



**MILANO**  
**SUMMER SCHOOL**  
JUNE > AUGUST > 2010

Milano



Comune  
di Milano

**NABA**  
NUOVA ACCADEMIA  
DI BELLE ARTI MILANO

COURSES / **DESIGN** / GRAPHIC DESIGN, PHOTOGRAPHY AND VISUAL BROADCASTING /

A FOCUS ON...

**HACKING EXPRESSION: USING PHYSICAL COMPUTING  
TO EXPRESS NEW COMMUNICATION STYLES  
FOR OUR CONTEMPORARY WORLD**  
**INTERMEDIATE LEVEL**

**OBJECTIVES**

The course aims to enable students to work through an entire interactive design process, starting from the brief, defining the design and technical specifications, to finally completing a real working prototype of an interactive object.

This course aims to enable students to:

- Understand the fundamentals of physical prototyping
- Use techniques for hacking existing technologies

**MAIN TOPICS**

Devices originally built for “serious” functions, such as the Internet and the cell phone, are taking on massive importance in social interaction. How can we enhance the use of these technologies in order to facilitate natural interaction in a spontaneous way?

This course will focus on the opportunities provided by existing gadgets and the technology surrounding us; how can we use these gadgets as ingredients for new ideas?

**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.

**CANDIDATE PROFILE**

Applicants should possess the following skills:

- Knowledge of the English language
- Strong motivation for, and interest in, the subject
- Willingness to work in a team
- Basic computer skills (Office)
- Internet search skills.



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### 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

Course work will be geared towards an operational communicative prototype based on a hacked medium.

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: TBD

### 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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