



DEPARTMENT OF DESIGN AND APPLIED ARTS

SCHOOL OF ARTISTIC DESIGN FOR BUSINESS
Specialism ► DESIGN

LEARNING OBJECTIVES:

This course trains professionals who can add extra value to everyday items, setting market trends through the optimum use of shapes and materials. The course offers wide-ranging training that allows students to develop the professional skills required to design products that both satisfy the demands of the market and the requirements of manufacturers.

EMPLOYMENT PROSPECTS:

There are numerous job opportunities for designers, ranging from the industrial sector to communication, services and new media.

OVERVIEW OF MODULES

The overview of modules provides detailed information on all aspects of the teaching students will receive:

- the module type (core, specialist, elective, etc.)
- the module code
- the area of study
- the subject matter.

The core list comprises the areas of study common to all specialisms, whilst the specialist list contains the areas of study that define that particular specialism.

CORE MODULES

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ABPR15	Design methodology	Design methodology
		Architectural design of style and furnishings
ABPR16	Drawing for designers	Design and technical drawing
		Basics of computer-aided design
ABST47	Style and the history of art and fashion	History of contemporary art
		History of modern art
ABTEC38	Digital applications for the visual arts	Computer graphics
		Digital animation techniques
ABPC65	Mass media theory and methods	Mass media theory and methods
		Minimum number of credits required for the bachelor's degree 42

SPECIALIST MODULES

ABPR19	Graphic design	Graphic design
		Web design
		Design for the publishing industry
ABPR31	Photography	Photography
ABTEC37	Design methodology for visual communication	Design methodology for visual communication
		Packaging
ABTEC41	Digital modelling techniques	Virtual architecture
		3D computer-aided digital modelling techniques
		3D rendering
ABTEC43	Audiovisual languages and techniques	New integrated media techniques
ABPC67	Communication methods and techniques	Advertising communication
		Art publishing systems
		Minimum number of credits required for the bachelor's degree 66

SUPPLEMENTARY OR ELECTIVE MODULES

SPECIALIST LIST	ABAV06	Painting techniques	Chromatology
	ABPR17	Design	Design
			Product design
			Ecodesign
			Design culture
	ABPR18	Land design	Light design
	ABPR21	Modelling	Modelling
	ABPR30	Material technology	New material technology
			Applied arts and material types
	ABTEC42	Interactive systems	Interaction design
	ABST46	Aesthetics	Aesthetics
			The phenomenology of the image
	ABST48	History of applied arts	History of design
	ABST51	The phenomenology of contemporary art	Languages of contemporary art

ABST52	History and methods of art criticism	Theory and history of visual methods: methodology and visual analysis
ABST55	Cultural anthropology	Cultural anthropology
ABST58	Theory of the perception and psychology of shape	Theory of the perception and psychology of shape
		Psychosociology of the consumption of culture

Minimum number of credits required for the bachelor's degree 36

EXTRA MODULES

Computer skills
Foreign language test
Seminars/workshops/internships

CFA 14

MODULES CHOSEN BY STUDENT

CFA 10

MODULES RELATED TO THE FINAL EXAM

CFA 12

Total credits required for the bachelor's degree 180

PROGRESS TESTS

Tests of the progress made in each module are carried out at the end of the year and consist of:

- an oral or combined written/oral examination for theoretical subjects
- a presentation of projects, followed by a discussion, for subjects that combine theory and practice

FINAL EXAMINATION TYPE

The final examination taken at the end of the bachelor's degree involves:

- the presentation of a laboratory-based piece of work in the student's specialist field under the guidance of a dedicated lecturer
- the writing and subsequent presentation of a theoretical or experimental thesis, with or without illustrations, under the guidance of a supervisor

Pursuant to Italian Ministerial Decree no. 123/09, the core and specialist modules must account for a total of 108 credits (60% of the total of 180); however, the Academy, given its independence, can decide to insert subjects from the core and specialist lists not used as such in the bachelor's degree into the list of elective or supplementary modules. Furthermore, to optimise the teaching provided, it reserves the right to alter the way the different subjects are divided up, on the condition that the aforementioned sectors in the core list remain unchanged.