

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

**SUMMER
COURSES**

Design gallery

2NDSESSION:
July 11th – July 21st 2023

DESIGN GALLERY

School: Nuova Accademia di Belle Arti

Address: Via Ostiense 92, 00152 Roma, 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

Design gallery (introduction level)

COURSE TEACHER

Davide Gallina

COURSE DESCRIPTION

This course introduces the tradition of product design linked to the Italian territory. Through the analysis of high-level design linked to the world of craftsmanship, the student will be able to develop his/her own idea and project. The frame of style and the language of the city of Rome, will provide elements of inspiration for the creation of new design scenarios.

Once upon a time ... industrial design.

Our recent past has been hyper consumerism and industrial capitalism driven.

Today we do not need a new object that is only useful but we look for a communicative, visual and economic object value and the designer's work also changes with the society aspect.

This design approach is called Design Gallery.

All the design gallery objects are "editorial projects", small productions with productive excellence that create it.

One step away from the artistic product.

COURSE OBJECTIVES

The course focus is to give the design skills starting from the analysis of the context, the concept and project definition also through the use of specific materials.

ADMISSION REQUIREMENTS

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

OUTPUT

The goal is to create a defined object thinking about the communicative idea, the materials, the reference context.

LIST OF MATERIALS AND TOOLS

Live drawing techniques and the possibility of using photo editing programs
Paper and drawing tool (pen pencil and marker), pc or i-pad to editing image.

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken 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 laptop during classes for personal purposes is forbidden.

TEACHING METHODS

The course section are 3 : analysis and research, concept and definition project.
Students will learn a design method through the “ learn by doing” system.
Repeated analysis , design and text with the “double diamond” technique.

TEACHER'S SHORT BIO

Davide Gallina

He was born as a product designer, after first experience in eyewear design in Paris, he founded the Unopiudueugualeotto design studio in Milan, which has been involved in products and accessories for 8 years. In 2015 the design attention is focused on the Italian artisan production system which is the basis for the new design Studio Manufatto. Today The focus of his activity looks at Urban transformations. Research and teaching in Italian university such as NABA.

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	9.00 – 14.00			Welcome and Registration Introduction and submission
Day 2 Wednesday	9.00 – 14.00			Case studies
Day 3 Thursday	9.00 – 14.00			Rome design visit
Day 4 Friday	9.00 – 14.00			Analysies and reserch

2ND WEEK

Day	Time	Professor	h	Lesson-subject
Day 5 Monday	9.00 – 14.00			Concept brainstorming
Day 6 Tuesday	9.00 – 14.00			Concept definition
Day 7 Wednesday	9.00 – 14.00			Project definition
Day 8 Thursday	9.00 – 14.00			Project definition
Day 9 Friday	9.00 – 14.00			Exhibition day

*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.