

NABA

NUOVA ACCADEMIA
DI BELLE ARTI

**SUMMER
COURSES**

Product Design 1

1st SESSION:

June 27th – July 7th 2023

3rd SESSION:

July 25th – August 4th 2023

PRODUCT DESIGN 1

School: Nuova Accademia di Belle Arti Milano (NABA)

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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 1

COURSE DESCRIPTION

Students will be introduced and exposed to the design process, in order to understand what lives behind the creation 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 60 cm long)
- Scissors

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.

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	Lesson-subject
Day 1 Tuesday		NABA Staff	Welcome and Registration
			Introduction to the course
Day 2 Wednesday			Lecture on product design
			Lecture on product design
Day 3 Thursday			Lecture on product design
			Design workshop
Day 4 Friday			Design workshop
			<i>*Field Trip</i>

2ND WEEK

Day	Time	Professor	Lesson-subject
Day 5 Monday			*Field Trip
			Design workshop
Day 6 Tuesday			Design workshop
			Design workshop
Day 7 Wednesday			Design workshop
			Design workshop
Day 8 Thursday			Design workshop
			Design workshop preparing the final presentation
Day 9 Friday			Design workshop Preparing the final presentation Holder + object final definition
			Final Presentation Preparing the final presentation 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, 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.