

Department of Design and applied arts
School of Applied arts for business
DAPL06 - Bachelor degree in Fashion design

Code	Subject	ECTS	Hours
First year			
ABPC68	Semiotic of art	4	30
ABST51	Phenomenology of contemporary art	12	90
ABST48	History of fashion I	8	60
ABAV1	Anatomy of the image	4	50
ABPR21	Model making and manufacture I	2	50
ABPR16	Technical drawing I	8	100
ABPR34	Textile culture	12	90
ABLIN71	Foreign language: English	4	30
-	Seminars/Interdisciplinary Workshops	4	-
-	Elective activities	2	-
TOTAL ECTS		60	
Second year			
ABTEC38	Digital applications technologies I	12	150
ABPR34	Fashion design I	16	200
ABST48	History of fashion II	4	30
ABPR21	Model making and manufacture II	4	100
ABPR31	Photography I	4	50
ABLE69	Design management*	6	45
ABTEC42	Audiovisual techniques for the web*		75
ABPC66	Cinema and video history*		45
-	<i>* choose one of the courses</i>	-	-
-	Seminars/Interdisciplinary Workshops/Contests	4	-
-	Elective activities	4	-
-	Second-year compulsory internship	6	150
TOTAL ECTS		60	
Third year			
ABPR34	Fashion design II	16	200
ABPR21	Model making and manufacture III	4	100
ABPR31	Photography II	2	25
ABTEC38	Digital applications technologies II	4	50
ABTEC40	Multimedia design*	4	50
ABAV1	Elements of morphology and dynamics of form*		30
ABPR22	Scenography*		50
-	<i>* choose one of the courses</i>	-	-
-	Seminars/Interdisciplinary Workshops/Contests	2	-
-	Elective activities	4	-
-	Third-year compulsory internship	14	350
-	Individual thesis project	10	-
TOTAL ECTS		60	

First-year

Semiotic of art

ABPC68 – 4 ECTS

Focusing on the production of art, design, communication, and fashion considered as articulations of signs and communicative phenomena connected to creative production. It also includes studies of texts and videos that articulate complex narratives and rhetoric applied to communication in museums and exhibitions.

Phenomenology of contemporary art

ABST51 – 12 ECTS

The investigation from an interdisciplinary perspective of the relationships between different contemporary arts and the issues that arise, their contextualization within the socio-cultural horizon, with particular reference to situations related to technological innovative processes.

Three fields are considered: sociological, psychological, and ergonomic, highlighting the necessary relationship between the product/service, the customer, and the surrounding environment, to realize the best result and user experience.

History of fashion I

ABST48 - 8 ECTS

The teaching examines the most important forms of art, costumes, and clothes, referring to industry and crafts, not only regarding fashion. From furniture to jewelry, from clothing to functional objects, from the miniature to contemporary illustration, from tapestry to printed fabric, from cinema and theater costume to decorations, including skills for style recognition and their evolution in the history of modern and contemporary art.

The course includes in-depth studies regarding:

- fabric: its history, socio-anthropological, commodity-related, technological and aesthetic-visuals (textures) connections;
- fashion and costume related to ethnic and cultural aspects.

Anatomy of the image

ABAV1 - 4 ECTS

The teaching concerns the representation of the human body, in terms of expression and visual communication and the related structural, morphological, anthropometric, and symbolic aspects. The course focuses on the historical and contemporary view of the human form and the body in art, from ancient times to the present day, including the history of the discipline, the development of theories and methods, the relationship of the body with a natural and artificial environment. The training methodology and research also make use of interdisciplinary tools with others forms of knowledge, the morphological method extends to analysis of the work of art and the representation of the natural world. The course has also a technical part, through drawing, photography and other traditional techniques, new media, and multimedia.

Model making and manufacture I

ABPR21 - 2 ECTS

The course provides the theoretical and practical tools for the construction of visual and expressive models, defining the right materials according to the scale of the project. The three-dimensional vision will permit students to examine the idea and verify its consistency concerning physical laws and processing techniques. The model will allow also check proportions and masses and, accordingly, change lines and volumes. The course emphasizes the practical and sensory nature of the experience, developing a three-dimensional vision capacity.

Within the laboratories, exercises are developed by using simple materials - that allow quick corrections – for building models of products, architectures, furniture. Exercises of increasing complexity have the goal of improving the ability with the tools, the workmanship, and details for the production of models for the customer final presentation.

Technical drawing I

ABPR16 - 8 ECTS

Acquiring the ability to represent and communicate the design process. The course provides the graphic language necessary to obtain autonomous expressive ability. Freehand drawing, preparatory sketches for the real-time communication of the project, and the language of proportions. The

teaching is aimed at the acquisition of spatial awareness, the ability to decompose geometries and volumes, experimentation of graphic techniques for two-dimensional and three-dimensional representation.

It distinguishes aspects of descriptive geometry and technical drawing from life and freehand drawing.

Textile culture

ABPR34 - 12 ECTS

The teaching concerns the study and research of new materials necessary for expanding the range of formal multi-material languages, aimed at creating the prototype and including modeling, cutting, and packaging of garments in a tailoring-craftsmanship environment.

The teaching includes two orientations: one more theoretical-cultural, the other more meta-project, and experimental.

Foreign language: English

ABLIN71 – 4 ECTS

The use of different linguistic models in the fields of design, graphics, art, and fashion. It also includes the expressive and more extensive modalities-conceptual minds used in European culture, the different specific critical terminologies and techniques.

Seminars/Interdisciplinary Workshops

4 ECTS

Elective activities

2 ECTS

At the beginning of the year, students have to present their two chosen activities, scheduled every year in their Department.

Second-year

Digital applications technologies I

ABTEC38 - 12 ECTS

The teaching includes related skills for the application of advanced digital tools to visual artistic languages. The discussion arises from a different point of view: theoretical, methodological, and applicative, of the digital image in two and three dimensions, its static and moving processing. The subject is divided into two main moments:

- one related to the computer graphic;
- another more oriented to the technical aspects of the development of sizes and tailoring elements.

Fashion design I

ABPR34 - 16 ECTS

To acquiring knowledge about the creation of clothing collections and accessories with a strong creative component, acquiring artisan-industrial techniques applied to manual skills to be used in expressive and innovative forms. The teaching aims to the:

- study and research of new materials suitable for expanding the range of formal multi-material languages;
- creation of the prototype, including the modeling, cutting, and packaging of garments in a tailoring-craftsmanship environment;
- communication, through the study and design of concepts that can be communicated through the network, both of a site intended as e-commerce and innovative distributions channel.

The teaching includes a variety of speeches proposed by professionals, allowing students to be inspired and build their method and style.

History of fashion II

ABST48 - 4 ECTS

The teaching examines the most important forms of art, costumes, and clothes, referring to industry and crafts, not only regarding fashion. From furniture to jewelry, from clothing to functional objects, from the miniature to contemporary illustration, from tapestry to printed fabric, from costume for cinema and theater to decoration, including skills for style recognition and their evolution in the history of modern and contemporary art.

The course includes in-depth studies regarding two aspects:

- fabric: its history, socio-anthropological, commodity-related, technological and aesthetic-visuals (textures) connections;
- fashion and costume related to ethnic and cultural aspects.

Model making and manufacture II

ABPR21 - 4 ECTS

The course provides the theoretical and practical tools for the construction of visual and expressive models, defining the right materials according to the scale of the project. The three-dimensional vision will permit students to examine the idea and verify its consistency concerning physical laws and processing techniques. The model will allow also check proportions and masses and, accordingly, change lines and volumes. The course emphasizes the practical and sensory nature of the experience, developing a three-dimensional vision capacity.

Within the laboratories, exercises are developed by using simple materials - that allow quick corrections – for building models of products, architectures, furniture. Exercises of increasing complexity have the goal of improving the ability with the tools, the workmanship, and details for the production of models for the customer final presentation.

Photography I

ABPR31 – 4 ECTS

Acquiring knowledge about languages and techniques of historical and contemporary photography. Deals with the following fields of application: uses of photography in the documentation and representation of cultural assets, the scientific photographic investigation of the work of art, archiving, and digital sharing of images. The course is completed by some expressive, communicative, linguistic, and operational aspects introduced by digital technologies.

Design management***ABLE69**

Acquiring the skills related to planning, promotion, and management of cultural and artistic activities, with particular reference to the development of strategies related to the markets of art, design, fashion, and communication. Particular attention will be put on strategic marketing and communication for the sale of design and art products/services, traditional or on the web.

Audiovisual techniques for the web***ABTEC42**

Analysis, design, and creation of interactive environments that involve gesture, space, and sound. It also refers to basic concepts of “Image processing” and human-machine interaction for building of virtual objects and scenarios of mono and multi-users interactions

Cinema and video history***ABPC66**

Teaching includes the history of new media, cinema, television, video, and photography and their configuration as significant elements in the field of visual arts

One of the courses marked with * has to be chosen and assigns 6 ECTS

Seminars / Interdisciplinary Workshops / Contests 4 ECTS

Elective activities**4 ECTS**

At the beginning of the year, students have to present their two chosen activities, scheduled every year in their Department.

Second-year mandatory internship**6 ECTS**

Allow putting knowledge from classes into practice, by entering in public or private companies.

It is a graduation requirement and owns responsibility of students to find autonomously an internship, plan and organize it.

Third-year

Fashion Design II

ABPR34 - 16 ECTS

To acquiring knowledge about the creation of clothing collections and accessories with a strong creative component, acquiring artisan-industrial techniques applied to manual skills to be used in expressive and innovative forms. The teaching aims to:

- the study and research of new materials suitable for expanding the range of formal multi-material languages;
- the creation of the prototype, including the modeling, cutting, and packaging of garments in a tailoring-craftsmanship environment;
- communication, through the study and design of concepts that can be communicated through the network, both of a site intended as e-commerce and innovative distributions channel.

The teaching includes a variety of speeches proposed by professionals, allowing students to be inspired and build their method and style.

Model making and manufacture III

ABPR21 - 4 ECTS

The course provides the theoretical and practical tools for the construction of visual and expressive models, defining the right materials according to the scale of the project. The three-dimensional vision will permit students to examine the idea and verify its consistency concerning physical laws and processing techniques. The model will allow also check proportions and masses and, accordingly, change lines and volumes. The course emphasizes the practical and sensory nature of the experience, developing a three-dimensional vision capacity.

Within the laboratories, exercises are developed by using simple materials - that allow quick corrections – for building models of products, architectures, furniture. Exercises of increasing complexity have the goal of improving the ability with the tools, the workmanship, and details for the production of models for the customer final presentation.

Photography II

ABPR31 - 2 ECTS

Acquiring knowledge about languages and techniques of historical and contemporary photography. Deals with the following fields of application: uses of photography in the documentation and representation of cultural assets, scientific photographic investigation of the artwork, archiving, and digital sharing of images. The course is completed by some expressive, communicative, linguistic, and operational aspects introduced by digital technologies.

Workshops, laboratory experience in black/white and color are part of the teaching.

Digital applications technologies II

ABTEC38 - 4 ECTS

The teaching includes related skills for the application of advanced digital tools to visual artistic languages. The discussion arises from a different point of view: theoretical, methodological, and applicative, of the digital image in two and three dimensions, its static and moving processing. The subject is divided into two main moments:

- one related to the computer graphic;
- another more oriented to the technical aspects of the application to the development of sizes and tailoring elements.

Multimedia design*

ABTEC40

The course focuses on the application of information and media technologies to realize artifacts, design items, fashion, and communication. It includes two moments of study: a video-technical one and another more toward the organization of the sets and scenography previously studied, with experimentation of realizing of fashion, artistic and cultural events.

Elements of morphology and dynamics of form*

ABAV1

The representation of the human body concerning objects and the environment. The morphological method is focusing on the analysis of art, design, fashion, and communication. The laboratory activity has both expressive and analytical-descriptive sides and is realized through drawing and other

Department of Design and applied arts
School of Applied arts for business
DAPL06 - Bachelor degree in Graphic and Web design

Code	Subject	ECTS	Hours
First year			
ABPC68	Semiotic of art	4	30
ABST51	Phenomenology of contemporary art	12	90
ABST47	History of design and graphic arts I	6	45
ABPR19	Graphic design I	14	175
ABTEC38	Computer science for graphic	10	125
ABPR31	Photography I	4	50
ABLIN71	Foreign language: English	4	30
-	Seminars/Interdisciplinary Workshops	4	-
-	Elective activities	2	-
TOTAL ECTS		60	
Second year			
ABST47	History of design and graphic arts II	4	30
ABPR19	Web Design I	8	100
ABPR19	Graphic design II	8	100
ABTEC38	Digital printing technologies	16	120
ABPR31	Photography II	4	50
ABLE69	Design management*	6	45
ABTEC42	Audiovisual techniques for the web*		75
ABPC66	Cinema and video history*		45
-	<i>* choose one of the courses</i>	-	-
-	Seminars/Interdisciplinary Workshops/Contests	4	-
-	Elective activities	4	-
-	Second-year compulsory internship	6	150
TOTAL ECTS		60	
Third year			
APPR19	Graphic design III	12	150
APPR19	Web design II	6	75
ABTEC40	Multimedia design	4	50
ABTEC38	Computer graphic	4	50
ABAV1	Anatomy of the image*	4	50
ABAV1	Elements of morphology and dynamics of form*		30
ABPR22	Scenography*		50
-	<i>* choose one of the courses</i>		-
-	Seminars/Interdisciplinary Workshops/Contests	2	-
-	Elective activities	4	-
-	Third-year compulsory internship	14	350
-	Individual thesis project	10	-
TOTAL ECTS		60	

First-year

Semiotic of art

ABPC68 – 4 ECTS

Focusing on the production of art, design, communication, and fashion considered as articulations of signs and communicative phenomena connected to creative production. It also includes studies of texts and videos that articulate complex narratives and rhetoric applied to communication in museums and exhibitions.

Phenomenology of contemporary art

ABST51 – 12 ECTS

The investigation from an interdisciplinary perspective of the relationships between different contemporary arts and the issues that arise, their contextualization within the socio-cultural horizon, with particular reference to situations related to technological innovative processes.

Three fields are considered: sociological, psychological, and ergonomic, highlighting the necessary relationship between the product/service, the customer, and the surrounding environment, to realize the best result and user experience.

History of design and graphic arts I

ABST47 – 6 ECTS

The study of phenomenon related to the history of visual arts, with particular focus on late 19th Century western culture (es. Toulouse Lautrec) to nowadays.

Knowledge of various styles and expressive languages of artists, designers, communicators, stylists, art critics, and editors, is integrated with the study of the mechanisms that regulate the complex system of the contemporary art market, fashion, and design.

Graphic Design I

ABPR19 – 14 ECTS

The teaching includes the set of operations, methods, and processes used by visual design-oriented with a special focus on corporate communication, public institutions, and more in general for advertising products/services/events.

The subject is divided into a plurality of paths ranging from the design and construction of advertising communications and editorial products to the most recent procedures including offline and online multimedia techniques.

A special focus will be on the knowledge of digital contemporary graphic techniques used for the realization, visualization, presentation, and communication of the final proposal. The teaching also includes focuses on analysis relating to communication fields such as visual education, editing, advertising, illustration, and storytelling.

Computer science for graphic

ABTEC38 – 10 ECTS

Developing skills in the usage and application of advanced digital tools to visualize properly ideas and projects, for experimental aspects and expressions, as for the professional applications and presentations. The approach starts from a theoretical, and methodological point of view to reach an application of 2d and 3d digital visualization techniques, static and dynamic.

Workshops will be an essential moment to realize the different forms of representation using digital and non-digital tools.

Photography I

ABPR31 – 4 ECTS

Acquiring knowledge about languages and techniques of historical and contemporary photography. Deals with the following fields of application: uses of photography in the documentation and representation of cultural assets, scientific photographic investigation of the artwork, archiving, and digital sharing of images. The course is completed by some expressive, communicative, linguistic, and operational aspects introduced by digital technologies.

Workshops, laboratory experience in black/white and color are part of the teaching.

Foreign language: English**ABLIN71 – 4 ECTS**

The use of different linguistic models in the fields of design, graphics, art, and fashion. It also includes the expressive and more extensive modalities-conceptual minds used in European culture, the different specific critical terminologies and techniques.

Seminars/Interdisciplinary Workshops**4 ECTS****Elective activities****2 ECTS**

At the beginning of the year, students have to present their two chosen activities, scheduled every year in their Department.

Second-year

History of design and graphic arts II

ABST47 - 4 ECTS

The teaching deals with the study of phenomena related to the history of visual arts, with particular reference to culture western from the late nineteenth century (Toulouse Lautrec) to nowadays. Knowledge of styles and various expressive languages, aimed at completing the artist's training course, the designer, the communicator, the stylist, the art critic of the editor, is integrated with the study of the mechanisms that regulate the complex system of the art market contemporary, fashion and design.

Web Design I

ABPR19 - 8 ECTS

The teaching includes the set of operations, methods, and processes used by visual design oriented to business communication. The sector is divided into a plurality of paths ranging from design and creation of advertising communications and editorial products, up to the most recent procedures proposed by the industry and the market, including offline and online multimedia techniques. Particular attention will be on to the knowledge of contemporary digital graphic techniques for realization, visualization, presentation, and communication of the graphic project. Teaching is divided into two main subjects: web design and social media.

Graphic design II

ABPR19 - 8 ECTS

The teaching includes the set of operations, methods, and processes used by visual design-oriented with a special focus on corporate communication, public institutions, and more in general for advertising products/services/events.

The subject is divided into a plurality of paths ranging from the design and construction of advertising communications and editorial products to the most recent procedures including offline and online multimedia techniques.

A special focus will be on the knowledge of digital contemporary graphic techniques used for the realization, visualization, presentation, and communication of the final proposal. The teaching also includes focuses on analysis relating to communication fields such as visual education, editing, advertising, illustration, and storytelling.

Digital printing technologies

ABTEC38 - 16 ECTS

To know the application of advanced digital tools of visual and artistic languages, regarding experimental and expressive aspects, and professional applications. The experience will be an essential moment of the educational path concerning the different tools and forms of print.

Photography II

ABPR31 - 4 ECTS

Acquiring knowledge about languages and techniques of historical and contemporary photography. Deals with the following fields of application: uses of photography in the documentation and representation of cultural assets, scientific photographic investigation of the artwork, archiving, and digital sharing of images. The course is completed by some expressive, communicative, linguistic, and operational aspects introduced by digital technologies.

Workshops, laboratory experience in black/white and color are part of the teaching.

Design management*

ABLE69

Acquiring the skills related to planning, promotion, and management of cultural and artistic activities, with particular reference to the development of strategies related to the markets of art, design, fashion, and communication. Particular attention will be put on strategic marketing and communication for the sale of design and art products/services, traditional or on the web.

Audiovisual techniques for the web*

ABTEC42

Analysis, design, and creation of interactive environments that involve gesture, space, and sound. It also refers to basic concepts of "Image processing" and human-machine interaction for building virtual objects and scenarios of mono and multi-users interactions.

Cinema and video history***ABPC66**

Teaching includes the history of new media, cinema, television, video, and photography and their configuration as significant elements in the field of visual arts.

One of the courses marked with * has to be chosen and assigns 6 ECTS

Seminars/Interdisciplinary Workshops/Contests**4 ECTS****Elective activities****4 ECTS**

At the beginning of the year, students have to present their two chosen activities, scheduled every year in their Department.

Second-year mandatory internship**6 ECTS**

Allow putting knowledge from classes into practice, by entering in public or private companies.

It is a graduation requirement and owns responsibility of students to find autonomously an internship, plan and organize it.

Third-year

Graphic design III

ABPR19 - 12 ECTS

The teaching includes the set of operations, methods, and processes used by visual design-oriented with a special focus on corporate communication, public institutions, and more in general for advertising products/services/events.

The subject is divided into a plurality of paths ranging from the design and construction of advertising communications and editorial products to the most recent procedures including offline and online multimedia techniques.

A special focus will be on the knowledge of digital contemporary graphic techniques used for the realization, visualization, presentation, and communication of the final proposal. The teaching also includes focuses on analysis relating to communication fields such as visual education, editing, advertising, illustration, and storytelling.

Web design II

ABPR19 - 6 ECTS

The teaching includes the set of operations, methods, and processes used for visual design oriented to business communication. The sector is divided into a plurality of paths ranging from design and creation of advertising communications and editorial products, up to the most recent procedures proposed by the industry and the market, including offline and online multimedia techniques. Particular attention will be on to the knowledge of contemporary digital graphic techniques for realization, visualization, presentation, and communication of the graphic project. Teaching is divided into two main subjects: technical aspects and creative aspects.

Multimedia design

ABTEC40 - 4 ECTS

The course focuses on the application of information and media technologies to realize artifacts, design items, fashion, and communication. It includes two moments of study: a video-technical one and another more toward the organization of the sets and scenography previously studies, with experimentation of realizing of fashion, artistic and cultural events.

Computer graphic

ABTEC38 - 4 ECTS

To acquire skills in the application of advanced digital tools to artistic visual languages. The workshop will be an essential moment of the training experience, understanding the different forms of representation and the different digital tools, for realizing traditional and innovative communication.

Anatomy of the image*

ABAV1

The teaching concerns the representation of the human body, in terms of expression and visual communication and the related structural, morphological, anthropometric, and symbolic aspects. The course focuses on the historical and contemporary view of the human form and the body in art, from ancient times to the present day, including the history of the discipline, the development of theories and methods, the relationship of the body with a natural and artificial environment. The training methodology and research also make use of interdisciplinary tools with others forms of knowledge, the morphological method extends to analysis of the work of art and the representation of the natural world. The course has also a technical part, through drawing, photography and other traditional techniques, new media, and multimedia.

Elements of morphology and dynamics of form*

ABAV1

The representation of the human body concerning objects and the environment. The morphological method is focusing on the analysis of art, design, fashion, and communication. The laboratory activity has both expressive and analytical-descriptive sides and is realized through drawing and other traditional techniques, new media, and multimedia. Students will be oriented towards one experimentation of basic design or meta-design of the product, concerning the user and surrounding environment, paying attention also to proxemics and ergonomics in one design perspective.

Department of Design and applied arts
School of Applied arts for business
DAPL06 - Bachelor degree in Industrial design

Code	Subject	ECTS	Hours
First year			
ABPC68	Semiotic of art	4	30
ABAV1	Elements of morphology and dynamics of form	4	30
ABST51	Phenomenology of contemporary art	12	90
ABST48	History of design	8	60
ABPR16	Technical drawing I	8	100
ABPR17	Design I	10	125
ABPR30	Materials I	4	30
ABNLIN71	Foreign language: English	4	30
-	Seminars/Interdisciplinary Workshops	4	-
-	Elective activities	2	-
TOTAL ECTS		60	
Second year			
ABPR19	Graphic design	2	25
ABPR21	Model making and manufacture I	4	100
ABPR17	Design II	10	125
ABTEC41	Digital modeling techniques - Computer 3d I	10	125
ABPR30	Technology of new materials I	14	105
ABLE69	Design management*	6	45
ABTEC42	Audiovisual techniques for the web*		75
ABPC66	Cinema and video history*		45
-	<i>* choose one of the courses</i>	-	-
-	Seminars/Interdisciplinary Workshops/Contests	4	-
-	Elective activities	4	-
-	Second-year compulsory internship	6	150
TOTAL ECTS		60	
Third year			
ABTEC41	Digital modeling techniques - Computer 3d II	8	100
ABPR21	Model making and manufacture II	2	50
ABPR17	Design III	16	200
ABAV1	Anatomy of the image*	4	50
ABTEC40	Multimedia design*		50
ABPR22	Scenography*		50
-	<i>* choose one of the courses</i>	-	-
-	Seminars/Interdisciplinary Workshops/Contests	2	-
-	Elective activities	4	-
-	Third-year compulsory internship	14	350
-	Individual thesis project	10	-
TOTAL ECTS		60	

First-year

Semiotic of art

ABPC68 – 4 ECTS

Focusing on the production of art, design, communication, and fashion considered as articulations of signs and communicative phenomena connected to creative production. It also includes studies of texts and videos that articulate complex narratives and rhetoric applied to communication in museums and exhibitions.

Elements of morphology and dynamics of form

ABAV1 - 4 ECTS

The representation of the human body concerning objects and the environment. The morphological method is focusing on the analysis of art, design, fashion, and communication. The laboratory activity has both expressive and analytical-descriptive sides and is realized through drawing and other traditional techniques, new media, and multimedia. Students will be oriented towards one experimentation of basic design or meta-design of the product, concerning the user and surrounding environment, paying attention also to proxemics and ergonomics in one design perspective.

Phenomenology of contemporary art

ABST51 – 12 ECTS

The investigation from an interdisciplinary perspective of the relationships between different contemporary arts and the issues that arise, their contextualization within the socio-cultural horizon, with particular reference to situations related to technological innovative processes.

Three fields are considered: sociological, psychological, and ergonomic, highlighting the necessary relationship between the product/service, the customer, and the surrounding environment, to realize the best result and user experience.

History of design

ABST48 - 8 ECTS

To understand key facts and figures of design from the Industrial Revolution to the third century, with special references also to architecture. The course addresses the situation at the time of the first Industrial Revolution, analyzing lately the works of the avant-garde of the '900 till more recent designers.

Technical drawing I

ABPR16 - 8 ECTS

Acquiring the ability to represent and communicate the design process. The course provides the graphic language necessary to obtain autonomous expressive ability. Freehand drawing, preparatory sketches for the real-time communication of the project, and the language of proportions. The teaching is aimed at the acquisition of spatial awareness, the ability to decompose geometries and volumes, experimentation of graphic techniques for two-dimensional and three-dimensional representation.

It distinguishes aspects of descriptive geometry and technical drawing from life and freehand drawing.

Design I

ABPR17- 10 ECTS

Developing of projects where theoretical and methodological aspect joins the practice. Students must demonstrate that have acquired a planning methodology in realizing projects with a major level of complexity and a deeper definition of formal and technical details. Students will realize projects, applying the method to different sectors and situations.

Materials I

ABPR30 - 4 ECTS

Understand technologies and families of materials and use them within the design process according to their technological, mechanical, physics, chemistry, peculiarity. This subject supports the teaching of design, providing the student with all the necessary parameters for a thoughtful choice of material to use. Knowledge of the behavior of materials gives the tools for translating the idea into a real project and understand the expressive potential of the different materials, traditional and innovative, natural and artificial. Skills focus on a technological analysis of existing artifacts for understanding technological and structural choices related to the functional and ergonomic necessity of the designer.

Foreign language: English

ABLIN71 – 4 ECTS

The use of different linguistic models in the fields of design, graphics, art, and fashion. It also includes the expressive and more extensive modalities-conceptual minds used in European culture, the different specific critical terminologies and techniques.

Seminars/Interdisciplinary Workshops

4 ECTS

Elective activities

2 ECTS

At the beginning of the year, students have to present their two chosen activities, scheduled every year in their Department.

Second-year

Graphic design

ABPR19 - 2 ECTS

Computer literacy through graphics programs for realizing the idea and developing visual perception with digital tools of representation. The teaching of the main software for image processing will facilitate the enhancement of concept/idea, management of two-dimensional images, and editing content.

Model making and manufacture I

ABPR21 - 4 ECTS

The course provides the theoretical and practical tools for the construction of visual and expressive models, defining the right materials according to the scale of the project. The three-dimensional vision will permit students to examine the idea and verify its consistency concerning physical laws and processing techniques. The model will allow also check proportions and masses and, accordingly, change lines and volumes. The course emphasizes the practical and sensory nature of the experience, developing a three-dimensional vision capacity.

Within the laboratories, exercises are developed by using simple materials - that allow quick corrections – for building models of products, architectures, furniture. Exercises of increasing complexity have the goal of improving the ability with the tools, the workmanship, and details for the production of models for the customer final presentation.

Design II

ABPR17 - 10 ECTS

Developing of projects where theoretical and methodological aspect joins the practice. Students must demonstrate that have acquired a planning methodology in realizing projects with a major level of complexity and a deeper definition of formal and technical details. Students will realize projects, applying the method to different sectors and situations.

Digital modeling techniques - Computer 3d I

ABTEC41 - 10 ECTS

Developing the set of knowledge related to the digital treatment of images in a 3D environment. The applications range from realizing and creating three-dimensional environments to the representation of objects and artifacts. Main software for processing three-dimensional images, surface modeling, assembly of shapes with elementary units, automatic generation of perspectives, creation of prospects and sections, shading, texturing surfaces, and rendering.

Rhinoceros, the main studied software, represents the fundamental tool for three-dimensional design, checking complex shapes and surfaces to define the shape of a product. Also, functions such as automatic perspectives generator, creation of two-dimensional views, shading, and rendering, offer many possibilities of application and use.

The second part of the course deals with 3D software Studio Max to create rendering and animation, three-dimensional views. Lessons also provide technicians abilities to create the graphic representation of products and architectures with lighting techniques and the application of materials (texturing). Rendering and animation allow realizing photorealistic images of concrete impact for the industrial 3D design.

Technology of new materials I

ABPR30 - 14 ECTS

The teaching provides qualitative knowledge about the main concepts and notions of materials technology science. Provides the technical and methodological knowledge for developing innovative products proposal for prospective scenarios, made possible and stimulated by new technologies in production or new product request. It collects the set of skills that allow giving appropriate technological solutions to the projects, identifying the most suitable materials and technologies, following the different stages of development of the project: from prototype to final product. The student must be able to:

- analyze and interpret the artificial environment and flows of products that pass through it;
- translating technological innovations into new capabilities for the products;
- take into account new and best solutions using more appropriate materials and energy-saving technologies, from the production to recycling;

- correctly understand the relationships between objects and the environmental context in which they are located.

Design management***ABLE69**

Acquiring the skills related to planning, promotion, and management of cultural and artistic activities, with particular reference to the development of strategies related to the markets of art, design, fashion, and communication. Particular attention will be put on strategic marketing and communication for the sale of design and art products/services, traditional or on the web.

Audiovisual techniques for the web***ABTEC42**

Analysis, design, and creation of interactive environments that involve gesture, space, and sound. It also refers to basic concepts of “Image processing” and human-machine interaction for building of virtual objects and scenarios of mono and multi-users interactions

Cinema and video history***ABPC66**

Teaching includes the history of new media, cinema, television, video, and photography and their configuration as significant elements in the field of visual arts

One of the courses marked with * has to be chosen and assigns 6 ECTS

Seminars / Interdisciplinary Workshops / Contests 4 ECTS

Elective activities 4 ECTS

At the beginning of the year, students have to present their two chosen activities, scheduled every year in their Department.

Second-year mandatory internship**6 ECTS**

Allow putting knowledge from classes into practice, by entering in public or private companies. It is a graduation requirement and owns responsibility of students to find autonomously an internship, plan and organize it.

Third-year

Digital modeling techniques - Computer 3d II

ABTEC41 - 8 ECTS

Developing the set of knowledge related to the digital treatment of images in a 3D environment. The applications range from realizing and creating three-dimensional environments to the representation of objects and artifacts. Main software for processing three-dimensional images, surface modeling, assembly of shapes with elementary units, automatic generation of perspectives, creation of prospects and sections, shading, texturing surfaces, and rendering.

Rhinoceros, the main studied software, represents the fundamental tool for three-dimensional design, checking complex shapes and surfaces to define the shape of a product. Also, functions such as automatic perspectives generator, creation of two-dimensional views, shading, and rendering, offer many possibilities of application and use.

The second part of the course deals with 3D software Studio Max to create rendering and animation, three-dimensional views. Lessons also provide technicians abilities to create the graphic representation of products and architectures with lighting techniques and the application of materials (texturing). Rendering and animation allow realizing photorealistic images of concrete impact for the industrial 3D design.

Model making and manufacture II

ABPR21 - 2 ECTS

The course provides the theoretical and practical tools for the construction of visual and expressive models, defining the right materials according to the scale of the project. The three-dimensional vision will permit students to examine the idea and verify its consistency concerning physical laws and processing techniques. The model will allow also check proportions and masses and, accordingly, change lines and volumes. The course emphasizes the practical and sensory nature of the experience, developing a three-dimensional vision capacity.

Within the laboratories, exercises are developed by using simple materials - that allow quick corrections – for building models of products, architectures, furniture. Exercises of increasing complexity have the goal of improving the ability with the tools, the workmanship, and details for the production of models for the customer final presentation.

Design III

ABPR17 - 16 ECTS

Developing of projects where theoretical and methodological aspect joins the practice. Students must demonstrate that have acquired a planning methodology in realizing projects with a major level of complexity and a deeper definition of formal and technical details. Students will realize projects, applying the method to different sectors and situations.

Anatomy of the image*

ABAV1

The teaching concerns the representation of the human body, in terms of expression and visual communication and the related structural, morphological, anthropometric, and symbolic aspects. The course focuses on the historical and contemporary view of the human form and the body in art, from ancient times to the present day, including the history of the discipline, the development of theories and methods, the relationship of the body with a natural and artificial environment. The training methodology and research also make use of interdisciplinary tools with others forms of knowledge, the morphological method extends to analysis of the work of art and the representation of the natural world. The course has also a technical part, through drawing, photography and other traditional techniques, new media, and multimedia.

Multimedia design*

ABTEC40

The course focuses on the application of information and media technologies to realize artifacts, design items, fashion, and communication. It includes two moments of study: a video-technical one and another more toward the organization of the sets and scenography previously studies, with experimentation of realizing of fashion, artistic and cultural events.

Department of Design and applied arts
School of Applied arts for business
DAPL06 - Bachelor degree in Interior design

Code	Subject	ECTS	Hours
First year			
ABPC68	Semiotic of art	4	30
ABST51	Phenomenology of contemporary art	12	90
ABST48	History of design	12	90
ABPR16	Technical drawing I	8	100
ABPR17	Design	10	125
ABPR15	Interior design I	4	50
ABLIN71	Foreign language: English	4	30
-	Seminars/Interdisciplinary Workshops	4	-
-	Elective activities	2	-
TOTAL ECTS		60	
Second year			
ABPR19	Graphic design	2	25
ABPR21	Model making and manufacture I	4	100
ABPR14	Elements of architecture and urban planning	16	120
ABPR15	Interior design II	10	125
ABTEC41	Digital modeling techniques - Computer 3d	8	100
ABLE69	Design management*	6	45
ABTEC42	Audiovisual techniques for the web*		75
ABPC66	Cinema and video history*		45
-	<i>* choose one of the courses</i>	-	-
-	Seminars/Interdisciplinary Workshops/Contests	4	-
-	Elective activities	4	-
-	Second-year compulsory internship	6	150
TOTAL ECTS		60	
Third year			
ABTEC41	Rendering 3d	8	100
ABPR21	Model making and manufacture II	2	50
ABPR15	Interior design III	4	50
ABPR17	Product design	12	150
ABAV1	Anatomy of the image*	4	50
ABTEC40	Multimedia design*		50
ABPR22	Scenography*		50
-	<i>* choose one of the courses</i>		
-	Seminars/Interdisciplinary Workshops/Contests	2	-
-	Elective activities	4	-
-	Third-year compulsory internship	14	350
-	Individual thesis project	10	-
TOTAL ECTS		60	

First-year

Semiotic of art

ABPC68 – 4 ECTS

Focusing on the production of art, design, communication, and fashion considered as articulations of signs and communicative phenomena connected to creative production. It also includes studies of texts and videos that articulate complex narratives and rhetoric applied to communication in museums and exhibitions.

Phenomenology of contemporary art

ABST51 – 12 ECTS

The investigation from an interdisciplinary perspective of the relationships between different contemporary arts and the issues that arise, their contextualization within the socio-cultural horizon, with particular reference to situations related to technological innovative processes.

Three fields are considered: sociological, psychological, and ergonomic, highlighting the necessary relationship between the product/service, the customer, and the surrounding environment, to realize the best result and user experience.

History of design

ABST48 - 12 ECTS

To understand key facts and figures of design from the Industrial Revolution to the third century, with special references also to architecture. The course addresses the situation at the time of the first Industrial Revolution, analyzing lately the works of the avant-garde of the '900 till more recent designers.

Technical drawing I

ABPR16 - 8 ECTS

Acquiring the ability to represent and communicate the design process. The course provides the graphic language necessary to obtain autonomous expressive ability. Freehand drawing, preparatory sketches for the real-time communication of the project, and the language of proportions. The teaching is aimed at the acquisition of spatial awareness, the ability to decompose geometries and volumes, experimentation of graphic techniques for two-dimensional and three-dimensional representation.

It distinguishes aspects of descriptive geometry and technical drawing from life and freehand drawing.

Design

ABPR17- 10 ECTS

Developing of projects where theoretical and methodological aspect joins the practice. Students must demonstrate that have acquired a planning methodology in realizing projects with a major level of complexity and a deeper definition of formal and technical details. Students will realize projects, applying the method to different sectors and situations.

Interior design I

ABPR15 - 4 ECTS

It concerns the three process phases of acquiring design methodology:

- understand and learn a design approach method based on objective and rational criteria;
- learning the fundamental rules for interpreting social conventions, housing styles, living and working spaces for realizing sketches and rendering that matches customer and market requests
- promote knowledge of theoretical and practical cultural elements necessary for realizing solutions that solve spatial-functional and aesthetic issues

In particular, the course will focus on:

- field theory: notes on the intuitive geometric field, Gestalt, topological, phenomenological;
- field survey of a familiar space;
- analysis of the different space components (doors, windows, stairs, lights, etc.)

Representation techniques: plan, perspective, cross-section, axonometry projection, dimensioning.

Knowledge of basic furniture standard modules and equipment manufactured in large series, information on technologies and on the most usual materials, interpretation of spaces concerning function and design approach.

Foreign language: English**ABLIN71 – 4 ECTS**

The use of different linguistic models in the fields of design, graphics, art, and fashion. It also includes the expressive and more extensive modalities-conceptual minds used in European culture, the different specific critical terminologies and techniques.

Seminars/Interdisciplinary Workshops**4 ECTS****Elective activities****2 ECTS**

At the beginning of the year, students have to present their two chosen activities, scheduled every year in their Department.

Second-year

Graphic design

ABPR19 - 2 ECTS

Computer literacy through graphics programs for realizing the idea and developing visual perception with digital tools of representation. The teaching of the main software for image processing will facilitate the enhancement of concept/idea, management of two-dimensional images, and editing content.

Model making and manufacture I

ABPR21 - 4 ECTS

The course provides the theoretical and practical tools for the construction of visual and expressive models, defining the right materials according to the scale of the project. The three-dimensional vision will permit students to examine the idea and verify its consistency concerning physical laws and processing techniques. The model will allow also check proportions and masses and, accordingly, change lines and volumes. The course emphasizes the practical and sensory nature of the experience, developing a three-dimensional vision capacity.

Within the laboratories, exercises are developed by using simple materials - that allow quick corrections – for building models of products, architectures, furniture. Exercises of increasing complexity have the goal of improving the ability with the tools, the workmanship, and details for the production of models for the customer final presentation.

Elements of architecture and urban planning

ABPR14 - 16 ECTS

Acquiring the knowledge of technologies and families of materials used according to their technical peculiarity, mechanics, physics, and chemistry. This discipline supports the course of Interior Design by providing the student with all the necessary parameters for a careful choice about the project.

The course will also focus on:

- notes on energy needs;
- types of machines and their characteristics;
- notes on building and urban planning legislation.

Interior design II

ABPR15 - 10 ECTS

During the second academic year, several themes will be assigned on which students individually or in teams will work independently under the guidance of the teacher. The main goal is to put together all the contents and knowledge acquired realizing one concept to present to the final user.

National and international competitions, projects assigned by private or public companies, could be themes of experimentation and application of the contents.

The teaching aims to educate technical-creative designers, able to identify and solve space/function problems through solutions that arise from detailed analysis of data and components.

The design method will be developed starting from the critical analysis which distinguishes tradition, current trends, and behaviors, realizing a synthesis, overcoming the banality of schemes, realizing a contemporary solution.

The course will focus on:

- design as a solution to problems: understanding and splitting of an issue to reduce its complexity;
- analysis of possible solutions, development, checking and realization of possible alternatives;
- design analysis of a space (use, structure, functions, physiognomy). Starting from the analysis of lifestyles, consumption, and behavior;
- development of design alternatives and formal synthesis, with particular attention to layout, light, color, materials, with multiple architectures.

Digital modeling techniques - Computer 3d

ABTEC41 – 8 ECTS

Developing the set of knowledge related to the digital treatment of images in a 3D environment. The applications range from realizing and creating three-dimensional environments to the representation of objects and artifacts. Main software for processing three-dimensional images, surface modeling, assembly of shapes with elementary units, automatic generation of perspectives, creation of prospects and sections, shading, texturing surfaces, and rendering.

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Design management*

ABLE69

Acquiring the skills related to planning, promotion, and management of cultural and artistic activities, with particular reference to the development of strategies related to the markets of art, design, fashion, and communication. Particular attention will be put on strategic marketing and communication for the sale of design and art products/services, traditional or on the web.

Audiovisual techniques for the web*

ABTEC42

Analysis, design, and creation of interactive environments that involve gesture, space, and sound. It also refers to basic concepts of “Image processing” and human-machine interaction for building of virtual objects and scenarios of mono and multi-users interactions

Cinema and video history*

ABPC66

Teaching includes the history of new media, cinema, television, video, and photography and their configuration as significant elements in the field of visual arts

One of the courses marked with * has to be chosen and assigns 6 ECTS

Seminars / Interdisciplinary Workshops / Contests

4 ECTS

Elective activities

4 ECTS

At the beginning of the year, students have to present their two chosen activities, scheduled every year in their Department.

Second-year mandatory internship

6 ECTS

Allow putting knowledge from classes into practice, by entering in public or private companies. It is a graduation requirement and owns responsibility of students to find autonomously an internship, plan and organize it.

Third-year

3d rendering

ABTEC41 - 8 ECTS

To develop the understanding of the potential of digital tools for expressing and designing ideas and projects.

The course teaches the methodology necessary for three-dimensional modeling and the management of the entire communication process of the project. The students acquire expressive autonomy of interpretation: the concept, the animation of the details, the production of interactive and flexible videos, photo insertion in a real context.

In particular, the student will learn to use a photo rendering software capable of recreating spaces, products, materials, and lights in a similar way of the camera. The designer manages to realize 3d environments by making images with a realistic photo quality to verify the material and colors chosen for the project, and facilitate the customer's final presentation and corrections.

Model making and manufacture II

ABPR21 - 2 ECTS

The course provides the theoretical and practical tools for the construction of visual and expressive models, defining the right materials according to the scale of the project. The three-dimensional vision will permit students to examine the idea and verify its consistency concerning physical laws and processing techniques. The model will allow also check proportions and masses and, accordingly, change lines and volumes. The course emphasizes the practical and sensory nature of the experience, developing a three-dimensional vision capacity.

Within the laboratories, exercises are developed by using simple materials - that allow quick corrections – for building models of products, architectures, furniture. Exercises of increasing complexity have the goal of improving the ability with the tools, the workmanship, and details for the production of models for the customer final presentation.

Interior design III

ABPR15 - 4 ECTS

The main goal is to intensify the commitment of students in assigned projects, through workshops and real experiences presented by companies. Further research projects can also be added by the teacher, according to the educational plan, like contests and public calls.

The training experience of the third year is fully practical, applying knowledge and skills acquired during the previous years. The other disciplines tend to perform meta-project integration functions (theoretical ones) and design support (practical and laboratory ones) in the assigned workshops:

- deepen the methodological and analytical aspects of the project: formal, functional, and technological concerning spaces, environments, exhibition and fair systems, entertainment;
- identify research paths starting from the existing environment (across the disciplines of marketing, sociology, psychology, ergonomics, etc.), from an inspiration of an artistic movement (through disciplines such as the history of modern and contemporary art, history of architecture, and phenomenology of styles, project chronicles, etc.), so the student can apply the acquired critical skills, research skills, and technical-design abilities;
- definition of the project theme and survey;
- historical-artistic study and research to identify the motivation for the original project;
- definition of the functional program;
- concept and prefiguration (meta-project);
- fine-tuning of the layout;
- executive design (floor plan, flooring, false ceiling and lights, furniture, finishes abacus, components abacus, etc ...);
- final rendering;
- realizing final presentation, to summarize the characteristics of the designed environment: aesthetic and artistic, usability, psycho-sociological and marketing, and technical-functional finally ergonomic. Students have to elaborate and propose solutions using correct materials and techniques of realization.

Product design**ABPR17 - 12 ECTS**

The teaching involves the implementation of projects by applying the method in different disciplinary sectors. The first project is oriented towards the development of objects and tools related to human conduct and activities. A behavioral analysis of customers will allow the creation of products/services that can enrich and simplify life and daily activities.

The second didactic module focuses on designing products that can contribute to solving environmental problems, through the design of products, tools, and systems.

Both projects will be present through multimedia tools, technical drawings, and models.

Anatomy of the image***ABAV1**

The teaching concerns the representation of the human body, in terms of expression and visual communication and the related structural, morphological, anthropometric, and symbolic aspects. The course focuses on the historical and contemporary view of the human form and the body in art, from ancient times to the present day, including the history of the discipline, the development of theories and methods, the relationship of the body with a natural and artificial environment. The training methodology and research also make use of interdisciplinary tools with others forms of knowledge, the morphological method extends to analysis of the work of art and the representation of the natural world. The course has also a technical part, through drawing, photography and other traditional techniques, new media, and multimedia.

Multimedia design***ABTEC40**

The course focuses on the application of information and media technologies to realize artifacts, design items, fashion, and communication. It includes two moments of study: a video-technical one and another more toward the organization of the sets and scenography previously studies, with experimentation of realizing of fashion, artistic and cultural events.

Scenography***ABPR22**

The study of the different aspects of the design and the scenographic restitution in fashion, exhibition, theaters, cinema, television, and cultural events. It includes the use of both traditional and innovative technologies; as well as the discussion of theoretical/practical elements related to the location manager, set designer, light designer, stylist, and art buyer. The teaching includes two moments of in-depth study: one with more staging and the other more artistic-scenographic about the experimentation of sets and locations.

One of the courses marked with * has to be chosen and assigns 4 ECTS

Seminars / Interdisciplinary Workshops / Contests 2 ECTS

Free activities chosen by the students 4 ECTS

Third-year mandatory internship 14 ECTS

Allow putting knowledge from classes into practice, by entering in public or private companies. It is a graduation requirement and owns responsibility of students to find autonomously an internship, plan and organize it.

Individual thesis project 10 ECTS

The project that marks the end of the educational path.

It must involve a private or public company that assigns to the student a project to study and develop, with a final dissertation.