

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

**SUMMER
COURSES**

Product Design II

2nd SESSION:
July 12th – July 22nd 2022

PRODUCT DESIGN II

School: Nuova Accademia di Belle Arti Milano (NABA)

Address: Via Darwin 20, 20143 Milan, Italy

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Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

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

TITLE – AREA

Product Design II (Intermediate Level)

COURSE TEACHERS

Stefano Gianluca Citi

COURSE DESCRIPTION:

A comprehensive and exciting introduction to Design Methodologies through theoretical and practical design techniques. *FOOD TOOLS & NEW RITUALS* 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

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:

The course aims to mix theory and practical learning techniques, involving students in a hands on learning experience: Learning by doing, observing and improving.

We will adopt a tool kit methodology for "Food Ritual Design" in order to define context and opportunity to explore the ritualistic value of food products systems as an interpretation of contemporary rituals. We will explore how Food Ritual Design can be capable of enhancing wellbeing and promoting healthier behaviors for planet and people. Outputs will be frameworks, story and mood boards of contemporary rituals alongside physical prototypes.

TEACHER'S SHORT BIO

Stefano Citi is a Product Designer based in Milan. Having worked with industry leading professionals such as Nathalie Du Pasquier and George Sowden. He founded TourDefork in 2010, a unique food design studio with a focus on products, interiors and experiences, the studio works with a wide variety of clients from restaurants, nonprofit organizations, start-ups and multinational companies.

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
TOTAL	100 %	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

Course Schedule*

1ST WEEK

Day	Time	Professor	h	Lesson-subject
Day 1 Tuesday		Stefano Citi		Design history and introduction to Design Methodology & Process
Day 2 Wednesday		Stefano Citi		Design Emotion, Ergonomics, Ecology and Functionality
Day 3 Thursday		Stefano Citi		Design Brief for Final Project, Concept Sketches and Research for FOOD TOOLS & NEW RITUALS
Day 4 Friday		Stefano Citi		Museum Visits

2ND WEEK

Day	Time	Professor	h	Lesson-subject
Day 5 Monday		Stefano Citi		Model Making Lab - Introduction to Tools, Techniques and Materials
Day 6 Tuesday		Stefano Citi		Model Making Lab - Prototype Development Stage 1 Model Making
Day 7 Wednesday		Stefano Citi		Model Making Lab - Prototype Development Stage 2 Model Making
Day 8 Thursday		Stefano Citi		Model Making Lab - Prototype Development Stage 3 Model Making
Day 9 Friday		Stefano Citi		Model Making Lab - Prototype Finishing and Final Project Presentation

*The school 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.