materials - such as wood, metal, clay, plastic, fabrics, textiles, paper, cardboard - you will explore both traditional and innovative methods for creating prototypes and products. You will acquire essential skills for designing and producing artifacts, with a particular focus on execution quality and attention to detail. You will acquire awareness towards sustainability, material selection and process optimisation, as well as for the role of craftsmanship within the design system. Through hands-on experience and an interdisciplinary approach, you will learn practical skills that will allow you in the future to produce different types of mock-ups, models, prototypes and real products, across different fields of design.

COMPUTER GRAPHICS

In this module you will learn to use digital tools and software for visual and graphic communication. You will learn the fundamentals of graphic design - photo editing, vectorial drawing, publication layouts - and visual representation techniques. You will also experiment with specific software that are relevant for your field of study. You will acquire knowledge and skills that you will use in your future educational and professional career.

HISTORY OF ART

In this module you will explore the history of art as a tool for interpreting cultural phenomena, decoding the language of arts in their contexts, their fields and their meanings. You will trace these themes from ancient times to modern age, until the technological and media frontiers that define the contemporary landscape of art. You will connect art with architecture, design, fashion and costume, enhancing your skills in iconographic analysis. By adopting an interdisciplinary approach, you will learn to compare sources, analytical tools, historical and critical interpretations, deepening your understanding of the cultural dynamics that affect the production and consumption of art.

INTERDISCIPLINARY WORKSHOPS EXPLORATIONS

In this module you will experience a dynamic and collaborative learning environment by engaging in interdisciplinary workshops that integrate various fields of design and design management, at an introductory level. Contents and topics of this module, that may change every year, are aimed to extend the scope of your learning path much beyond the boundaries of your discipline. This module is intended as a collective experience of research and experimentation: you will explore the potential of interdisciplinary thinking and collaboration between different competences.

INTERIOR DESIGN SPACES AND BODIES

In this module you will develop one or more interior design projects, with a strong focus on the relations between interior spaces and human experiences. Initial research will help you to position your ideas within the complexity, diversity, and plurality of the contemporary context. You will understand the importance of applying critical thinking and a systemic approach to the sequence of decisions that shape every design process. You will work both individually and in groups, continuously discussing your ideas with your peers and your lecturers. You will ensure your capacity to express your ideas and communicate your design through drawings that are technically correct. You will learn to develop and to communicate your projects effectively.

PRODUCT DESIGN OBJECTS AND FORMS

In this module you will develop one or more product design projects, with a strong focus on the relations between objects, forms and ergonomics. Initial research will help you to position your ideas within the complexity, diversity, and plurality of the contemporary context. You will understand the importance of applying critical thinking and a systemic approach to the sequence of decisions that shape each design process. You will work both in teams and individually, continuously discussing your ideas with your peers and lecturers. You will ensure your capacity to express your ideas and communicate your design through drawings that are technically correct. You will learn to develop and to communicate your projects effectively, using both oral discussions and visual presentations.

UNDERSTANDING MATERIALS AND TECHNOLOGIES

In this module you will acquire the basic knowledge of most common materials and their related techniques and technologies: how they are produced, used and processed. You will understand the qualities, requirements, and properties of materials, including sustainability issues. You will become familiar with material processing techniques and working tools in the Design Lab. You will learn to choose suitable materials for your design projects and prototyping.

DIGITAL MODELLING AND RENDERING

In this module you will acquire 2D drawing and 3D digital modelling skills for industrial design and interior design projects. You will learn how to use AutoCAD to create digital drawings, as well as to export and print files efficiently. You will also learn how to use Rhinoceros to produce 3D digital models and to export them for use in other software or rapid prototyping machines. Additionally, you will learn how to use rendering software to produce basic simulations of your digital models, helping you visualise and communicate your design concepts effectively.

HISTORY OF DESIGN AND ARCHITECTURE

In this module you will explore themes and topics related to design and architecture through a broad historical perspective. You will trace the development of architecture and decorative arts from their origins in ancient Greece and Rome to their evolution in the 19th and 20th centuries, gaining a deeper and more interconnected understanding of their cultural impact. You will analyse aesthetic codes, languages, cultural contexts, gaining insight into the historical forces that have shaped modern design and architecture, enhancing your ability to interpret contemporary creative phenomena. You will learn how the design of spaces and objects have changed according to the evolution of the political, cultural, economic conditions of our societies throughout modern history.

PHOTOGRAPHY AND AI

In this module you will explore the intersection of the traditional techniques of photography and the most recent artificial intelligence applications for the production of images, acquiring the tools to experiment new creative possibilities and innovative approaches to visual storytelling. Through hands-on projects, you will develop a strong foundation in photographic composition, lighting and post-production, while exploring AI-driven image generation, enhancement, and manipulation techniques. You will learn to create compelling visuals for product and interior design, communication, and digital media.

SECOND YEAR / LEVEL 5

ENVIRONMENTAL AND SOCIAL DESIGN

In this module you will address social or environmental issues through projects based on a design-thinking approach. You will acquire tools for a deep understanding of a specific context and gain awareness of the power of design to become agent of social change and transformation. You will be introduced to co-design methodologies, which will allow you to deal with complex contexts, to emphasise cultural identities and to pursue strategies of integration, inclusivity and sustainability. You will learn to envision and develop projects that may have a positive impact on a specific community, or on the whole society.

INTERIOR DESIGN NARRATIVE SPACES

In this module you will investigate complex interior design assignments, developing all the aspects of a project that deals with spaces for public functions, and exploring the potential of the narrative dimension of design. You will go through the development of a complete design process: from the analysis of the initial brief to case-study research, from the proposal of concepts and ideas to the exploration of possible design solutions, until the definition of the final version of the project and the communication outputs. You will work both in teams and individually, continuously discussing your ideas with your peers and lecturers. You will learn to communicate your design through realistic images and powerful visual outputs. You will enhance your capacity to develop and to communicate your projects effectively, using both oral discussions and visual presentations.

PRODUCT DESIGN NARRATIVE OBJECTS

In this module you will investigate complex product design assignments, developing all the aspects of a project, including concept, form, function and storytelling, as well as exploring the potential of the narrative dimension of design. You will learn to use the main tools and methods for product development, managing the complete design process: from the analysis of the initial brief to case-study research, from the proposal of concepts and ideas to the exploration of possible design solutions, until the definition of the final version of the project and the communication outputs. You will work both in teams and individually, continuously discussing your ideas with your peers and lecturers. You will enhance your capacity to develop and to communicate your projects effectively. You will learn to communicate your design through realistic images and powerful visual outputs.

DIGITAL MODELLING AND VISUAL DESIGN

In this module you will acquire advanced 3D digital modelling skills for product and interior design projects, as well as a whole set of digital and graphic communication tools for project communication. You will use the advanced functions of different software for producing complex digital models. You will practice with rendering software for producing photorealistic representations of your digital models, developing your own visual taste and language. You will learn to create powerful and compelling visual outputs through the combination and integration of different tools and techniques.

MARKETING

In this module you will acquire fundamental knowledge in the field of marketing, that will help you to understand the logics of business, value proposition, market-oriented communication strategies and the importance of the customer experience. You will acknowledge the needs and requests of potential clients, providing them with effective solutions. You will be able to draft business models while understanding business plans. You will learn how to connect the practice of design to solid marketing perspectives.

INTERDISCIPLINARY WORKSHOPS EXTENSIONS

In this module you will experience a dynamic and collaborative learning environment by engaging in interdisciplinary workshops that integrate various fields of design and design management, at an advanced level. Contents and topics of this module are based on the interdisciplinary skills acquired in the Level 4 workshops and are aimed to extend that previous experience through the exposure to a wider learning landscape. This module is intended as a collective experience of research and experimentation: you will enhance your collaborative capacities, problem-solving skills, creativity and adaptability to different project tasks.

EXHIBIT DESIGN

In this module you will learn how to translate ideas and stories into spatial experiences. Either in the field of exhibition or retail spaces, you will learn how to present a collection of items to a public audience, focusing your projects on the design of the overall display system and the experience of visitors and customers. You will learn to take into account all the functional, structural, and technical aspects of the components of the project. You will understand how to create inclusive and immersive experiences and develop the capacity to transform spaces into powerful tools of communication. You will learn to communicate your design through realistic images and powerful visual outputs. You will enhance your capacity to develop and to communicate your projects effectively, using both oral discussions and visual presentations.

SERVICE DESIGN

In this module you will explore the field of service design, which has become a more and more relevant component of today's design landscape. The widespread diffusion of digital platforms for connecting people and needs, providing services and solutions, is truly reshaping our global contemporary society. You will learn to look at design from a service-oriented perspective, which will open up new possibilities for creating innovative and compelling projects, as well as for contributing to a more sustainable and user-centred world. You will explore how to design services that meet consumer needs, with user-friendly solutions that are intuitive and easy to use. You will discover how to turn ideas and concepts into fully developed service design projects. You will learn to bring your ideas to life in a way that resonates with people and can have a positive impact on their daily lives.

**INTERACTION
DESIGN
FABLAB**

In this module you will explore the intersection of product design, technology and user experience. You will learn to design and manufacture prototypes of interactive objects using tools and processes of digital fabrication, including 3D printers, laser cutters and programmable electronic boards. You will look at interaction not only as a link between action and reaction, but also as the outcome of a relational process. Through a hands-on, experimental approach you will acquire expertise in interface and interaction design, as well as rapid prototyping, learning how to turn innovative ideas into engaging experiences.

VIDEOMAKING

In this module you will learn how to produce a short video as a storytelling tool for a design project. You will experience the process that goes from creating a storyboard to producing and selecting images, drawings, and renderings, combining them with text and a soundtrack. You will learn to use software for video-editing and post-production. Through the acquisition of video-making competences, you will be able to extend and enhance your capacities in terms of digital communication and storytelling, both for product and interior design projects.

DESIGN STUDIES

In this module you will explore the evolution of design and architecture from the 20th century to the present day through specific episodes and case-studies. You will investigate design techniques, terminologies, and theories from the Industrial Revolution to the contemporary age, analysing the major debates, the most relevant design theories and the most influential works of designers, architects and schools, while comparing European and international perspectives. You will dedicate special attention to the transformative impact of the digital revolution and its effects on the evolution of design. You will learn to refine your critical and analytical skills, to sharpen your understanding of historical research methods and to develop a solid foundation for decoding contemporary contexts.

LIGHTING DESIGN

In this module you will discover that light is a special component of the design language and you will learn to use it with specific intentions. You will explore the theory of light, including its intensity, spectrum, and reflection, as well as the physiology and psychology of vision, human eye perception, and visual comfort. You will understand how the quality of light affects the perception of an environment. You will acquire the necessary design awareness to interpret the language of light and understand its relationship with space. You will learn the use of lighting design tools to develop a comprehensive lighting design project.

THIRD YEAR / LEVEL 6**FINAL PROJECT
RESEARCH**

The Final Project is the culmination of your studies in this course. It consists of a substantial piece of work based on your disciplinary and interdisciplinary learnings. It is composed of a deep, insightful, comprehensive research on a given topic, and a complete design project based on the outcomes of the research. In this first module dedicated to the Final Project, you will define the field of investigation, in agreement with your tutors and/or supervisors, and you will develop the research - aimed at a full exploration and understanding of the topics. Through the application of your critical thinking to conduct in-depth analysis, you will connect multiple bibliographic sources and contextualise your arguments with well-founded reasoning. Through the definition of the context, the scope, the objective of your project, you will explore the relations between research and design, you will refine and enhance your capacity to manage both conceptual and practical aspects of a project, you will develop and deploy initial concepts, ideas and design proposals for the project.

**ADVANCED
MATERIALS AND
TECHNOLOGIES**

In this module you will consolidate and integrate the knowledge acquired in the previous learning experiences. You will enhance and extend your capacities in the field of materials, techniques and technologies through the development of a project of higher complexity. You will gain a deeper understanding of specific materials and their properties, become familiar with the processing techniques used in interior and product design projects. You will learn to select appropriate materials and methods for the design of your Final Project.

**COMMUNICATION
AND DIGITAL DESIGN**

In this module you will enhance your visual communication and digital design skills, gaining the capacity to create effective and engaging contents across multiple media platforms. You will develop strategies that integrate graphic design, typography, branding, and digital storytelling, strengthening your ability to convey messages with clarity and impact. Through hands-on projects, you will experiment with design software, user experience principles, and interactive media, gaining a deeper understanding of how digital technologies shape contemporary communication. You will learn to design compelling visual and digital communication projects that seamlessly combine creativity, technology, and strategic thinking.

ANTHROPOLOGY

In this module, you will be introduced to anthropology as a core discipline for understanding human behaviour, cultural diversity, and social interactions - key elements for the practice of any design discipline. You will explore how cultural contexts, traditions, and everyday practices shape the way people interact with objects, spaces, and digital environments. Through case studies, ethnographic research, and hands-on exercises, you will develop tools for analysing users' needs, behaviours and perceptions. Topics such as material culture, rituals, identity, and the impact of technology will help you create more inclusive, meaningful, and context-aware design solutions. You will learn how to integrate anthropological research methods into your design process, enhancing your ability to design products, interiors, and communication strategies that effectively respond to diverse social and cultural contexts.

**INTERDISCIPLINARY
WORKSHOPS
ENVISIONING**

In this module you will experience a dynamic and collaborative learning environment by engaging in interdisciplinary workshops that integrate various fields of design and design management, at a very advanced level. Contents and topics of this module are based on the interdisciplinary skills acquired in the previous Level 4 and Level 5 workshop experiences and are aimed at developing a holistic approach to design and management, fostering interdisciplinary thinking, strengthening your ability to collaborate within multidisciplinary teams - an essential skill in today's creative industries. This module is intended as a collective experience of research and experimentation: you will learn to envision future scenarios and express your inventiveness.

**FINAL PROJECT
DESIGN**

The Final Project is the culmination of your studies in this course. It consists of a substantial piece of work based on your disciplinary and interdisciplinary learnings. It is composed of a deep, insightful, comprehensive research on a given topic, and a complete design project based on the outcomes of the research. In this second module dedicated to the Final Project, starting from the results of the research conducted during the previous module, you will develop the design project to a state of full completion. Through the whole process, you will enhance your skills in interpretation, conceptualisation, development and representation of a design project. In doing so, you will be able to generate a complete body of work that can demonstrate and integrate the skills and competences acquired throughout the course: a platform for your next future professional or academic career.

**ADVANCED
PROTOTYPING**

In this module you will explore advanced techniques and technologies for producing design prototypes. You will experiment with digital fabrication tools to bring concepts to life with precision and efficiency. You will explore the field of innovative materials and understand the importance of the integration of physical and digital tools to refine and test design solutions. You will learn to produce high-quality prototypes that effectively communicate and validate design ideas.

**NEW DIGITAL
TECHNOLOGIES**

In this module you will be exposed to the latest digital tools and technologies that are changing the creative processes in the field of design and fashion, as well as in the management of the marketing and communication strategies. This module is intended to be a space of experimentation and research: you will explore the possibilities provided by the most recent applications of artificial intelligence and digital technology, understanding the risks and the opportunities that they offer. You will learn, through experiments and case studies, as well as through critical thinking, how to possibly integrate these technologies into your design and/or management projects, with positive results. By doing that, you will also learn how to stay at the forefront of an ever-changing digital landscape.

**CAREER
PERSPECTIVES**

In this module you will learn how to envision your career in the creative industry. You will understand how small offices and large companies are organised. You will acquire practical skills and strategies for self-promotion: creating a professional portfolio, navigating through the world of job opportunities, understanding intellectual property, etc. You will deal with the analysis of different case-studies, such as proposing a product or a collection to a company, launching a start-up studio, developing a design-oriented business, founding a brand, and exploring fundraising opportunities. You will understand how to face the challenges of the contemporary market and to develop a critical awareness of your professional rights and responsibilities. You will learn fundamental knowledge of business design, that will support any future challenges you may undertake in the field of entrepreneurship.

URBAN DESIGN

In this module you will be guided through the process of observing, understanding and interpreting the complexity of the urban condition, using the design of public spaces as a powerful agent of positive change. You will develop a specific design approach focused on public spaces as relational and social environments. You will encompass the complexity of cities - a crucial aspect of our everyday life - and acquire tools and competences to envision meaningful and context-aware solutions. You will learn to develop comprehensive urban design projects.