

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMMER COURSES

A.A. 2023-24
SYLLABUS

Product design 1

1st session: June 25th – July 5th 2024

3rd session: July 23rd – August 2nd 2024

www.naba.it



Product design 1

School: Nuova Accademia di Belle Arti Milano (NABA)

Address: Via Darwin 20, 20143 Milan, Italy

Phone: + 39.02.973.192 *E-mail:* summer@naba.it

Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

Introductory level

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

COURSE DESCRIPTION

Students will be introduced and exposed to the design process, in order to understand what lives behind the creation a product. They will have the opportunity to dive into intensive project work geared towards creative thinking and exploring form and functionality.

Students will work in small groups, in an open discussion environment, developing their creative process from the idea to the final presentation. The final project will be presented in a simulating, small exhibition, through a model and a short story in a digital format.

COURSE OBJECTIVES

The aim of the course is to introduce students to the world of design in all its aspects and to teach them the several available design approaches.

Working as a member of a design team, students will create a concept and develop one original prototype.

ADMISSION REQUIREMENTS

This course is intended for students who have no background in product design and for students who are attending or will attend their first year of university studies in art and design.

OUTPUT

As a result of this course students will be able to:

- develop a design sensibility towards creative thinking and exploration;

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- demonstrate an understanding in design methodology and the use of the proper tools;
- perform a personal oral presentation and discussion as a designer and team member, with the support of model and/or a short story in digital format.

Students will acquire an overall understanding towards product design through learning by doing techniques. The final project will consist of a wood-based piece of domestic furniture or a domestic object.

LIST OF MATERIALS AND TOOLS

- laptop;
- USB key;
- HB pencil;
- rubber;
- cutter;
- ruler (if possible 60cm long);
- a pair of scissors.

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. On the last day of classes, instructors will issue a Certificate of successful attendance only to all students who completed at least 80% of the course.

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated. Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

Learning by doing: a mix of theoretical lessons, field trips and practical workshops.

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Grading

Total number of ECTS assigned for the successful completion of the course: 3 ECTS

GRADING SYSTEM

GRADING WEIGHTS	GRADING SCALE				
1. Attendance 30%	Excellent = 90-100				
2. Participation and creative process 40%	Good = 80-89				
3. Final work / final presentation 30%	Average = 70-79				
TOTAL 100%	Below Average = 60-69				
	Poor = 59 or below				
	EXCELLENT 90 -100%	GOOD 80 – 89%	AVERAGE 70 – 79%	BELOW AVERAGE 60 – 69%	POOR BELOW 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

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1st week and 2nd week

COURSE SCHEDULE*

DAY		LESSON-SUBJECT
Day 1 - Tuesday	NABA Staff	Welcome and Registration Introduction to the course
Day 2 - Wednesday		Lecture on product design
Day 3 - Thursday		Lecture on product design
Day 4 - Friday		Design workshop
Day 5 - Monday		* <i>Field Trip</i> Design workshop
Day 6 - Tuesday		Design workshop
Day 7 - Wednesday		Design workshop
Day 8 - Thursday		Design workshop preparing the final presentation
Day 9 - Friday		<ul style="list-style-type: none"> • Design workshop; • Preparing the final presentation; • Holder + object final definition; • Final Presentation; • Group project explanation.

*The Academy reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location;
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.

Contacts