



BA PRODUCT DESIGN

MILÃO

22 de setembro de 2025
inglês e italiano

PRODUCT DESIGN

Mobiliário de luxo e design industrial: do conceito à comercialização. **Tanto o mobiliário quanto o design de produtos industriais se sobrepõem a muitas áreas criativas, incluindo artesanato, moda, arte e design de interiores.** Os designers de produtos entendem onde essas áreas se encontram, utilizando influências contemporâneas e métodos apropriados em seu próprio processo criativo, projetando móveis de luxo, itens únicos sob medida ou produtos para design industrial e comercialização. Este **curso de três anos** cobre uma mistura de habilidades de **design manual, técnico e digital** aplicadas (desenho técnico, modelagem 3D, visualização e desenvolvimento de protótipos), combinadas com uma abordagem holística na jornada de desenvolvimento de projetos de design; trabalhando individualmente e em equipes, nutrindo e desenvolvendo o talento criativo nos processos de design, métodos e realização do produto final.

Os participantes aprendem como aplicar eficazmente métodos de pesquisa ao desenvolvimento de propostas de design de produto. Eles adquirem conhecimento dos princípios básicos dos processos industriais e organização, além de desenvolver expertise nas propriedades dos materiais, aprendendo a explorar e empregar materiais existentes ou novos de forma eficaz e inovadora. **Atenção especial é dada à sustentabilidade** do produto, ergonomia e conscientização do usuário, juntamente com a preparação no idioma e comunicação do design, proporcionando uma abordagem profissional no planejamento, negociação e apresentação de ideias.

A história e evolução do design de produto examinam a disciplina em diferentes contextos culturais e teóricos, com foco na 'italianidade': artesanato, design e estilo italianos, admirados globalmente nas indústrias de móveis de luxo e design de produtos, e apresentados no evento anual mais importante do calendário internacional de design de móveis, a exposição **'Salone del Mobile', em Milão, Itália.** Os participantes pesquisam e avaliam tendências passadas e atuais e a identidade do design, e se envolvem em pesquisas de mercado, sendo capazes de responder ao seu próprio estilo individual, combinado com as **necessidades da indústria, briefings de projetos, estratégias de imagem de marca ou pedidos específicos de clientes.**

A criatividade e o pensamento independente são incentivados ao longo do curso, e os participantes experimentam e testam suas habilidades e competências de design em um projeto orientado pela indústria em parceria com uma empresa líder, enquanto oportunidades adicionais de networking são oferecidas durante o evento de formatura, apresentando designs inovadores para esta indústria emocionante, desafiadora e inovadora.

Este curso forma a base de todos os caminhos de estudo de design de produto de três anos. Com o design de produto como assunto central, os participantes selecionam entre diferentes caminhos para se especializar em uma área de interesse escolhida, respondendo à sua veia criativa e paixão individuais. **Este curso também está disponível como um curso de BA (Hons) de quatro anos (incluindo um ano de estágio).**

FOCO DE APRENDIZAGEM

- Desenho técnico e renderização (CAD)
- Processo de design de produto
- Análise de produto
- Branding de produto
- Trabalho de projeto em colaboração com empresas
- História e cultura do design de produto
- Metodologia e desenvolvimento do design
- Industrialização do processo criativo
- Projeto final e criação de portfólio
- Prática e teoria de pesquisa criativa

POSSÍVEIS CARREIRAS

- Designer de produto
- Gerente de desenvolvimento de produto
- Diretor de design
- Designer de sistemas
- Designer de conceito

ABOUT ISTITUTO MARANGONI

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni undergraduate courses prepare students with the necessary knowledge and know-how in order to enter a professional career in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Multimedia Arts, Interior Design, Product Design, Visual Design, Art History and Culture. Students will initially acquire basic skills, advancing over the 3 years into independent learners, ready for a career in their chosen profession

PROGRAMME INFORMATION

CERTIFICATE/ DIPLOMA AWARDED

Participants who successfully complete this three year course will be awarded the First Level Academic Diploma. Recognised by the Italian Ministry of Education as an academic diploma equivalent to a university undergraduate level degree, participants will obtain 180 CFA (crediti formativi accademici) equivalent to 180 ECTS credits.

CONTENTS' OVERVIEW

Curriculum

The First Level Academic Diploma in Product Design runs for a total duration of three years, each of which is dedicated to a specific aspect of the curriculum. Gradually and by combining an academic teaching method with an approach more geared towards professionalization, the curriculum helps students gain the technical practical, instrumental and strategic knowledge that characterises the professional role of the designer, as an expert who is capable of controlling both the technical and pragmatic aspects of the project and the aspects regarding quality linked to the aesthetic experience of the object and the context in which it will be used. In particular, in the first year, students will study the fundamental coordinates which characterise the field of design as a multidisciplinary sector in

which elements from the historic and humanistic context of a product, acquired by studying the history and culture of design, are just as important as its technological and scientific heritage. They will do so by examining the technical and physical aspects that characterise the object of design in depth. In terms of design, particular attention is paid to the basic forms of the product and the piece of furniture or décor, starting from how it interacts with the human body. The course focuses on studying the tools used to represent and communicate the design, both by way of freehand drawing and also with the use of the most modern ITC software programs. Moving on from the basics established in the first year, in the second year of the course, the student's knowledge of the design scenario is consolidated through lessons linked to the social and anthropological sciences. The technical skills that serve as support for the design activity are reinforced, as the students perform an in-depth study on how to use the various materials, in preparation for the complete definition of the design.

The concept of the product system is also introduced: here the industrial product is seen as an "extended" entity that is not only produced by determining the form but also by preparing the production and distribution processes, as well as the life cycle of the product. Simultaneously, the methodological subjects help the student to fine-tune their abilities to carry out research independently, with a view to building a global approach to design, also supported by the use of advanced model-making and rendering tools. The third year introduces a new level of complexity, putting the student into a perspective geared towards the development of the design in the wider context of a corporate environment and its dynamics. This is achieved through the use of dedicated teaching materials and also by having the student work with important companies in the industry and developing the skills required to manage the profession. The student's course will be completed with advanced level studies of humanistic culture and design technology, not only helping to complete their training on a strategic level, but also to acquire a solid ability to work autonomously on a project and indeed in the profession as a whole.

LEARNING OUTCOMES

Educational Outcomes ("Dublin Descriptors")

Outcomes and skills achieved by students after completing the curriculum of studies

- **Knowledge and understanding**

In-depth knowledge and ability to analyse and understand autonomously the culture of design, identifying historical, social and cultural phenomena that have relevance in defining the interior design scene. Ability to use advanced text books that deal with themes related to the culture of interiors, as well as cutting-edge themes in one's own field of study, also making use of online and multimedia resources.

- **Applying knowledge and understanding**

Ability to recognise how to apply autonomously methods, techniques and knowledge related to the planning of interiors, integrated with the correct use of analogic and digital tools to support the design process Professional approach in developing projects and suitable skills for devising and sustaining reasoned arguments, as well as for solving architectural problems, both technical and aesthetic, in designing interiors.

- **Making judgements**

Ability to develop and interpret essential data in the context culture of design and the planning of interiors, used for determining autonomous judgements and personal reflections, relating to social, sustainable and ethical aspects on the international scene.

- **Communication skills**

Ability to communicate professionally one's design ideas. creative solutions and innovative proposals, typical of the development process of an interior design project (both in the technical and aesthetic developmental phase, and in the final presentation)

- **Learning skills**

Ability to develop one's own learning, necessary for tackling subsequent studies in the area of interior architecture, demonstrating a high level of autonomy.

Final Award Learning Outcomes

At the end of the three-year course in Product Design, the student will be capable of:

- developing knowledge and know-how regarding the industrial system, the relative technological tools, production processes and materials and presenting their work and ideas to the companies and the market in general;

- developing critical analysis skills in relation to design methodology and product engineering;
- analysing various consumer behaviours, defining how social changes lead to new product design and research solutions;
- contextualising the product by analysing its historical and theoretical aspects and the elements of the social context in which it acquires significance; • evaluating how a product can be used to communicate a company's brand identity;
- critically analysing the choice of the materials and their use in the production process, creating innovative products capable of meeting the requirements in terms of use and ergonomics;
- interpreting and professionally developing a design project and its graphic renderings.

TEACHING AND LEARNING METHODS

Programme methods:

The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical and critical judgement. It will allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms.

A combination of different learning and teaching methodologies are employed in order to promote reflective learning and develop generic transferable skills.

Methods include:

- projects to encourage independent learning through investigation, enquiry and problem solving;
- group project to enhance interpersonal and collaborative skills;
- tutorials and group tutorials to facilitate shared experiences and best practice;
- seminars, formal lectures and workshops;
- study, trips, external projects and competitions present students with another dimension to their learning experience;
- guest speakers provide students with a full, broader and real perspective to their specialist field of study.

Assessment methods to support learning:

The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Various forms of assessment are used to test different types of skills and learning.

Formative Assessment:

Formative assessment informs both teachers and students about student understanding at a point when timely adjustments can be made. In formative assessment students could be involved in the assessment process. These formative assessment situations will also give students an opportunity to learn to critique the work of others.

Some of the instructional strategies that will be used formatively include the following:

- criteria and goal setting: asking students to participate in establishing what should be included in criteria for success;
- self and peer assessment: With peer evaluation, students see each other as resources for understanding and checking for quality work against previously established criteria;
- student record keeping helps students better understand their own learning curve. This process not only engages students, it also helps them see the progress they are making toward the learning goal.

Summative Assessment:

These assessments are a means of evaluating student learning, at a particular point in time, relative to established marking criteria. Summative assessments can occur during, as well as at the end of each subject - concentrating on specific evidence of student work, examples as follows

Portfolio Assessment is used to assess a variety of projects that have been developed throughout the subject;

Practical Coursework allows students to demonstrate their understanding and application of practical areas of study;

Written Reports are required in some study areas, where a clear and structured brief is provided;

Formal Examinations;

Presentations may also be used to allow the student to develop their professional communication and presentation skills.

Attendance:

The exams are processes designed to verify the learning outcomes and the knowledge acquired by the students within the single courses. To gain admission to the exams, students must have attended at least 80% of the hours of lessons scheduled in the study plan for each course. The attendance is verified by the teachers of the individual courses, who will only admit the students who have complied with this requirement to the exams. Should the student fail to reach the required attendance level in one or more courses, they must attend said courses again before they will be allowed to sit the exam and be admitted to the next Academic Year.

Grades:

The exams are graded by assigning them marks out of thirty. The minimum mark is 18; The Board can also decide to award an additional merit to students who obtain the maximum mark of 30/30 in the form of the mention "Cum Laude". Full details on attendance and assessment are explained in the Academic Regulations.

CAREER SERVICE

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work. Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations. Additionally, the Academic Board, by way of a specially appointed committee, will evaluate the contents and commitment in terms of time invested in the traineeship for the purposes of assigning credits. The above-mentioned committee will be responsible for assessing the results, having indicated the methods for doing so to the student before the traineeship commences. When assessing the traineeship, the committee will be assisted by the teacher who has acted as the student's tutor during the traineeship or apprenticeship activities. The traineeship activity is regulated by a specific convention that indicates: duration of the traineeship, place where the activities are performed, any payment or reimbursement of expenses, insurance covers, the name of the tutor, indicated by the student and appointed by the Director based on the indications pointed by the Academic Board.

provided by the Academic Board, and the name of the company tutor. The learning activities performed by the students at other institutes in Italy, Europe or other countries, which are fruit of activated agreements, will be recognised. The results achieved are evaluated either by the Exam Board, considering the correspondence of the learning activities performed, or by a specific committee appointed by the Academic Board.

STUDY PLAN

Year 1

Code	Subject Title	Credits CFA(ECTS)
ISDC03	Graphic Design	8
ISDR01	Form and Planning: Analysis and Representation	8
ISME01	Methodology	8
ISDR03	Computer Aided Design (CAD)	8
ISDR02	Technical Drawing	4
ISSC01	Design History and Culture	6
ISSE02	Foreign Language	4
ISME02	Basic Design	6
AA	Free Study Activities	4
ISDC01	Design Semiotics	4
		TOTAL 60

Year 2

Code	Subject Title	Credits CFA (ECTS)
ISSU/01	Sociology and Anthropology of Design	5
ISST/02	Materials Science and Technology	8
ISDE/01	Product Design 1	12
ISDE/04	CAD CAM Modelling	12
ISDR/03	Techniques of Design Communication	10
ISDR/03	Modelling	8
AA	Free Study Activities	5
		TOTAL 60

Year 3

Code	Subject Title	Credits CFA (ECTS)
ISSU/01	Sociology and Antropology of Design	5
ISDE/01	Prduct Design 2	12
ISDE/04	Prototype Design Patterns	6
ISDE/04	Prototyping	4
ISDR/03	Rendering	8
ISDC/05	Product Communication	4
ISSE/02	Organization Skills and Enterprise Performance Management	4
	Internship	9
	Dissertation	8
		TOTAL 60

COURSE SPECIFIC ADMISSION REQUIREMENTS

To apply, the following documents are required:

- Copy of high school diploma or equivalent;
- Signed personal statement (motivational letter);
- Completion of entry test1 .
- For non English/Italian native speakers: certificate of language skills, level b1 of Common European Framework of Reference with specific requirements (e.g. IELTS 4.5 without elements below 4.0).

STUDENT SUPPORT STRATEGY

A dedicated Student Support Officer is available for all student on the programme.

For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties

A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress For matters of pastoral care the Student Support Officers will be p in:

- finding their way around
- managing their time;
- dealing with stress;
- getting the best from their course;
- understanding and applying the school's rules;
- anything else the officers can advise on

One-to-one appointments may be made by phone, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.