BA PRODUCT DESIGN

DUBAI

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inglês

PRODUCT DESIGN

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.

POSSÍVEIS CARREIRAS

- 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

FOCO DE APRENDIZAGEM

- Product designer
- Product development manager
- Design director
- System designer
- Concept designer

ABOUT ISTITUTO MARANGONI

Over the past 85+ 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.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT
Students who successfully complete this program will be awarded with a Bachelor of Arts accredited by the Ministry of Education-Commission for Academic Accreditation (CAA).

CONTENTS' OVERVIEW

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 characterizes 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 characterize the field of design as a multi-disciplinary 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 characterize 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.

Final Project (Dissertation)
The final project is the assessment of the competences gained by the Student, his/her maturity in the methodologic approach and the acquisition of the relevant technical and cultural tools; this will translate into a final work that will show evidence of all aspects and steps that are part of the candidates' educational path. It will consist in the development of a work that will demonstrate a concrete application of the theoretical and cultural/creative studies undertaken.

Internship
As part of the didactical experience provided to its students, the Undergraduate programmes include an internship period which is embedded in the Study Plan of each programme. This working experience allows students to take advantage of skills and topics learned during lessons, putting them into concrete practice within a real professional environment. The internship consists of a period of an experience in professional practice through the realization of individual or group projects in collaboration with institutions or companies on their premises or on the School premises (internship on campus).

STUDY PLAN

Foundation in Fashion & Design - Pathway in Design

Semester	Disciplinary Fields	Lesson Type	Lesson Hours	Study Hours	Total Hours	ECTS	Hours/ credits ratio	Type of Assessment	Numero di lezioni
I / II	Language - General Skills	T	75	175	250	10	25	E	30,0
I / II	Language - Fashion & Design Fields Terminology	T	75	175	250	10	25	E	30,0
I	Global Culture & Contextual Studies	T	38	88	125	5	25	E	15,0
I	Design Methods	TP	38	38	75	3	25	E	15,0
I	Fine Arts Studies	T	30	70	100	4	25	E	12,0
I	Visual Design Workshop	TP	38	38	75	3	25	E	15,0
I	Product Workshop	TP	50	50	100	4	25	E	20,0
II	Interior Design Project Workshop	TP	75	75	150	6	25	E	30,0
II	Italian Creative Culture	T	38	88	125	5	25	E	15,0
II	Fundamentals of Sustainabilty in Design	T	23	53	75	3	25	E	9,0
II II	Entrepreneurial Mindset	T	30	70	100	4	25	E	12,0
Total	Creative Production	TP	38	38	75	3	25	E	15,0
			545	955	1.500	60			

Year 1

Subject Code	Subject	Credits CFA (ECTS)
ISDC/01	Design Semiotics	4
ISDR/02	Technical Drawing	4
ISSC/01	Design History and Culture	6
ISDC/03	Graphic Design	8
ISDR/01	Form and Planning: Analysis and Representation	8
ISDR/03	Computer Aided Design (CAD)	8
ISME/01	Design Methods	8
ISME/02	Basic Design	6
ISSE/02	Foreign Language	4
AA	Free study Activities	4

Year 2

Subject Code	Subject	Credits CFA (ECTS)
ISSU/01	Sociology and Anthropology of Design 1	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

Year 3

Subject Code	Subject	Credits CFA (ECTS)
ISSU/01	Sociology and Antropology of Design	5 12 6 4 8 4 4 9 8
ISDE/01	Product Design 2	
ISDE/04	Integrated Product Design	
ISDE/04	Prototyping	
ISDR/03	Rendering	
ISDC/05	Product Communication	
ISSE/02	Management of Enterprise Performance	
INT	Internship	
DIS	Dissertation	

PROGRAMME LEARNING OUTCOMES: FRAMEWORK

- Knowledge [K]: outcome of the assimilation of information through learning, set of facts, principles, theories, and practices that are linked to an area of work or study.
- Skills [S]: ability to apply knowledge and use know-how to complete tasks and solve problems.
- Competence [C]: proven ability to use knowledge, skills and personal, social and/or methodological abilities, in work or study situations and in professional and personal development.

At the end of the course in Fashion Design & Accessories, the student will be able to:

- **K1.** Understand how to collect, assess, record, and apply appropriate information to interpret it critically by considering diverse points of view to reach well-reasoned conclusions.
- **K2.** Understand different styles and semiotic design languages turning it into a selling point in the global market.
- **S1.** Proficient in communicating ideas effectively, both verbally, in writing and through graphic means, utilizing manual techniques and digital tools.
- **S2.** Evaluate the evolution of the design panorama embracing a sociological, historical and anthropological perspective to understand the impact of key drivers of change such as sustainability, globalization and digital disruption.
- **S3.** Proficiency in using material science and manufacturing knowledge to produce functional and high-quality design prototypes.
- **C1.** Manipulate and create new product systems and solutions by applying the most appropriate design methods, efficiently for both community and industrial needs, with a view to users' new emerging needs.
- **C2.** Demonstrate competencies in using digital software and tools and select the most appropriate techniques for the creation of a design portfolio in order to communicate creative concepts professionally.
- **C3.** Develop autonomy in the organization and management of a design process.

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 leaning 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.

STUDENT SUPPORT STRATEGY

- A dedicated Student Support Officer is available for all students 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 help 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.