



**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**

<b>CORE LIST</b>	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	
			<b>Minimum number of credits required for the bachelor's degree 42</b>

**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

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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.*