



# STUDY ABROAD - PRODUCT DESIGN

## MILÃO

24 de fevereiro de 2025  
22 de setembro de 2025  
inglês e italiano

# PRODUCT DESIGN

Projetar móveis de **luxo**, itens exclusivos sob medida ou produtos para design e comercialização industrial. Os **cursos semestrais de design de produtos** combinam um mix de habilidades manuais, técnicas e de design digital aplicadas para melhorar e desenvolver talentos criativos em processos de design, métodos e realização dos produtos finais. Destinados a participantes com pelo menos um ano de estudo universitário anterior em design de produto ou campos semelhantes, esses minicursos abrangem tópicos importantes em **design, tendências, materiais e modelagem 3D**, bem como insights contemporâneos sobre o processo de design, por exemplo, a sociologia, a comunicação e a antropologia do design; pesquisa e desenvolvimento de ideias inovadoras que correspondam às necessidades e exigências de um briefing de cliente, ou para o usuário do produto final com propostas de design contemporâneo.

**Estrutura do Study Abroad - (5 - 6 meses)** Os cursos do Study Abroad oferecem uma oportunidade de ver o mundo, experimentar novas culturas, aprender uma nova língua, visitar países vizinhos e fazer novos amigos para toda a vida. Os semestres do Study abroad do **Istituto Marangoni** oferecem aos participantes a oportunidade de experimentar diferentes estilos de treinamento e aprender as principais competências de especialistas internacionais na área. O nível do study abroad é estruturado e ensinado no segundo ano de um programa de três anos. De acordo com o curso escolhido, os certificados de crédito\* ou os horários de aula (contato) são atribuídos uma vez concluídos com sucesso. Os cursos são oferecidos duas vezes por ano, no **outono** e na **primavera**. O conteúdo do curso muda de acordo com a data de início para oferecer uma variedade mais ampla de assuntos, dando aos participantes a oportunidade de escolher o curso que melhor atenda às suas necessidades;

# FOCO DE APRENDIZAGEM

## SEMESTRE 1

- Ciência e Tecnologia de Materiais
- Antropologia do design
- História de tendências estéticas
- Design do sistema do produto
- Modelagem CAD CAM
- Métodos de design

## SEMESTRE 2

- Ciência e Tecnologia de Materiais
- Técnicas de comunicação do design
- Sociologia do design
- Design do sistema do produto
- Modelagem CAD CAM
- Método de design

# ABOUT MARANGONI

Over the past 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 programmes prepare students with the necessary knowledge and know-how approach 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, Art History and Culture.

## PROGRAMME INFORMATION

### ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate and Transcript\*

\*The recognition of credits obtained within their Semester experience will be evaluated and then confirmed by their own University.

### EDUCATIONAL APPROACH

- to develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to develop the students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

## **CONTENTS' OVERVIEW**

### **Programme Aims:**

Study abroad courses provide an opportunity to see the world, experience new cultures, learn a new language, visit neighbouring countries, and make new lifelong friends. Study abroad semesters at Istituto Marangoni offer students a chance to experience different styles of education and learn key skills from international experts in the field. The study abroad level is structured and taught at year two of a three-year undergraduate programme. According to the chosen course, credit transcripts or class (contact) hours are awarded on successful completion. Courses are offered twice a year. Course content changes with each start date to offer a wider range of subjects, giving students the opportunity to choose the course that best suits their needs. Designing luxury furniture, i.e. unique pieces or products for industrial design and marketing. The six month Product Design course combines a range of digital, manual, technical and applied design skills to develop and refine the creative talent in the methods and in the process design up to the creation of the final product. Addressed to students who have completed at least one year of university studies in Product Design or similar path, this course addresses key topics in the field of design, also analysing trends, materials and 3D modelling and offering contemporary insights on design processes through the study of subjects such as sociology of design, design communication and the anthropology of design. Everything is oriented towards the research and development of innovative ideas that satisfy the needs and requests of a customer brief or for the creation of contemporary design proposals aimed at the user of the product.

### **Programme Learning Outcomes**

Students successfully completing the Semester Abroad programme in Product Design will have developed:

- Sound understanding of current and emerging technologies, with the intention of showing applications and insight within the contemporary interior design industry;
- Appropriate understanding of problem-solving and concept-generating approaches required by the interior design industry;
- Reflective and self-managed appropriate approach to dealing with complex issues both systematically and creatively, making judgements in the absence of complete data, and communicating their conclusions clearly to specialist and non-specialist audiences;



- Self-direction and originality in tackling and solving problems, acting autonomously in planning and implementing tasks in respect of the interior design industry;
- Understanding importance of and being able to apply working relationships using teamwork and leadership skills, recognising and respecting different perspectives within the interior design industry

## **STUDY PLAN**

Interior Design Semester Abroad • October start  
Semester 1

Subjects	Total Hours	Credits (ECTS*)
Sociology and Anthropology of Design I	37,5	5
Innovative Technologies and Construction Materials	15	2
Interior Design I	75	6
Environment Design I	75	6
Color Design	50	4
Techniques of Project Communication	37,5	5
Computer Aided Design (CAD)	50	4

Interior Design Semester Abroad • February start  
Semester 2

Subjects	Total Hours	Credits (ECTS*)
Computer Aided Design (CAD) II	50	4
Innovative Technologies and Construction Materials	15	2
Interior Design I	75	6
Environment Project I	75	6
Techniques of Design Communication	37,5	5

\*European Credit Transfer System

## **Curriculum**

### **Product Design Semester Abroad • October start**

#### **Sociology and Anthropology of Design subject**

The subject aims to provide students with a general knowledge of the cognitive mechanisms that govern the relationship of users with digital devices, as a central experience of the contemporary anthropological scenario. Particular attention is paid to the criticalities that emerge from this type of relationship and to the negative effects of a “toxic” relationship with digital devices, both on a cognitive and social level.

## **Materials Science and Technology subject**

The subject focuses on presentation of selected design companies, grouped in materials and process clusters. Starting from the acquisition of the basic notions of research methods, a methodological introduction to give an extensive scaffold in support to the students, thus for acquiring the research knowledge and criteria, through a research driven process applied to the field of product and furniture design. The students will analyse the contemporary scenario of furniture and product design, past and contemporary examples that present also the important aspects of the Italian Design culture through different themes for each lesson. Students will build a critical approach to the methodology of academic research in relation with contemporary design. They will be encouraged to develop in class and at home researches based on the handouts and notions presented during the lessons. Showroom visits and collection of photos and clues collected during the external visits, made in groups or in autonomy will be highly encouraged. The class will develop individual researches, demonstrating to the class the outcomes of their focuses and discussing the different results in a collective debate. One of the purposes of this subject is to increase the awareness and invite the students to reflect about how design creativity has different origins and approaches related to with each material and production process.

## **Product Design I subject**

The subject comprises two main parts. In the first part, students will be given the methodological tools to envision a new idea for a product or furniture element. In the second part, they will learn how to study and approach a company to design something original for them. They will be challenged to develop design solutions to a specific theme identified after a first phase of study, analysis and critical research of the current global context.

## **CAD/CAM Modelling subject**

The subject aims at providing students with advanced skills and methods of 3D CAD software and rendering software. Students will acquire the ability to use a varied set of tools comprising Fusion 360, Rhinoceros, and 3dsMAX for 3D modelling, and V-Ray and Key-Shot for rendering images. All classes will comprise a software learning part during which student will deepen their 3D and rendering skills, and a tutoring part during which they will guide and support in preparing virtual models and rendering images for their projects.

## **Techniques of Design Communication subject**

The subject aims to deepen students' of graphic design methods and tools covered in the year. The software leaning is intensified, and the cultural baggage

of graphic design and its principles is strengthened. This is an advanced design subject with an emphasis on brand identity development. Topics include logo development, product packaging, marketing and advertising collateral as well as web branding. Special attention is given to the creation of the packaging and the whole presentation. Students will learn to combine typography, color theory and layout to form a cohesive brand identity and apply that identity.

### **Modelling subject**

The subject aims at providing students with practical and methodological skills for the use of laboratory as a working place where design concepts and product ideas undergo a structural and dimensional verification. In the first part, students will learn how to employ basic tools and materials for conceptual and physical modelling. In the second part, modelling lessons will support the projects that students will be working on with project tutors so as to proceed with a constant physical verification as part of the design process. Part of lessons will be dedicated to 3D printing as a means to build models to rapidly scrutinise ideas sensorially. In the last part, lessons will be dedicated to the development and fine-tuning of the models to be present on the exam as an integral part of project documentation.

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## **TEACHING AND LEARNING METHODS**

### **Programme teaching methods**

The programme is designed to facilitate the development of a student who will be highly employable and will allow them to investigate and develop their strengths. The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical and critical judgement.

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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 the students with another dimension to their learning experience;
- guest speakers provide the students with a full, broader and real prospective to their specialist field of study.

Students will have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

**Programme Specific Assessment Criteria:** The methods of assessment used give breadth and depth, which allow for both the formative and summative assessment of every student at each stage of the programme.

The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Different forms of assessment can, and where appropriate should, be 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 as evidenced by their classroom work. This process of students keeping ongoing records of their work not only engages students, it also helps them, beyond a “grade,” to see where they started and the progress they are making toward the learning goal.

**Summative Assessments:** These assessments are a means of gauging 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 and concentrate 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 course.

**Practical Coursework** > allows the students to demonstrate their understanding and application of practical areas of study.

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**Written Reports** > are required in some study areas, where a clear and structured brief is provided and the students are asked to submit work to be marked independently and anonymously by staff. Formal Examinations > are required in some study areas.

**Presentations** > are used in some subjects to allow the student to develop their professional communication and presentation skills.

**Student Projects** > are used when the student is required to submit work to be marked independently and anonymously.

## **COURSE SPECIFIC ADMISSION REQUIREMENTS**

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award. Admission requirements are listed below: •

- Completed the first year (L4) of an Undergraduate Bachelor programme in Product Design or similar;
- For non English/Italian native speakers: certificate of language skills, level b1 of Common European Framework of Reference with specific requirements (e.g. IELTS 5.0 without elements below 4.5);
- Portfolio;
- Good knowledge of design methodology, technical drawings and digital tools;
- Signed personal statement

The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate). (Admission requirements may be subject to change from time to time in order to comply with entry requirement regulations)

## **STUDENT SUPPORT STRATEGY**

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:

- Programme Leaders: the first point of call to acquaint students with regulations and issues arising on the programme;
- Student Support Officers for student referral where appropriate; programme and student handbooks;
- induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
- student group representatives (student voice).

### **Student Support Officers**

A dedicated Student Support Officer is available for all students on the programme. For matters of pastoral care the Student Support Officers will help in:

- finding their way around;
- time management;
- dealing with stress, or absences;
- getting the best from the course;
- understanding and applying school rules;
- future study options or other issues.

One-to-one appointments may be made by phone, through the school receptionists, or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.