

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

SUMMMER COURSES

A.A. 2023-24
SYLLABUS

Product design 2

July 9th – July 19th 2024

www.naba.it



Product design 2

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*

Intermediate level

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

COURSE DESCRIPTION

A comprehensive and exciting introduction to design methodologies through theoretical and practical design techniques. The course will allow students to explore and understand design icons of the past, gain valuable insight into the design process and apply through hand on experience the methods and techniques observed.

COURSE OBJECTIVES

The aim of the course is to teach students how to apply design methodologies to their workflow. Develop their creative skills and techniques through “out of the box” observation, analytical research and hands on practical prototyping.

ADMISSION REQUIREMENTS

Basic understanding of arts and crafts techniques, manual skills such as sketching and drawing.

OUTPUT

Prototype and digital presentation.

LIST OF MATERIALS AND TOOLS

- laptop or tablet;
- drawing and sketching tools (pens and pencils);
- measuring tools.

Contacts

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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

COURSE SCHEDULE*

DAY		LESSON-SUBJECT
Day 1 - Tuesday	NABA Staff	Welcome and Registration <ul style="list-style-type: none">Design history and introduction to design methodology and process.
Day 2 - Wednesday		<ul style="list-style-type: none">Design emotion, ergonomics, ecology and functionality.
Day 3 - Thursday		<ul style="list-style-type: none">Design brief for the final project, concept sketches and research.
Day 4 - Friday		<ul style="list-style-type: none">*<i>Field Trip.</i>

*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.

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2st week

COURSE SCHEDULE*

DAY	LESSON-SUBJECT
Day 5 - Monday	<ul style="list-style-type: none">Model Making Lab - Introduction to tools, techniques and materials.
Day 6 - Tuesday	<ul style="list-style-type: none">Model Making Lab - Prototype development stage 1 model making.
Day 7 - Wednesday	<ul style="list-style-type: none">Model Making Lab - Prototype development stage 2 model making.
Day 4 - Day 8 Thursday	<ul style="list-style-type: none">Model Making Lab - Prototype development stage 3 model making.
Day 9 - Friday	<ul style="list-style-type: none">Model Making Lab - Prototype finishing and final project presentation.

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