NABA

NUOVA ACCADEMIA DI BELLE ARTI

SAP-SEMESTER ABROAD PROGRAMMES

PRODUCT DESIGN

A.Y. 2025-26 HANDBOOK

design mundo **afora**

SAP
Syllabus

PRODUCT DESIGN

TEACHINGS	ECTS
Italian design history	6
Design methodology	4
Product design	4
Graphic design	4
Packaging design	4
Experience design	4
TOTAL CREDITS	26

SAP
Curriculum

ITALIAN DESIGN HISTORY
45 hours, 6 ECTS
Theoretical course

Course description.

The course examines the role of the Italian contribution to the history of modern design. As a result of a long social and formal process that has its roots in the avant-garde movement of Futurism.

Design culture in Italy has always been much more than a mere, functional planning approach: thanks to the efforts and the ideas of the many actors that have taken part to its (practical and critical) definition, the word design has entered in the core of the Italian creativity as one of its most powerful component.

Students are introduced into this fascinating world through the analysis of several (cultural, social, artistic, industrial) aspects and a chronological comparison with the international debate and production. The course also intends to provide an overview of the history of graphic design in Italy as a mirror of the society evolution.

Course overview.

The course has been structured following the below topics:

- 1920-1945: Machine Age, Monumentalism, Dictatorship, World War II. Case studies: Alfa Romeo Tipo P2, Espresso Coffee Maker Bialetti, Montecatini Chair, Phonola 547 Radio. Stile Magazine, Bo & Pagani Furniture Sketches, Vespa Motor Scooter, Cisitalia Car, Vamp Showroom Chair.

- 1945-1979: Postwar Reconstruction, International Style, Space Age, Mass Culture, Counterculture, Pop Art, Radical Design. Case studies: Arteluce 548 Lamp, Ferrari America 375, Fiat 500, Cassina Superlight Chair, Mezzadro Stool. Arteluce 548 Lamp, Ferrari America 375, Fiat 500, Cassina Superlight Chair, Mezzadro Stool. Flos Arco Lamp, Artemide Eclisse Lamp, Lamborghini Miura, Tube Chair, Olivetti Valentine Typewriter. Flos Arco Lamp, Artemide Eclisse Lamp, Lamborghini Miura, Tube Chair, Olivetti Valentine Typewriter. Ferrari 512S Modulo, Grey Furniture, Kar-A-Sutra Concept Car, Tubi Tubi Fruit Bowl, Box Chair, Proust Armchair. Ferrari 512S Modulo, Grey Furniture, Kar-A-Sutra Concept Car, Tubi Tubi Fruit Bowl, Box Chair, Proust Armchair.

- 1980-2015: Postmodernism, Global World, Digital Age, Design Culture Now. Case studies: Fiat Panda, Casablanca Bookshelf, First Chair, Animali Domestici Furniture, Merdolino, Ducati Monster, Mobil Storage Furniture. Moscardino, Print Flip Flops, Caboche Lamp, Fiat New 500, Fiat 500 X, Branzi Body Vase, Celata Fruit Bowl.

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Learning outcomes.

The course provides students with key information related to the history of the Italian design, seen as a part of the general transformation of the country during the 20th and 21st centuries. Students will learn how understand this historical process through detailed analyses of selected case studies.

Prerequisites and requirments.

This course is intended for students who have no background in design or related fields.

General skills in the Adobe Photoshop software will be considered a plus.

Recommended bibliography and sitography:

- Gio Ponti, In Praise of Architecture, Dodge Corp., New York 1960.
- Charlotte and Peter Fiell, Masterpieces of Italian Design, Goodman Fiell, London 2013.

Additional contents will be provided to students during the course.

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GRAPHIC DESIGN
45 hours, 4 ECTS
Cognitive-practical course

Course description.

This course introduces students to the fundamentals of graphic design, covering key concepts in communication design, brand identity, and editorial materials. It balances theory and practice, from simple elements of visual hierarchy to real-world applications of design techniques, as students develop problem-solving skills and create individual projects.

Course overview.

The course is structured around the following topics:

- Introduction to communication design and visual communication.
- Color theory, file systems and typography.
- Vector illustration, photo manipulation and editorial design.
- Printing techniques and Adobe CC workflows.

Learning outcomes.

By the end of the course, students will:

- Be familiar with the key concepts of communication design.
- Understand design methodologies and apply fundamental graphic design principles in practical projects.
- Use digital tools for image editing and layout.
- Develop a individual projects demonstrating acquired skills.

Prerequisites and requirments.

This course is intended for students who have no background in graphic design, communication, or related fields. No prior experience with design software is required.

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Curriculum

PACKAGING DESIGN
45 hours, 4 ECTS
Cognitive-practical course

Course description.

This course explores the field of the packaging design and the importance of a packaging, viewed as a strategic tool that establishes a relationship between consumers and commercial products, both in terms of attractiveness and of physical interaction with them.

The aim of the course is to provide a holistic overview of the packaging design in its various applications. Through lectures and assignments, students will achieve the theoretical and practical tools needed to design and realize different types of packaging, gaining a professional attitude towards the discipline.

Course overview.

The course has been structured by subject areas.

- What does packaging mean? Which disciplines does it include? From definitions to case history.
- Historical evolution of the packaging function and its contemporary applications.
- Packaging is not just a box!
- The industry of packaging. Overview of the main processes and materials used in the packaging industry.
- From paper making to paper converting.
- By the observation of the reality, students are asked to become familiar with the standard sizes and shapes of common packaging; to learn how they are made and reproduce similar items (folding common cardboard) by introducing some changes and new functions.
- The power of imagination is fundamental!
- The design role.
- Design is a process, which has common characteristics in its transversal fields.
- How to interpret a company brief and design for it efficient solutions?
- Which creative instruments a (packaging) designer should be able to manage? From moodboard, mind map and brainstorming to graphic and 3D visualization.
- After all, designing a packaging is not so much different than designing a building.

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- Packaging and Branding.
- How to carry out efficient and successful solutions? From the achievement of graphic and branding skills to a transversal design awareness.
- Which role a coherent packaging plays to convey the distinctive characteristics of a brand that represents in terms of marketing connections and consumer satisfaction.
- The packaging communicates through the shapes and colors the identity of products and brands.

Learning outcomes.

At the end of the course, students will be able to be familiar with the key concepts of the communication design.

Prerequisites and requirments.

This course is intended for students who have no background in graphic design, communication or related fields.

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DESIGN METHODOLOGY
45 hours, 4 ECTS
Cognitive-practical course

Course description.

The course focuses on the complex process related to the several design approaches and perspectives as this field reached a high level of sophistication and complexity over the last five decades.

Students will be developing their capacity to adapt to different design tasks and to acquire the necessary basics of cultural, conceptual and technical skills.

The course has been structured as an exploration of research and design experiences, which does not only provide the "how to do" tools but helps each and every individual to find the reasoning behind their doing.

Course overview.

Students will be stimulated in order to focus on what is happening around them and within the design
sector.

The course will be focusing on:

- design methodology: style, languages, technologies;
- design process and decision making (company / material / technology) "Understanding through Creating": reflect, interpret and elaborate the project.

The aim of the course is to raise awareness to design and technology process, to criticism, which leads to innovation and openness in creativity, to research methodology, and to the application of knowledge from the artisan and technological "know-how" through a personal project.

Learning outcomes.

At the end of the course, students will be enriched by new ways of design thinking and be able to develop their own design project.

Prerequisites and requirments.

This course is intended for students who have no background in design or related fields.

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EXPERIENCE DESIGN
45 hours, 4 ECTS
Cognitive-practical course

Course description.

This course explores the typical tools and techniques of a contemporary experience design project, in the intersection among people, spaces, strategies, digital services, artificial intelligence and the basic idea of "information".

This is the real and virtual space based on the production and diffusion of data, their transformation, the interfaces that make them intelligible, navigable, manageable and editable, the new scenarios, the reprogramming of existing models and the implications of all that in the perception and use of the real space. Nowadays, the information society paradigm permeates culture and design: complex systems, networks, exchanges between real and virtual systems, mixed realities, new ecosystems and new concept of ecology.

During the classroom activity, the course will develop a strategic project of a service or experience based in a hybrid real and digital space, from a user-centered perspective, that could also require an extension of the project in the fields of interface design and interaction design.

Course overview.

The course has been structured by subject areas.
• User experience.
• Customer experience (retail, multi-platform systems).
• Service design.
• Interface design.

Learning outcomes.

At the end of the course, students will be familiar with all the topics and skills related to the experience design.

Prerequisites and requirments.

This course is intended for students who have no background in design or related fields.

SAP
Curriculum

PRODUCT DESIGN
45 hours, 4 ECTS
Cognitive-practical course

Course description.
The program aims to provide students with the basic tools to approach a project in the field of product design, through the complexity, diversity and plurality of the design strategies within the contemporary context of the global transformation of the industrial paradigm.

Students will experience all the steps of the design project, from the first ideation to the communication, increasing their ability to use different design tools (from design thinking methodologies to problem identification, from visual research to sketching, model making, technical drawing, and prototyping).

A strong focus will be placed on the practical application of design methodologies, guiding students step by step through a structured process: identifying a problem, conducting an indepth analysis, and defining a project solution.

The final phase of the course will involve the prototyping of the designed product. This hands-on experience will allow students to develop technical skills and material knowledge necessary for realizing a prototype.

Course overview.
The course has been structured following the below topics:
- observing is designing;
- one thing leads to another;
- designing methods;
- from concept to prototype: material selection and manufacturing techniques

Learning outcomes.
Students will acquire a full understanding of a methodology to approach to address increasingly complex design issues, in very different professional contexts and market sectors. At the end of the course, students will also acquire the basic skills to understand all the elements of the design project, such as conceptual, technological, environmental, etc. increasing their project awareness.

Prerequisites and requirments.
This course is intended for students who have no background in design or related fields.