BA PRODUCT DESIGN

LONDRES

01 de outubro de 2024   29 de setembro de 2025

inglês

PRODUCT DESIGN

Mobiliário de luxo e design industrial: do conceito à comercialização. Este programa oferece aos alunos a oportunidade de explorar **tanto o design de produtos analógicos quanto digitais, incluindo utensílios domésticos, iluminação, mobiliário urbano, tecnologia avançada e design de luxo.** O programa também inclui estudos culturais e projetos individuais e em grupo, guiados por tutores e apoiados por palestrantes convidados, mentores da indústria e visitas técnicas.

O foco é na colaboração, formação de equipes, pesquisa, comunicação e prática de design ético. O currículo visa ajudar os alunos a se tornarem cidadãos globais responsáveis. O programa de BA (Hons) em Design de Produtos desafia os alunos a pensarem de forma criativa e analítica para chegar a soluções sofisticadas para problemas complexos e diversos. O programa oferece aos alunos a oportunidade de explorar uma ampla variedade de aplicações analógicas e digitais, incluindo utensílios **domésticos, iluminação, design de mobiliário urbano, tecnologia avançada e design de luxo.** Ao longo do programa, os alunos se envolvem em projetos individuais e em grupo, guiados por tutores especializados, mentores da indústria, palestrantes convidados e visitas técnicas, e são apoiados por uma equipe de acadêmicos e profissionais da indústria internacionais. O foco está na **colaboração, formação de equipes, pesquisa, comunicação e prática de design ético e responsável, com ênfase no desenvolvimento como cidadãos globais responsáveis.**

O papel do designer é chegar a um produto que seja um compromisso ponderado entre muitos campos de estudo diferentes e variados, resultando em restrições conflitantes. O design de produto é um processo desafiador que exige dedicação, comprometimento e atenção tanto ao panorama geral quanto aos detalhes. Uma coordenação bem desenvolvida entre mão/olho/mente, percepção espacial e técnicas de esboço manual são essenciais na prática do design. Os designers precisam ser capazes de desenvolver e comunicar suas ideias de forma rápida e eficaz. O programa desenvolve tanto as habilidades analíticas quanto criativas e incentiva a produção de protótipos funcionais para desenvolver designers realistas.

O curso também tem como objetivo equipar os alunos com as habilidades para utilizar a tecnologia CAD de maneira apropriada e eficaz para auxiliar no design de um produto. O programa oferece um currículo bem estruturado e relevante para a indústria, que prepara os alunos para as demandas da profissão. Os principais elementos acadêmicos de **pesquisa, compreensão, análise, assimilação, criatividade, desenvolvimento e apresentação são implícitos no processo de design de produtos,** tornando este curso uma excelente área de estudo para um primeiro diploma.

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

Istituto Marangoni has more than eighty years of experience in educating highly skilled future design professionals. During this time, we have built outstanding international networks within the fashion and design industries and have expanded to comprise 11 schools in 9 prime city locations, across 4 continents. Istituto Marangoni provides an outstanding, internationally recognised educational experience that responds to the evolving demands and requirements of tomorrow's industry professionals.

Our ethos as a school embraces the creative synergies that evolve constantly between the refined professionalism of the Italian luxury sector, the rebellious and provocative innovation of the London cultural scene, and the nuanced global perspectives offered by our international student and tutor body. This is a distinctive characteristic that offers unique opportunities to make a positive local and global impact. We are exceptionally well-placed to understand diverse international contexts, opportunities and challenges and the potential of design to influence meaningful change. With a strong emphasis on creativity and imagination, as well as professional standards, we apply our philosophy to the role and influence that design may have in driving positive change for the whole Earth community.

PROGRAMME INFORMATION

STUDY PLAN

Lesson duration: 2.5 hours

Units
The programme is composed of a number of units that each have a credit value. On successfully passing each of these units, students will gain credits that count towards the total needed for their degree. One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So, if a unit is worth 10 credits, then students would expect to spend 100 hours studying. These will not all be 'taught' hours. Students will receive guidance and instruction through lectures, seminars, etc., but they will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this programme is indicated in Section 6. On an undergraduate degree course provided by Istituto Marangoni, London students are expected to study 120 credit per level (or year) with no more than 60 credits per term.

Level 4: October and February Intake

TERM 1	TERM 2	TERM 3
Contemporary Product Design (30 credits)	Homeware Design (30 credits)	Lighting Design (30 credits)
History of Art, Design & Visual Culture (30 credits)		

Level 5

TERM 1	TERM 2	TERM 3
Urban Mobiliar Design (30 credits)	Advanced Technology (30 credits)	Luxury Design (30 credits)
Design & Cultural Studies (30 credits)		

Level 6

TERM 1	TERM 2	TERM 3
Major Project – Design Enquiry (40 credits)	Major Project – Design Prototyping (40 credits)	Major Project – Design Delivery (40 credits)

CONTENTS' OVERVIEW

Curriculum

This three-year programme promotes development of practical physical (sketching and modelmaking), technical (construction and detailing) and digital design skills (technical drawing, 3D modelling, visualisation, and CAD prototype development), along with a holistic approach to the development of design projects. Students will work both individually and in teams to foster and develop their creative talent in design thinking, design processes, and the realisation of the final product. Students will engage in realisation of luxury furniture, custom one-of-a-kind objects, lighting products, or goods for industrial design and commercialization. In the process they will develop awareness of the intersections between various fields which will guide them to effective approaches towards their own creative processes.

Students acquire knowledge on how to efficiently incorporate research techniques into the creation of product design concepts. They will also learn the fundamentals of industrial organisation and processes, develop an

understanding of material attributes, and learn how to successfully and creatively utilise both new and old materials.

In addition to business preparation in trends, markets, and communication, particular focus is placed on product sustainability, responsible design, UX, ergonomics, and consumer awareness, offering a professional approach to planning, negotiating, and idea presentation. In order to respond to their own unique style as well as the demands of the industry, project briefs involve brand image strategies, or special client requests. Students will also conduct market research, investigate, and assess past and present trends, visual brand design and identity, and branding strategies through the programme.

Through the course, participants are encouraged to be creative and independent thinkers. They also experiment with and test their design knowledge and abilities on a project that is driven by industry in collaboration with a top business. At the final graduate show, where forward-thinking designs for this exciting, difficult, and innovative sector are displayed, participants also have the opportunity to network further.

LEARNING OUTCOMES:

Programme Learning Outcomes:

- Develop a professional awareness and understanding of global, economic, historical, theoretical, ethical, social, cultural, political, and environmental contexts and frameworks, pertaining to current and emerging product design practice
- Independently plan and systematically acquire relevant knowledge using recognised and appropriate research techniques and wide range of resources.
- Identify and undertake research to produce a set of findings that can contribute to the proposals for a particular design problem or opportunity through the appropriate selection and application of established techniques of analysis and enquiry.
- Communicate professionally in presenting research, concepts, and design brief in a range of situations, in visual, oral, and written forms, employing relevant IT and software skills at an advanced level
- Think critically and apply problem solving methods to product design scenarios on an advanced level of study and application

- Source, navigate, analyse, communicate, and apply research material from a variety of sources to the development of responses to creative and written briefs on an advanced level of study
- Engage creatively in the generation, and realisation of concepts and solutions to product design briefs, relevant to context and audience on a professional level of application and design approach
- Acquire knowledge, skills and understanding of current and emerging technologies, processes, tools, materials, and software relevant to product design on an advanced level of knowledge and skills
- Critically evaluate and comment upon assembled current research and make thoughtful responses that will inform understanding of the design problem or opportunity and generate guidelines or recommendations (design brief) that will inform, direct, and enrich Interior Design project activity
- Work constructively and collaboratively with group peers to achieve shared objectives and design outcomes at a mature and high level of competency, approach, and delivery of design outcomes
- Analyse, reflect and evaluate critically, varying contexts and environments within contemporary product design practice and principles employed within professional practice at a mature level of study
- Negotiate and manage study workload in a professional, constructive, and efficient manner addressing new and emerging design thinking strategies applicable to product design in a professional and mature level of understanding

CAREER SERVICE

The Istituto Marangoni, London Career Service works to support students and alumni in enhancing their career, employability, and entrepreneurial skills. While working closely with the academic staff and industry partners, Istituto Marangoni, London Career Service provides targeted approaches to career development, starting at the beginning of the students' study experience. Recognising the vast importance of this area, the Career Services department has developed a range of informative workshops and annual events to provide advice and guidance for students and alumni. These sessions are organised by the careers team and delivered by internal staff in addition to industry guests. Key topics include professionalism, industry ready CV's and cover letters, interviewing techniques, personal branding, networking, and portfolio presentations. The Careers Service staff regularly undertake industry networking initiatives, visits and have created an extensive database providing strong mechanisms for ensuring up-to-date opportunities for placements as well as graduate jobs.

The Careers Service has also introduced an online platform Career Network (SYMPLICITY), ensuring that approved placements and jobs are promoted to existing students and Alumni. The ability to reach a wide number of students through one digital platform enables the Career Services team to be a leading area in promoting employability for Istituto Marangoni, London students through regularly offering competitive

COURSE SPECIFIC ADMISSION REQUIREMENTS

Copy of a high-school diploma or school certificates
- UCAS points equal to 80 tariff points
- Completion of an entry requirements (interview and portfolio review)
- Non-native English speakers are required to provide an acceptable proof of their English Language ability. The English Language test score should be at least B2 on the CEFR level (e.g. IELTS Academic with 6.0 overall, no less than 5.5 for each element)
- Students who complete the Certificate of Achievement: Foundation in Design at Istituto Marangoni, London will have guaranteed progression to BA (Hons) Interior Design, provided they have the required L4 English entry requirement.

STUDENT SUPPORT STRATEGY

Istituto Marangoni provides a range of student support mechanisms which include (but not limited to):
- Admissions: the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- Academic and Student Services: the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.
- Library Resources: The library service aims to deliver a high quality engaging and supportive service for students in support of an outstanding, inspiring, diverse, innovative and creative educational experience. The service intends to inspire students to discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught at Istituto Marangoni, London.

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- Careers Service: The Careers department supports students and alumni, offering guidance on all aspects of their career journey, providing practical advice and helping students connect with industry.
- SEN Support: This is available to all students with learning disabilities by booking 1-2-1 sessions with the SEN tutor. The support programme offers a Personal Learning Plan, monitors students' progress and formalises reasonable adjustments.
- Coaching and Mentoring Service: This service offers 1-2-1 appointments with a professional coach / mentor. The service provides advice, guidance and encouragement, equips students with problem solving skills / tools, improves self-confidence, encourages reflections and enhances individual performance.
- Counselling Service: The aim of the service is for students to receive immediate professional support as well as to set up a safe and healthy path for the student journey on a longer-term basis. The service can assist with resilience building, setting up home in London, time and stress management, homesickness, creativity stress, anxiety etc.