

# NABA

NUOVA ACCADEMIA  
DI BELLE ARTI

# SUMMER COURSES

**A.A. 2024-25**  
**SYLLABUS**

Product Design

2<sup>nd</sup> session:  
July 15<sup>th</sup> - 25<sup>th</sup> 2025

[www.naba.it](http://www.naba.it)



# Product Design

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**School:** Nuova Accademia di Belle Arti

**Address:** Via Ostiense 92, 00152 Rome, Italy

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**Course Structure:** 45 hours – 9 lesson days

**ECTS:** 3 ECTS credits\*

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

## COURSE DESCRIPTION

Participants will be introduced to the design process, with specific attention to the Rome context. The course aims to provide an understanding of what lies behind the creation of 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;
- 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**

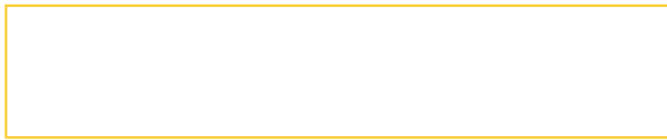
Class attendance is required for successful completion of the course. Attendance will be taken at every class period. Students should attend every lesson and try to be in class at least 10 minutes before the beginning of class. On the last day of classes, instructors will issue a **Certificate of successful 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 laptops during classes for personal purposes is forbidden.

### **TEACHING METHODS**

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



**Grading**

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

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
		Below Average = 60-69
<b>TOTAL</b>	100 %	Poor = 59 or below

	<b>Excellent</b> 90 - 100%	<b>Good</b> 80 – 89%	<b>Average</b> 70 – 79%	<b>Below Average</b> 60 – 69%	<b>Poor Below</b> 60%
<b>Attendance</b> (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
<b>Participation and Creative Process</b> (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
<b>Original Project</b> (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



**1<sup>ST</sup> WEEK AND 2<sup>ND</sup> WEEK**

<b>COURSE SCHEDULE</b>	
Day 1 - Tuesday	<b>Welcome and Registration</b> Introduction to the course
Day 2 - Wednesday	Lecture on product design
Day 3 - Thursday	Lecture on product design
Day 4 - Friday	<i>*Field Trip</i> Spots in Rome for Very Special Designers I
Day 5 - Monday	<i>*Field Trip</i> Spots in Rome for Very Special Designers II
Day 6 - Tuesday	Design workshop
Day 7 - Wednesday	Design workshop
Day 8 - Thursday	Design workshop preparing the final presentation
Day 9 - Friday	Design workshop Preparing the final presentation Holder + object final definition Final Presentation Group project explanation

\*The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visit's 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.