



MILANO
SUMMER SCHOOL
JUNE > AUGUST > 2010

Milano



Comune
di Milano

NABA
NUOVA ACCADEMIA
DI BELLE ARTI MILANO

COURSES / **DESIGN** / PRODUCT DESIGN /

PRODUCT DESIGN STUDIO **INTERMEDIATE**

INTERSECTORIAL CROSSOVER AS AN APPROACH TO DESIGN

OBJECTIVES

Upon successful completion of this course, students will be able to:

1. describe selected aspects of Italian product design.
2. produce a design journal applying original observations of Italian art and design, including conceptual components.
3. demonstrate an understanding of contemporary product design through the development of a coordinated product line, using hand or digital drawing.
4. design and create a prototype product model.
5. compile a critical description of a product line and an original prototype model by means of oral and visual communications.

MAIN TOPICS

Market trend research, material sourcing in Italy, and creativity are used to explore the design model. Working as members of a team, students create a concept and develop an original design. The course is designed for students who have a preliminary understanding of, and experience in, Product Design, with the intention of further enhancing their knowledge and skills. In the course, students will develop a short project geared towards creative thinking and exploration. The project will be developed in groups in the form of laboratory work, under the supervision of an established designer, in open discussions that help students understand what kind of process they need in order to bring the product to the final presentation stage. The implementation of the students' design skills, enhanced by workshop activities, will be reinforced by visits in and around Milan (with a school tutor, and also following an individual observation tour suggested by NABA). Guest lecturers will provide inspiration and knowledge to support the design process. Specific workshops focusing on materials, history of design and on the biography of an object, will bring students into contact with some of the different approaches possible.

LANGUAGE

English

CALENDAR AND ATTENDANCE

20 July - 30 July, 2010

45 hours' lessons: on Tuesday 20 July there will be an orientation session from 10 am to 11 am, lessons from 11 am to 1 pm, lunch break from 1 pm to 2 pm and lessons again from 2 pm to 5 pm. On the other days there will be lessons from 10 am to 1 pm and from 2 pm to 4 pm.

Attendance is mandatory.



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CANDIDATE PROFILE

Besides having good knowledge of the English language, students will have to be motivated and inquisitive, with an aptitude for individual and group work. Active participation in the seminars and studios is highly recommended. Drawing (by hand and/or digitally) and model-making skills are required. In general the level of education should be equivalent to or higher than the second year of university studies (BA) in Interior/Product/Industrial Design.

Students who have already taken the previous introductory level will be admitted to this course.

In this case, they should have the commitment and flexibility required to handle an advanced level of study, looking at the experience and process of design work directly with professional designers.

ADMISSION PROCEDURE AND DEADLINE

Please go to <http://www.design-summer-courses.com/enrol-design-courses.html>

and follow the application procedure step by step (you can enrol online or choose the wire transfer enrolment procedure). The deadline for application form acceptance is 25 June 2010.

ASSESSMENT AND FINAL QUALIFICATION

At the end of the course, students will be awarded an attendance certificate as long as they have completed 80% of the course.

E.C.T.S.

Currently not available.

TEACHING STAFF

Course Leader and Professor:
Alessandro Confalonieri

LOCATION

Nuova Accademia di Belle Arti Milano
Via Darwin 20
20143 Milano

FEE

€ 1,480 (including a voucher to be spent at the NABA cafeteria for each day of classes)

CONTACTS

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