



## ECTS GUIDE FOR THE STUDENT

### **Accumulation and transfer of credits: a guide to the European system**

*starting from the Academic Year 2008/09*

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## 1. The European Credit Transfer System (ECTS)

### 1.1 WHAT IT IS

The credit system attributes a certain amount of credits to the different components of a study programme. The definition of credits in higher education can be based on various parameters, such as students' workload, academic results and teaching hours.

The European credit transfer and accumulation system is focused on the student and based on the workload required for students to satisfy the course objectives, preferably expressed in terms of the results of learning and the skills to be acquired.

### 1.2 HOW THE ECTS CAME ABOUT

The ECTS was introduced in 1989 with the Erasmus programme, today part of the Socrates programme. The ECTS is the only system of credits which has been tested and used successfully in Europe. It was originally conceived for the transfer of credits. The system facilitated the recognition of study periods abroad, thereby boosting student mobility in Europe, both quantitatively and qualitatively. In recent years, the ECTS has evolved and is now also a system of accumulation, which can be used between institutions, regions, and nations within Europe. This was one of the main objectives of the Bologna Declaration in June 1999.

### 1.3 WHY INTRODUCE THE ECTS?

The ECTS makes it easy for students to evaluate and compare study programmes on a national and international level. The ECTS facilitates student mobility and academic recognition. It helps universities to plan and structure their own study programmes.

The ECTS can be used with a wide range of programmes in different ways. It makes studying in institutes of higher education a more attractive prospect to students from other continents.

### 1.4 THE BASIC CHARACTERISTICS OF THE ECTS

The basic principle of the ECTS is that a full-time student's workload, in one academic year, is equivalent to 60 credits. Most full-time study programmes in Europe incur a workload of 1500-1800 hours over 36- 40 weeks in the year, which means that one credit represents a workload of 25-30 hours per week. The workload is considered as the time the average student takes to obtain the academic results required. Credits are therefore also a way of quantifying learning. Academic results translate into competence, they are the expression of what the student will know, understand and be capable of doing at the end of a period of learning, of whatever length. ECTS credits are only awarded upon completion and evaluation of the study required. In the ECTS, a student's workload includes the time dedicated to lessons and seminars, autonomous study, preparing and doing exams, etc. Credits are divided up among all the didactic activities of which a course consists (modules, courses, training periods, presentations etc), and reflect the amount of work required for each single activity in relation to the total amount required to complete a whole year of a particular study programme.

A student's performance is recorded in accordance with the national marking system. It is then advisable to add an ECTS mark, particularly for the transfer of credits. The ECTS evaluation classifies students on a statistical basis. For this reason, elaboration of statistical data regarding student performance is required in order to apply the ECTS evaluation system. Students who pass an exam are awarded the following marks:

- A the best 10%
- B the next 25%
- C the next 30%
- D the next 25%
- E the next 10%

Students who do not pass the exam are given the marks FX and F. FX means "failed – but little extra effort required to reach pass standard", and F means "failed – considerable extra effort required to reach pass standard." Including failures in exam certificates (*Transcript of Records*) is optional. According to the current norms for Italian Universities, (Decree n°. 509, 3rd November 1999), one academic credit corresponds to 25 hours of work for the student, and 60 credits to a year of full-time university study. For the academic year 2008-2009, Istituto Italiano Design has decided to adopt the ECTS, and one ECTS credit corresponds to 25 hours of lessons.



## 1.5 KEY ECTS DOCUMENTS

- The Students' Guide (Information Package/Course Catalogue), which is published in two languages (or only in English for the programmes carried out in English) on the web [www.istitutoitalianodesign.it](http://www.istitutoitalianodesign.it) and/or with one or more editions on paper. The Students' Guide contains all the information necessary for foreign students.
- The Learning Agreement, which can be downloaded from the site [www.istitutoitalianodesign.it](http://www.istitutoitalianodesign.it), and contains the list of courses to attend, agreed upon by the students and the Institute's teachers. In the case of credit transfer, the student and the two institutions involved must assent to the learning agreement before it is put into use. The agreement must be updated immediately whenever changes are made.
- The *Transcript of Records*, an exam certificate downloadable from the Institute's site [www.istitutoitalianodesign.it](http://www.istitutoitalianodesign.it), provides a record of students' progress, with a list of the courses attended and the credits obtained, as well as the marks obtained within their national marking system, and possibly the ECTS marks awarded. When credits are transferred, the exam certificate must be given to students by the first University attended before they leave, and again by the second University attended abroad at the end of the study period.

## 1.6 ECTS COORDINATORS AT ISTITUTO ITALIANO DESIGN

### The Institute's ECTS Coordinator

Appointed person: Anna Maria Russo

e-mail: [info@istitutoitalianodesign.it](mailto:info@istitutoitalianodesign.it)

An appointment for a consultation can be booked upon request by e-mail, and will take place at Istituto Italiano Design's campus.

### Design course coordinator

Appointed person: Professor Walter Risolo

e-mail: [walter@anwa.it](mailto:walter@anwa.it)

An appointment for a consultation can be booked upon request by e-mail, and will take place at Istituto Italiano Design

### Industrial Design course coordinator:

Appointed person: Professor Walter Risolo

e-mail [walter@anwa.it](mailto:walter@anwa.it)

An appointment for a consultation can be booked upon request by e-mail, and will take place at the Convento delle Terese

### Communication Design course coordinator

Appointed person: Professor Walter Risolo

e-mail: [walter@anwa.it](mailto:walter@anwa.it)

An appointment for a consultation can be booked upon request by e-mail, and will take place at Istituto Italiano Design

### Fashion Design course coordinator

Appointed person: Professor Walter Risolo

e-mail: [walter@anwa.it](mailto:walter@anwa.it)

An appointment for a consultation can be booked upon request by e-mail, and will take place at Istituto Italiano Design

## 2. Istituto Italiano Design (IID)

### 2.1 GENERAL DESCRIPTION OF THE IID

Istituto Italiano Design, founded in Perugia in 1992 by a group of respected professionals and extended in 2000, is a unique centre of higher education. Situated in the heart of the town, it offers quality training and research in the creative disciplines of Interior and Industrial Design, Fashion and Communication. Teaching methods at the IID, unlike at university, are based on an innovative didactic programme which combines practical experience and design on the one hand, with planning plus critical and historical



contextualization on the other. The Institute boasts an excellent staff comprising architects, artists, graphic designers and other professionals who all teach and work together with the students in seminars, workshops and laboratories. The strategic position of the Institute in a city steeped in art and culture allows students to quickly become part of the local context. Newly enrolled students can immediately become integrated into the lively and welcoming social scene. The Institute is situated right in the old town centre of Perugia, the nerve centre, and is easy to reach from any part of the city, thanks to the extension of the existing public transport system, which now includes buses, trains and an above-ground metro system, the minimetrò. The Institute also provides a series of facilities and tools for research which are aimed at improving quality and which contribute to supporting students when making decisions about their studies. A guide has been published which follows the student step by step when in the difficult decision-making phase. The courses which lead to a qualification are all recognised by Decree n°. 845/78, they have validity throughout Europe and allow for admission to public job selection procedures, ensuring students a clear opening into the professional and business world.

## 2.2 DIRECTION

Legal Consultant: Anna Maria Russo

Quality Consultant and Accreditation Consultant: Walter Risolo

Head of Training Sector: Walter Risolo

Head of Software Design: Walter Risolo

Head of Financial and Administrative Sectors: Walter Risolo

## 2.3 INSTITUTE'S REGULATIONS

- 1) **Attendance.** Course attendance is obligatory. Students who have been absent for more than 25% of the course hours in the academic year will not be allowed to do the exam.
- 2) **Programmes.** Students must accept the didactic programmes adopted by Istituto Italiano Design. The programmes may be changed if the Direction of the IID considers this correct teaching procedure.
- 3) **Timetables.** Students must accept the course timetables decided by the IID and arrive at lessons punctually. Those arriving more than 10 minutes late will not be allowed to join the class.
- 4) **Payment.** Students must pay enrolment and attendance fees. The enrolment fee will not be reimbursed if courses are not attended. It will only be reimbursed if the Direction does not accept the application. Attendance fees must be paid by the first week of lessons if the full amount is paid all together; payment in instalments must be expressly agreed upon with the administration. Instalments will then be paid on the established dates and the total will come to no less than the total when paying the full sum all at once. In any case the whole amount must be paid by the 15<sup>th</sup> February of the same academic year. The whole sum must be paid and will not be reimbursed even if course attendance is only partial. Every year the cost of courses may increase in accordance with the cost of living and/or extra and complementary activities. Other expenses are insurance and examination fees. When payment is not made in cash (bank transfers, cheques etc.), the sum the IID receives must be the same amount as the sum when paid in cash. Students in arrears will not be allowed to frequent the courses. Fees cover didactic assistance, equipment and necessary work materials, the issuing of certificates and administration costs. Books, photocopies, print outs, equipment and personal work materials are not included in course fees.
- 5) **Study location.** The IID may vary the location of the lessons within a range of 2km if it is necessary for technical or didactic reasons.
- 6) **Didactic materials.** The IID supplies students with handouts, books, and various illustrative materials, but not with drawing materials.
- 7) **Damages.** Students are responsible for any damages they cause, directly or indirectly, to people or property at the IID.
- 8) **Exams.** Exams are held at the end of the academic year. Students must present requested work together with the exam application form and the payment of the relative fee. They must also hand in a CD with all the project work presented and a table (with a previously established format) which synthetically illustrates one of these projects.
- 9) **Competent Court House.** In the case of any controversy the Court of Perugia is the competent court house.
- 10) **Final work presented.** IID does not permit the use of its own equipment for students to produce their final work, students must therefore do their own print outs etc at external locations - the Institute can indicate those with which it has a convention. The IID has ownership of the final works, and reserves the right to keep some work to use for didactic documentation. Any work, presented by students taking part in job selections, exhibitions or stages provided or promoted by the school, must have the Institute logo next to the name of the author.



- 11) **Internet.** Access to the Web outside of didactic activity is an additional service the IID provides for students, as it is not a function of the Institute and is easily obtainable in other locations. Access is only allowed outside lesson hours, and students must register. E-mail access is permitted only through WEB-MAIL (eg. Yahoo mail) and not through accounts on Outlook. Students are not allowed to use the IID as a place of reference or its mailbox ( [info@istitutoitalianodesign.it](mailto:info@istitutoitalianodesign.it)) for any type of registration online. It is forbidden to download any illegal material, be it anti-Institutional or immoral, and students should be careful not to download computer viruses or worms.
- 12) **Library.** IID books and videos are freely available for consultation upon request at the administration office – consultation is only permitted on Institute premises. Consulted material will be checked upon return.
- 13) **Excursions, guided visits.** All activities off Institute premises are at students' expense and terms and prices must be agreed upon beforehand.
- 14) **The Institute.** Students must take care to treat the Institute with respect. Windows should not be left open when not necessary, nor should lights and computers be left on when not in use. The toilets should be left clean and tidy, work should be tidied away at the end of the lesson. The Institute should be left as clean as possible, and an attempt should be made to avoid any waste and generally behave so that Institute facilities are put to best use. It is forbidden to eat or drink in the classrooms, whether lessons are taking place or not. Within limits, the library area can be used.
- 15) **Regulations.** Students are obliged to sign up to and observe each of these regulations as they are at present when they enrol. It is therefore advisable to take careful note of them and any future modifications which may be made in the course of the year. The official list of regulations will be on the Institute's notice board.

## 2.4 COURSES AVAILABLE

IID offers courses in four areas of interest: Design, Industrial design, Communication Design, Fashion Design. Courses can last from 1 week to 3 years. Though each year leads into the next, **students become independent professionals** at the end of **each year** of study, both products and producers of their course project. The minimum requirement to gain access to the first year of courses is to have successfully completed the high school leaving exams. If, upon interview, an applicant proves to already have didactic or professional experience in the field, he/she may not be required to start the programme in the first year. Courses start in October and end in June and attendance is obligatory. The stage gives important practical experience and opens the door to the world of work. In order to guarantee that maximum attention be given to each student and to optimize individual creativity, courses are limited to a maximum of 15 students per class. The courses which lead to a qualification are all recognised by Decree n°. 845/1978, they have validity throughout Europe and allow for admission to public job selection procedures, ensuring students a clear opening into the professional and business world.

### THREE YEARS DESIGN COURSE

**Course description:** The course aims to train students to become qualified specialists in the field of Design, working as specialist designers in design studios. Qualified professionals, they will have developed and continue to develop their skill gradually through work experience in design studios, leading to constant and progressive improvement.

**Classification:** Course leading to a professional qualification, recognised by Decree n° 845/1978, valid throughout Europe.

**Duration:** total of 3 years.

**Objectives and professional outlook:** students will have acquired the cultural grounding necessary to enable them to design interiors and make critical evaluations of their style, and they will be able to join in as part of the team working and doing research in design studios. They will be able to manage their own atelier competently and function well in the area of communication, both within the studio and externally. They will have both general and specific knowledge of the elements inherent in the design of home interiors, spaces destined for third parties, and temporary mounting for theatrical productions and exhibitions. They will have learnt the graphic techniques needed to make sketches and deal with perspective, non-digital or traditional, with supports of varying quality and format. They will have acquired the basis of informatics and technical graphics which underlies design work, and will be ready for the final stage of editing before the work is submitted to the client.

**Entry requirements:** certification of successful completion of high school final exams, or equivalent.

**Admission to courses:** admission is generally open to all, but in cases it is subject to prior interview, if the applicant has didactic or professional experience in the field. An interview can be arranged for this to be evaluated, during which applicants can talk about their experience and present their CV and portfolio.



**Workload:** 950 hours.

**Breakdown of the course:** In the first year there are 250 hours of lessons ( 60 ECTS credits), plus 120 hours in the laboratory . Students are awarded a professional qualification as ‘Design technician’ .

The second year has 350 hours of lessons (60 ECTS credits), plus 80 hours in the laboratory. Students are awarded the professional qualification of “Designer”. In the third-year students specialise in different sectors:

- Design of vehicles;
- Design of outdoor areas;
- Design of furnishings and furniture;

The third year has 350 hours of lessons (60 ECTS credits), plus 80 hours of laboratory.

**Training activities:** aimed at developing technical knowledge, as well as computer skills , relational skills, and all that can help students find their way into the workforce.

## **TWO YEARS COURSE IN INDUSTRIAL DESIGN**

**Course description:** The course aims to train students to become specialists qualified in the design of objects for everyday use with all sorts of functions, from pens to domestic appliances, and a wide variety of objects currently used, or whose use has still to be defined as modern life unfolds.

**Classification:** Course leading to a professional qualification, recognised in Decree n° 845/1978 and valid throughout Europe.

**Duration:** total of 2 years.

**Training objectives and professional outlook:** The main objective is to qualify students to design objects destined to be used in industry and craftwork. The newly qualified designers can then be employed by design studios, or set up their own. They will be competent at gathering and managing data, and developing projects. They will also be able to manage their own atelier and aid communication, both within the professional studio and externally. The product designer operates within a design studio as a specialist designer or actually taking on the management of the studio. If this is small it may be necessary to entrust prototypes to external specialists, of which there are now many, due to technological developments in areas like stereolithography, numeric control milling and sintering.

**Entry requirements:** certification of successful completion of high school final exams, or equivalent.

**Admission to courses:** admission is generally open to all, but in cases it is subject to prior interview, if the applicant has didactic or professional experience in the field. An interview can be arranged for this to be evaluated, during which applicants can talk about their experience and present their CV and portfolio.

**Workload:** 700 hours.

**Breakdown of the course:** In the first year there are 350 hours of lessons (60 ECTS credits), plus 80 hours in the laboratory. Students are awarded a professional qualification as “industrial product designer”. The second year has 350 hours of lessons ( 60 ECTS credits), plus 120 hours in the laboratory. There are two types of specialisations: Automotive sector; Furnishings sector.

**Training activities:** aimed at developing technical knowledge, as well as computer skills, relational skills, and all that which can help students find their way into the workforce.

## **TWO YEARS COURSE IN COMMUNICATION DESIGN**

**Course description:** The Communication Designer is not only a graphic designer but also a markup and scripting programmer. A strategic mixture of profiles which means that he/she can adapt to the continuous technological advances made with the Web and, at the same time, the demands of the small-medium New Economy businesses, which are more and more on the lookout for high level professionals whose skills can immediately be put to practical use.

**Classification:** Course leading to a professional qualification, recognised in Decree n° 845/1978 and valid throughout Europe.

**Duration:** total of 2 years.

**Training objectives and professional outlook:** the “Communication Designer” can work freelance, with a key role in a studio specialised in the creation and design of websites. Or in any firm at all.

**Entry requirements:** certification of successful completion of high school final exams, or equivalent.

**Admission to courses:** admission is generally open, but in cases it is subject to prior interview, if the applicant has didactic or professional experience in the field. An interview can be arranged for this to be evaluated, during which applicants can talk about their experience and present their CV and portfolio.

**Workload:** 800 hours.



**Breakdown of the course:** In the first year there are 350 hours of lessons (60 ECTS credits), plus 80 hours in the laboratory. Students are awarded a professional qualification as “multimedia designer”.

I The second year has 450 hours of lessons (60 ECTS credits), plus 120 hours in the laboratory. Students are awarded the professional qualification of “Communication Design expert”.

**Training activities:** aimed at developing technical knowledge, as well as computer skills, relational skills, and all that which can help students find their way into the workforce.

## **ONE YEAR COURSE IN FASHION DESIGN**

**Course description:** This course aims to produce professional fashion designers able to illustrate fashion trends and the philosophy underlying them, using a visual language with a strong emotional impact suited to the specific social group for which the collection is destined.

**Classification:** Course leading to a professional qualification, recognised in Decree n° 845/1978 and valid throughout Europe.

**Duration:** 1 year.

**Training objectives and professional outlook:** At the end of the course students will be able to do fashion drawings to illustrate leaflets, press releases, fashion reports in specialist publications, and to publicize collections on print, activating the process of artistic expression which accompanies production.

**Entry requirements:** certification of successful completion of high school final exams, or equivalent.

**Admission to courses:** admission is generally open, but in cases it is subject to prior interview, if the applicant has didactic or professional experience in the field. An interview can be arranged for this to be evaluated, during which applicants can talk about their experience and present their CV and portfolio.

**Workload:** 500 hours.

**Breakdown of the course:** The course lasts one year. There are 500 hours of lessons (60 ECTS credits), plus 160 hours in the laboratory. Students are awarded the professional qualification of “fashion designer”.

**Training activities:** these aim to help students acquire the technical and artistic knowledge of the fashion designer, whose vision of the fashion product encompasses both aesthetics and publishing aspects.

*For further information on any course:*

*+39 075 573 46 47*

*[info@istitutoitalianodesign.it](mailto:info@istitutoitalianodesign.it)*

*[www.istitutoitalianodesign.it](http://www.istitutoitalianodesign.it)*

*Administration Office: Monday to Thursday 9,00-13,00, 16,00-18,00.*

## **2.5 COURSE DATES**

From the second week of October to the second week of May: beginning and end of course.

From the third week of December to the first week of January: Christmas holidays.

From the second week of January to the first week of April: classes.

Third week of April: Easter holidays (\*it varies each year depending on the exact date of Christian Easter).

From the third week of April to the second week of May: classes.

Exam dates in June will be annually decided and communicated to students.

### **The Institute is closed:**

On the 8<sup>th</sup> of December;

From the 19<sup>th</sup> of December to the 11<sup>th</sup> of January;

The Easter Week;

From the second week of August to the third week of August.



## 2.6 ENROLMENT

### Enrolment in the courses

All those who have passed their high school leaving exams or have a diploma can enrol. Students will only be awarded their professional qualification if they have attended lessons and passed the final exam. Applications are dealt with in chronological order in specific periods of the year and depend on the number of places available.

### Enrolment Information.

The students' administration office is open for enrolment from Monday to Friday from 9.30 to 11.30 a.m., and from 3.30 to 6.00 p.m. Enrolment can also be done online in the official website of the institute.

### Enrolment for foreign students

All those who have passed their high school leaving exams or have a diploma can enrol. Students will only be awarded their professional qualification if they have attended lessons and passed the final exam. Applications are dealt with in chronological order in specific periods of the year and depend on the number of places available. Documentation required: Valid passport; Exam certificates; 2 Passport size photos; CV; Portfolio; B2 level of Italian Language.

### Enrolment Information

The students' administration office is open for enrolment from Monday to Friday from 9.30 to 11.30 a.m., and from 3.30 to 6.00 p.m. Enrolment can also be done online in the official website of the institute.

## 3. General information for students

### 3.1 PRACTICAL INFORMATION FOR STUDENTS

IID does not have accommodation for students but it relies on several deals and protocols with university dormitories and estate agencies. In case of need, IID suggests to contact ADISU, a public university-organisation which can provide useful information to help students look for an alternative. ADISU is located in Perugia, Via Benedetta 14 – +39 075 4691, +39 075 5847107, [adisup@adisupg.it](mailto:adisup@adisupg.it), [www.adisupg.it](http://www.adisupg.it)

### Student Accommodation

In this section students can consult information regarding accommodation available in Perugia. To make it easier, the adverts are grouped according to which area the accommodation is in. Click on the link below and you will be able to see the areas and the accommodation available. The main areas are: The old town centre; The University area of Elce; The University area of Montelucente; The University area around the Engineering Faculty (Ingegneria); The University area around the Veterinary Science and Agriculture Faculty (Veterinaria –Agraria); The Train Station area; Inner suburbs (within 5km); Outer suburbs (outside 5 km). To look for accommodation the following website can be consulted: [www.perugiaonline.it](http://www.perugiaonline.it)

### Hostels Italian Youth Hotel Association (AIG)

Via Capodacqua 92, Assisi.

Open access to all AIG youth hostels in Italy if you have the student '*Carta Giovani*' card - it is not necessary to be an AIG member

20% discount on bed and breakfast in the Perugia hostels;

€ 10,00 instead of €18,00 for AIG membership card, valid abroad;

€ 5,00 instead of €9,00 for the AIG membership card valid abroad for under 18.

### Climate and clothing

Italy stretches 1200 km from north to south, so the climate varies greatly, from – 3° C (23° F) in the winter in the North, to 40° (105°) in the summer in the South. Being in the centre, Perugia is hot in the summer and very cold in the winter. The most suitable clothing therefore is neither too heavy nor too light, though obviously in winter a coat or heavy jacket is important.





### Post offices

Post offices are open from Monday to Friday from 8.30 a.m. to 2 p.m., and on Saturday from 8.30 to 12.30 a.m.

The central post office is in Piazza Matteotti number 1, Perugia 06121, +39 075 573 69 77, +39 075 572 61 29.

Further information can be found on the site [www.posteitaliane.it](http://www.posteitaliane.it)

### Phoning

The Italian phone network is run by Telecom; public phones are indicated with Telecom signs. Phone cards must be purchased to use the public phones and can be found at the tobacconist. The cost of an urban phone call is 0,11€ for about 4 minutes; calls outside the city and international calls vary in cost depending on the distance and time of day.

### Tourist Information Office

For information and leaflets etc the best place to go is Perugia's Tourist Information Office.

*For Perugia, Corciano, Deruta, Torgiano*

Piazza Matteotti, 18 – Loggia dei Lanari - 06100 Perugia

Tel. 075.5736458

Fax 075.5720988

Centre of Administration: Via Mazzini n. 6 - Perugia

Tel. 075.5728937

Fax 075.5739386

[info@iat.perugia.it](mailto:info@iat.perugia.it)

### Personal documents required for living in Perugia

- valid Passport (ID card if coming from a European Union country);
- medical card or health insurance policy to obtain healthcare, for those from Extra-European countries;
- enrolment certificate from students' educational institute in their country of origin;
- passport size photo for any documents students may need to be issued with;
- papers required for the residence permit (see section below);
- Papers required to open a bank account.

### Residence permit

It is obligatory for non-European citizens. It is now no longer necessary for European citizens to get a residence permit. After 3 months of residence in Perugia, the person must get registered at the registry office. This implies a transfer of residence from the country of origin to Italy, with all the fiscal implications. The following papers are required for registry:

- valid personal identification;
- certificate of enrolment in educational institute;
- photocopy of valid health insurance;
- certificate attesting personal finances;
- Social Security Number (Codice Fiscale).

Extra-European citizens who intend to remain in Italy for more than three months must request a residence permit at a post office within 8 working days of their arrival. The residence permit has the same validity as the visa. Applicants should ask for a kit (yellow) from any post office which provides them with the information and forms necessary to make their application. The completed forms and all the required papers should be handed in when the application is made. For further information, consult the site [www.portaleimmigrazione.it](http://www.portaleimmigrazione.it), hereto listed the emergency numbers an international student may need.

Ambulance: 118

Rescue: 113

Police: 112

Police Passport Office: +39 075 50621

Emergency medical assistance service (Piazzale Europa): +39 075 340 24

Emergency medical assistance service at weekend (from 10 a.m. Saturday to 8 a.m. Monday): +39 075 365 84

Hospital Emergency ward: +39 075 578 2521 (Silvestrini Hospital), +39 075 578 34 22 (Montelucre Hospital).



### Chemist's shops/Pharmacies

It is advisable to bring any medicine which might be needed since certain medicines may not be so readily available in Italy. This is because most drugs can only be purchased with a doctor's prescription. However, opening hours of Italian chemist's shops work on a rotation system (listed outside each chemist's), which means that even at night time or on public holidays there is always one open. Daily newspapers also show this rotation list in the local news section. For chemists' opening times, consult the site [www.paginegialle.it](http://www.paginegialle.it)

### Chemist's shops with discounts for student's card holders

**Bolli Pharmacy.** Via Martiri dei Lager n° 48, Perugia, +39 0755005155, 10% off dental hygiene products, 7% off cosmetics, 5% off make up, 10% off hair products, 7% off vitamin supplements.

**Lemmi Pharmacy.** Corso Vannucci, n° 57, Perugia, +39 0755723728, free consultations on skin cosmetics, homeopathy and hear, 10% off cosmetics, 7% off dietary supplements, natural wellbeing products.

**San Martino Pharmacy.** Piazza Matteotti n° 26, Perugia, +39 0755722335, 10% off cosmetics, 7% off make up.

### 3.2 HOW TO REACH THE INSTITUTE

Perugia is both the provincial capital and the regional capital; it is situated on a hill and has about 180000 inhabitants. The main roads which link it to other cities are: the SS3 bis, a dual carriageway (also known as the E45) which runs along the River Tiber valley, and the SS75 bis, often referred to as the 'Perugia - Bettolle branch road'. The A1 motorway from Rome to Florence (the 'Autostrada del Sole') brushes the western limits of the region of Umbria, and the 'Perugia- Bettolle branch road' links it up to the town of Perugia. IID is located in Via Alessi 1/3a/11, close to the old town walls surrounding the centre of Perugia.

#### Trains to Perugia

FROM THE NORTH: train route "Milan-Bologna-Florence-Rome", changing at Terontola to the "Florence-Terni" route.

FROM THE SOUTH: train route "Roma-Ancona", changing at Foligno to the "Roma-Firenze-Bologna-Milano" route.

**Fontivegge Railway Station.** Wherever you are coming from, you arrive at Fontivegge Railway Station, the main station of the city, situated in Piazza (square) Vittorio Veneto. From here you can either take one of the frequent buses to the centre (about a 5 minutes journey), or take the Mini-metro. Buses leave from the area right in front of the station and go as far as Piazza Italia or Piazza Matteotti – both these squares are very near Corso Vannucci, the main avenue in the heart of the old town centre. There are two types of bus tickets, valid for 40 or 70 minutes, and they can be purchased at automatic machines. A 70 minutes ride ticket costs 1,50 €.

**Perugia S. Anna Station.** There is also another small local railway station in Perugia, Perugia S. Anna Rail Station, belonging to the FCU (Umbria Railways) which links up the following localities in Umbria - Sansepolcro, San Giustino, Città di Castello, Umbertide, Perugia, Deruta, Marsciano, Fratta Todina, Todi, Massa Martana, Acquasparta, Montecastrilli, Sangemini, Terni. The station is near the old town centre.

Contact details of the two train stations in Perugia:

Fontivegge (National Railways FS): Umbria Head Office in Piazza Vittorio Veneto – Fontivegge – 06124 Perugia, +39 0755006186, +39 075/5001288. +39 075 5007467, [www.trenitalia.it](http://www.trenitalia.it).

Sant'Anna (National Railways FCU): Largo Cacciatori delle Alpi, 8 – 06121 Perugia, +39 075575401, [www.fcu.it](http://www.fcu.it), [fcu@fcu.it](mailto:fcu@fcu.it).

#### Planes to Perugia: Sant'Egidio International Airport

Sant'Egidio Airport, 12 km from Perugia, is linked to Perugia by buses from/to Piazza Italia or Fontivegge Railway Station (ticket price € 2,58) and cabs (€ 35,00). At the airport there is a free car park and it is possible to rent a car with the main national car hire companies. There are flights to Milan (Malpensa airport) with a national airline, plus some international flights too. Other international airports near Umbria are at Pisa (230 km from Perugia), Rome Ciampino (185 km from Perugia) and Rome Fiumicino (210 km from Perugia). There is a coach company, ACAP – SULGA, which links Perugia to Fiumicino Airport in Rome (the journey takes about 3,00 hours). Pisa can be reached by train via Florence. For further information and bookings, the official site of the airport is [www.airport.umbria.it](http://www.airport.umbria.it) and the e-mail address is [info@airport.umbria.it](mailto:info@airport.umbria.it). For information on Alitalia airlines' national and international flights consult the site: [www.alitalia.it](http://www.alitalia.it) or phone Alitalia's Call +39 06 2222 (from anywhere in Italy), 0039 (prefix from abroad). Sant'Egidio Airtpo +39 075592141 (9-21).



**Buses to Perugia:** The APM company (Azienda Perugina Mobilità) [www.apm.it](http://www.apm.it) provides a bus service linking up Perugia and other areas in the region- Gubbio, Trasimeno Lake, Marsciano, Todi, Gualdo Todino, Assisi and Santa Maria degli Angeli, part of the upper Tiber valley and Orvieto. For further information regarding times, routes and prices consult the official website [www.apm.it](http://www.apm.it)

**The Mini-metro:** The Mini-metro is a transport system which links Pian di Massiano to the centre (Pincetto station). There are seven stations, indicated with a big letter 'M' at the entrance. The stations are: Station 1 – Pian di Massiano, Station 2 – via Cortonese, Station 3 – Madonna Alta, Station 4 – Fontivegge, Station 5 – Case Bruciate, Station 6 – Cupa, Station 7 – Pincetto. The mini-metro tramcars run every day of the week, at intervals of around 2.5 minutes, with the following time: 6.40 a.m.– 9.00 p.m. (ferial schedule) 8.30 a.m to 8.30 p.m. (festive schedule). Note that the last run of the day will leave 15 minutes before the service finishes. Always check the site [www.minimetrospa.it](http://www.minimetrospa.it) for any changes to the timetable. The mini-metro company is one of the various transport companies participating in the UNICO PERUGIA (UP) project, a system which has introduced a fixed price ticket usable on all the local forms of transport provided by the participant companies. The system allows any person using public transport in Perugia to use the same ticket for different forms of transport, regardless of the transport company which issued it. Tickets can be bought at automatic dispensers at the stations, using coins, banknotes or bank cards. A single ticket costing 1,50 euro is valid for one trip on the mini-metro and up to 70 minutes on UP transport.

**Buses and taxis in Perugia:** The public transport system in the town of Perugia is run by A.P.M. S.p.A., (Azienda Perugina della Mobilità), and has sixteen main routes, which run at 20/30 minutes intervals, and fourteen secondary routes, running at intervals which vary from 30 to 60 minutes. These routes provide a link between the different districts of the town, as well as between the suburbs and the centre. The routes enable passengers to reach all the most important parts of the town, either directly or with a change. Special Services for Non-Abled People: Perugia town council has information regarding the routes and those who can benefit from the service: in 1998 buses covered a total of 92000 km providing this service. The main Coach Station is in Piazza Partigiani, it exists since 1999 and serves for bus transport connecting Perugia with other towns and cities. There are 23 standard bus parking spaces, plus three reserve ones. The coach station offers top comforts to passengers and uses highly advanced technology. It is here that coaches arrive and depart from, and the station is also used for the city buses' change overs. For details on timetables, routes and prices, consult the A.P.M. Perugia site [www.apm.it](http://www.apm.it). For further information: Perugia, Piazza Partigiani, 075 5731707; Pian di Massiano 075 506781; Fontivegge 075 5006938.

**Taxis Ranks.** Fontivegge Station – 0755010800; Corso Vannucci – 0755721979; Piazza Italia – 0755736092; Largo Cacciatori delle Alpi – 0755736096; Radio Taxi Service – 0755004888.

### 3.3 THE COST OF LIVING

To cover the monthly needs of an average student in Perugia would require an estimated minimum sum of 500,00 € and a maximum of 700,00 €. This would include food, accommodation, didactic material and other.

**Currency:** Euro. There is no limit to the amount of foreign currency which can be imported.

**Credit cards:** credit cards are widely accepted in restaurants, stations and shops, the best being Visa.

### 3.4 COST OF LIVING CHART

|                     |               |
|---------------------|---------------|
| BREAD               | 2,00 € per Kg |
| COFFEE              | 1,00 €        |
| UP TRANSPORT TICKET | 1,50 €        |
| BEER AND PIZZA      | 10,00 €       |
| ACCOMODATION        | 425 €         |
| STANDARD OF LIVING  | Medium        |



### 3.5 RESTAURANTS, CAFES AND CANTEENS

Near the Institute there are many bars, pizzerias and bakeries where food is priced at particularly good rates for students. The average price of a slice of pizza or a piadina (warm sandwich) plus a drink is generally 4 - 6 €. There are discounts for students who eat at the canteens. To get the discount students must have a special magnetic card issued by the ADISU (student office – via Benedetta, n° 14, Perugia). The canteen in via XIV Settembre (opposite the Lupattelli building) offers the following combinations: 4.50 euro for a complete meal ( first course, main course, side dish, bread and fruit); 3 euro for a main course , side dish bread and fruit; 2 euro for a first course, side dish, bread and fruit. The menu is varied: there is a selection of first courses, one of which has organic products, four hot main dishes, various cold dishes, three side dishes and fruit.

#### Canteen Time-Table.

Canteen in Via XIV Settembre, 075 4693204 – 5732067, from Monday to Saturday 12.30-2.30 pm and 7.30- 9.00 pm.

Canteen in Via Pascoli, 075 43670, from Monday to Saturday 12.15-2.30 pm and 7.15- 9.15 pm.

**Caffè Morlacchi**, Piazza Morlacchi, 6/8- Perugia, 0755721760, **10%** discount on all products; **20%** discount between 9.30 pm and 11 pm on aperitifs and cocktails.

**Fortebraccio Bar**, Piazza Fortebraccio, 075 5724651, **10%** discount on all over the counter products, service excluded.

**Il Duomo**, P.zza Danti, 29 Perugia, 0755726832, **20%** discount on sandwiches, panini, drinks and beer.

**Merlin Pub**, Via del Forno- Perugia, 0755722708, **25%** off the dinner menu from 8 pm to 11 pm, apart from Saturdays and during viewings of sports events on Sky TV, **€ 3,00** aperitif with free buffet on Tuesday, Thursday and Friday, **2 large beers for the price of 1**, from 10.30 pm to 11.30 pm except Saturdays and viewings of sports events on Sky TV.

**Joyce's Pub & Restaurant**, Via Bonazzi, 15, 0755736800, **€ 3,00** a pint, € 2,00 half pint beer until 8 pm, **10%** discount on restaurant menu (not panini or pizzas).

**Hogan's bar & Grill**, Piazza Matteotti, 0755727647, **€ 10,00** burger, chips and soft drink , from Monday to Friday, **€ 5,00** two large beers from Monday to Friday until 11 pm.

### 3.6 MEDICAL ASSISTANCE

Medicine and health care for foreigners in Italy are subject to international regulations and agreements. To benefit from this care foreign students must have certain documents. UE students who have a European medical card issued by the health authorities in their country of origin are covered for both normal and emergency medical assistance. Non - European students need to get private health insurance from an Italian insurance company upon their arrival, or else from an insurance company in their country before leaving.

### 3.7 PUBLIC AMENITIES AND ENTERTAINMENT ACTIVITIES

#### Cinema, Theatre and Museums

**Multiscreen Cinema Warner Village**, Via Pierluigi Nervi SS Corcianese Ellera – Corciano, +39 075 517 411. Tickets cost 7,50 € (reduced to 4,00 € on Wednesdays for students in many cinemas).

**Cinema Pavone**, Corso Vannucci, 0755724911, € 4,50 a ticket, every day.

**Theatre and concerts**: the price of the ticket is on average about 15,00 € and 20,00 €. Some associations give student discounts.

For further information consult the site [www.informagiovani.it](http://www.informagiovani.it)

**Morlacchi Theatre**, Via del Verزارo, 075575421, stalls seats at reduced price for under 30 and discounted tickets for IID students.

**Turrennetta Cinema**, Piazza Danti, 13, 0755722110, **€ 4,50** ticket, every day.

**Turreno Cinema**, Piazza Danti, 13, 0755722110, **€ 4,50** ticket with student card every day.

**Discos**: Being a university town, Perugia offers a wide range of night life. Most pubs and clubs are located in the old town centre, and during the week there is no charge to enter. On Saturdays and Sundays, the town council has set up a free shuttle bus service. Buses leave from Piazza Grimana and go to the most popular discos outside Perugia. To get into a disco costs about 15-20 € and there are often reductions or free tickets for females.

**Museums: Capitolare Museum**, Piazza IV novembre, 0755723832, **€ 2,00** admission ( 20% reduction for students).

**Sistema Museum**, Via delle Prome, 5, 0755738105, **€ 2,00** instead of €3,00 admission, with Carta Giovani student card.



San Severo Chapel, The Etruscan Well, Museo delle Mura Urbiche e Palazzo della Penna museum.

**Sport.** Perugia offers certain advantages to young people with regard to the use of sports facilities, discounted entrance rates or subscriptions to gyms for example. Thanks to the Carta Giovani student card, some sports complexes are particularly cheap.

**Pellini Swimming Pool.** Piazzale della Cupa- Perugia, 0755716209

**Lacugnano Swimming Pool.** Parco Lacugnano- Perugia, 0755171030, **€ 4,80** entrance ticket (instead of 6,8 €) with the Carta Giovani card, **€ 42,30** monthly subscription (instead of 56,50 €), **€ 42,30** two months subscription with 10 entrance tickets (instead of 54,50€).

**Ponte S. Giovanni Swimming Pool,** Via della scuola- Ponte S. Giovanni, 0755996936, **20%** off the normal entrance fee, **10%** off the fitness rates with the Carta Giovani card.

**Campus Gym,** Via fratelli Cairoli 24, Ferro di Cavallo, 0755005359, **€ 45,00** monthly subscription, **€120, 00** three months subscription **€ 230,00** six months subscription including sauna with the Carta Giovani card.

**CORPUS Gym,** Via Cortonese 1D, 0755056244, **two free weeks** of subscription for new members.

### Libraries

**Public Library “Biblioteca Augusta”:** Via delle Prome, 15 – Perugia.

**Public Library “Biblioteca Biblionet”:** Via Segoloni, 15 – Ponte San Giovanni.

**Public Library “Biblioteca Multimediale”:** Via Pennacchi, 19 – San Sisto.

**Public Library “Biblioteca Sandro Penna”:** Viale San Sisto – San Sisto.

### Shops

**Bookshops “Libreria Morlacchi”,** P.zza Morlacchi, 7/9 Perugia, 0755725297, **10%** off school and university text books, **10%** off stationery **10%** off photocopy rates with the Carta Giovani card, Stationer’s, photocopy shops, internet access points

**Bookshops “La Feltrinelli”,** P.zza Italia.

**Bragiola Shop,** Via Pallotta, 07535656, **10%** off all fine arts materials, drawing materials and office equipment spending over 10 €.

**Laundrettes “Lavanderia G.B”,** Via Bartolo, 0755720697, **10%** off all articles, with the Carta Giovani card.

### Italian Language Schools

There are numerous Italian courses offered in the splendid town of Perugia, whose university has welcomed students from all over Europe since the Middle Ages. The town’s ‘experience’ in the field means, therefore, that students can rely on finding qualified and competent teachers. Foreign students who intend to learn or improve their level of Italian outside of the international exchange programmes or study programmes abroad, have different possibilities at different levels. Perugia’s University for Foreigners has the role of spreading the Italian language and culture throughout the world, and has great experience in the field of teaching Italian as a foreign language. Perugia’s University for Foreigners is a public institute of higher education. It is open all year and organizes courses of Italian for foreigners which last two or three months, from beginners. The programmes include courses focusing on language, culture, and teacher training for Italian teachers abroad. The courses are open to all foreign citizens, and Italians resident abroad, over the age of 15. Only the best courses (lasting two three-month terms) demand the specific academic qualifications required for admission to university. There are study grants for foreign students to be obtained from the Italian Foreign Affairs Ministry and the University itself. The accommodation provided is in family homes, lodgings or in university halls of residence.

**Accademia Lingua Italiana Assisi.** Via San Paolo, 36 Assisi 06081 (PG), 075815281, [www.aliassisi.it](http://www.aliassisi.it)

**Comitato Linguistico.** Via Ventiquattro Settembre, 57 Perugia 06122 (PG), 0755721471, [www.comitatolinguistico.com](http://www.comitatolinguistico.com)

### **PUBLIC SERVICES IN PERUGIA: OPENING TIMES**

**Outdoor lifts. Galleria Kennedy:** 7.00 am – 2.00 pm. **Mercato Coperto:** 6.00 am – 2.00 pm.

**Opening times for traffic in the old town.** From Monday to Saturday: 1 pm – 8 pm (ferial schedule), 7.00 am – 4 pm (festive schedule).

**Outdoor escalators. P. Partigiani/P. Italia:** 6.15 am – 2.00 pm; **Pellini/Priori:** 6.45 am – 2.00 pm; **Piazzale Europa:** 7.00 am – 10.00 pm.

Perugia “Carta Giovani” is one of Perugia Town Council’s projects. It is a free identity card which allows young people to make use of certain discounts and facilities offered for all the shops and the services in Perugia participating in the initiative and displaying the sticker or symbol in the window of Perugia Carta Giovani.



#### 4. THE COURSES IN DETAIL

**CFA Credits/ECTS Credits – Teaching/Studying Hours Relation:** The teaching arrangements of the courses and the teaching activities of the IID are organized on the basis of the training credits following the adoption by IID of the ECTS system (European Credits Transfer System), which today corresponds to the credit system academic training. The Academic Training Credit (CFA) is defined, in accordance with the provisions of Presidential Decree 212/05, as a measure of the volume of learning work, including individual study, required of a student with adequate initial preparation for the acquisition of knowledge and skills in the training activities envisaged by the educational regulations of the study courses. Credits are based on learning times rather than teaching and learning outcomes rather than content of study plans, intended not only as knowledge but also as skills. In compliance with the European system and the aforementioned Presidential Decree 212/05, IID attributes a certain number of credits, each credit worth 25 hours of student engagement. It is also expected that the numerical values in credits attributed to the individual training activities are accompanied by descriptions of the knowledge and skills to be acquired in the times of learning indicated. In compliance with current legislation on the subject, IID can grant students credits against documented certification the acquisition of professional skills and abilities, as well as other skills and abilities gained in training activities to which IID design and construction has competition or on the basis of certifications issued by recognized or officially institutes accredited. It is possible to envisage specific forms of attribution of training credits for working students or in any case dispensed from attending educational activities. They can also recognize credits related to the knowledge of a language of the European Union and further IT knowledge on the basis of certifications issued by recognized institutes or officially accredited, possibly also on the basis of special agreements with the Institute.

##### 4.1 DESIGN

**ECTS Coordinator:** Walter Risolo, e-mail [walter@anwa.it](mailto:walter@anwa.it)

**Brief Description:** The course aims to produce professionals qualified in architectural Design who will become specialists working as part of the team at a design studio.

**Software:** the teachers will inform students of the course programmes at the beginning of the course.

**Teachers:** Riccardo Bartolucci, Boyd Geraldine Anne, Laura Biancalana, Isabella Cascianelli, Stefano Chiocchini, Luca Garosi, Paolo Luccioni, Andrea Margaritelli, Vito Nesta, Nicola Palumbo, Francesco Pecorari, Veruska Picchiarelli, Monica Pioggia, Giulia Radi, Walter Risolo, Gianluca Sandrone, Walter Sbicca, Marta Toni, Adriana Velazquez, Mauro Zucchetti.

##### I° Academic Year

| SUBJECT                             | Semester | Teacher           | Hours <sup>1</sup> | CFA | ECTS |
|-------------------------------------|----------|-------------------|--------------------|-----|------|
| TECHNICAL DRAWINGS                  | I – II   | MAURO ZUCCHETTI   | 200                | 8   | 8    |
| INTERIOR DESIGN 1                   | I – II   | WALTER SBICCA     | 200                | 8   | 8    |
| BASIC DESIGN                        | I – II   | VITO NESTA        | 150                | 6   | 6    |
| BASIC INFORMATICS                   | I        | WALTER RISOLO     | 100                | 4   | 4    |
| HISTORY AND CULTURE OF DESIGN       | I        | LAURA BIANCALANA  | 150                | 6   | 6    |
| PSICOLOGY                           | I        | GIULIA RADI       | 100                | 4   | 4    |
| PROFESSIONAL ENGLISH                | I        | GERALDINE BOYD    | 100                | 4   | 4    |
| MATHS FOR DESIGN                    | II       | WALTER RISOLO     | 100                | 4   | 4    |
| SCIENCE AND TECHNOLOGY OF MATERIALS | II       | PAOLO LUCCIONI    | 150                | 6   | 6    |
| COMMUNICATION STRATEGY              | II       | LUCA GAROSI       | 100                | 4   | 4    |
| GRAPHICS                            | II       | GIANLUCA SANDRONE | 150                | 6   | 6    |

<sup>1</sup> This number is referred to the total amount of hours the student is engaged to, considering both the individual study and the time for classes and laboratories and any other didactic activities.



## II° Academic Year

| SUBJECT              | Semester | Teacher              | Hours <sup>2</sup> | CFA | ECTS |
|----------------------|----------|----------------------|--------------------|-----|------|
| ART HISTORY          | I – II   | VERUSKA PICCHIARELLI | 150                | 6   | 6    |
| SYSTEM ERGONOMY      | I – II   | STEFANO CHIOCCHINI   | 150                | 6   | 6    |
| MULTIMEDIA LANGUAGES | I – II   | NICOLA PALUMBO       | 100                | 4   | 4    |
| INTERIOR DESIGN 2    | I – II   | MARTA TONI           | 200                | 8   | 8    |
| COOL-HUNTING         | I        | ISABELLA CASCIANELLI | 150                | 6   | 6    |
| CAD                  | I – II   | RICCARDO BARTOLUCCI  | 200                | 8   | 8    |
| RENDERING            | I – II   | WALTER RISOLO        | 200                | 8   | 8    |
| METHODOLOGY          | I – II   | FRANCESCO PECORARI   | 200                | 8   | 8    |

## III° Academic Year

| SUBJECT                            | Semester | Teacher             | Hours <sup>3</sup> | CFA | ECTS |
|------------------------------------|----------|---------------------|--------------------|-----|------|
| EVENTS' DESIGN                     | I – II   | MONICA PIOGGIA      | 150                | 6   | 6    |
| FURNITURE                          | I – II   | LAURA BIANCALANA    | 150                | 6   | 6    |
| LIGHT DESIGN                       | I – II   | WALTER SBICCA       | 100                | 4   | 4    |
| CULTURAL MARKETING                 | I        | ANDREA MARGARITELLI | 75                 | 3   | 3    |
| CORPORATE                          | II       | ADRIANA VELAZQUEZ   | 150                | 6   | 6    |
| INNOVATIVE MATERIALS AND PROCESSES | II       | PAOLO LUCCIONI      | 150                | 6   | 6    |

To these subjects, further credits for workshops, final thesis and traineeship are to be added, in order to reach the total amount of 180 ECTS/CFA in three years (60 per year).

<sup>2</sup> This number is referred to the total amount of hours the student is engaged to, considering both the individual study and the time for classes and laboratories and any other didactic activities.

<sup>3</sup> This number is referred to the total amount of hours the student is engaged to, considering both the individual study and the time for classes and laboratories and any other didactic activities.



## Authomatic Drawing/CAD

### Educational Objectives

The course aims to bring the student to the knowledge and use of CAD tools as an aid to graphic design in the fields of graphics and drawing. The ultimate aim of the course is to provide the student with the ability to translate any project he intends to develop into a CAD environment, be it graphics, architecture or industrial design, in order to exploit the innumerable potential offered by these tools for the definition and presentation of the project: tools of analyses, simulations, contextualisation's and executive drawings.

### Course content

Introduction to the CAD environment, operating logic and comparison of the main software available on the market, areas of use. Overview of techniques and tools for reverse engineering and rapid prototyping. In-depth study of the Rhinoceros software for basic and advanced modelling of objects.

### Teaching methods

Frontal lessons.

### Profit verification methods

Individual exercises during the year and final evaluation during the exam on the material produced.

|                                |                        |
|--------------------------------|------------------------|
| Academic Year                  | 2                      |
| Name of the Course             | Disegno Automatico/CAD |
| Lecturer                       | Riccardo Bartolucci    |
| Training Activity Type         | Caratterizzante        |
| Disciplinary Scientific Sector | ISDR/03                |
| CFA/ECTS                       | 8                      |





## Furniture

### Educational Objectives

The course deals with the analysis and design of furniture products, in close relationship with the places and functions for which they will be destined. Through the study of the protagonists, their works and innovations, the course aims to provide the fundamental tools and knowledge to tackle the design of a piece of furniture. From the in-depth study of materials, both natural and derivative and more performing, to the main construction technologies connected to them, from the most recurring finishes to the correct graphic representation at the appropriate project and detail scales.

### Course content

The course aims to provide the student with the means to address and resolve the problems inherent in furniture design through tools and techniques that lead to a rationalization of the design process. The ability to critically control the design process from the conception to the final form will be perfected, through a preliminary analysis of the same components analyzed from a historical-evolutionary point of view, we will move on to the objective examination of the morphological, functional and regulatory aspects connected to a framework current distribution, to finally arrive at the construction of sustainable models, capable of merging tradition and innovation. The organization of the various living spaces and environments in general will be analysed. Furnishing materials will be studied with the related technologies and applications. The course will pay attention to technically and aesthetically take care of the fixed parts of the furniture as well as the movable elements. The decorator, at the end of the course, will have mastered the techniques of representation and the study of internal spatial organizations

### Teaching methods

Frontal theoretical lessons and exercises.

### Profit verification methods

The method of verifying the profit will be the evaluation of an exercise and an oral exam. The evaluation, group and individual, will have as its object exercises and written questions on the topics developed during the lessons held in the classroom.

|                                              |                    |
|----------------------------------------------|--------------------|
| Academic year                                | 3                  |
| Name of the Course                           | <b>Arredamento</b> |
| Lecturer                                     | Laura Biancalana   |
| Characteristic typology of training activity | Caratterizzante    |
| Scientific disciplinary sector               | ISDE/02            |
| CFA/ECTS                                     | 6                  |



## History and culture of design

### Educational Objectives

The aim is to convey knowledge of the discipline through the analysis of the main experiences that refer to the production of objects, born from a project, bearers of aesthetic-functional values, reproducible thanks to industrial technique in an unlimited series.

We will also consider experiences that at different times have acted in a contrasting way with the world of industrial production, for example by reactivating craft procedures or openly assuming a critical and experimental drift, because they are useful for understanding the evolution of the design concept.

### Course content

The course intends to provide the general historical features of the design culture in relation to the transformations of the socio-economic and cultural context, technological innovations and artistic-architectural trends, in a period ranging from the second half of the nineteenth century up to the events of the post-war period and to current history.

### Teaching methods

The course is divided into transversal and monographic thematic lessons dedicated to the main design transformations and to some exemplary figures of the design culture, in order to develop the aptitude for the recognition of innovative solutions, with the aim of favoring and encouraging an autonomous reworking of the knowledge acquired.

### Profit verification methods

The exam consists of an oral interview, to ascertain the knowledge of the topics covered during the lessons, using the proposed texts and with the aid of the images made available, with the aim of being able to critically connect the various topics addressed.

|                                |                                      |
|--------------------------------|--------------------------------------|
| Academic year                  | 1                                    |
| Name of the Course             | <b>History and Culture of Design</b> |
| Lecturer                       | Laura Biancalana                     |
| Type of training activity      | Base                                 |
| Scientific disciplinary sector | ISSC/01                              |
| CFA/ECTS                       | 6                                    |



## Professional English

### Educational Objectives

The aim of the course will be to develop in students linguistic-communicative competence equal to level B2 of the CEFR (European Framework of Reference for Languages), enhancing input skills (reading and listening) and output skills (writing and speaking). They will follow specific lessons on technical English related to their field of interest through in-depth study sheets, reading and discussion of articles in the sectoral language, simulation of meetings and presentation of group projects, which will promote the acquisition of an ad hoc glossary as a whole enriched with specific idioms, collocations and phrasebooks with special reference to the professional jargon of the Designer.

### Course content

The course will be developed in two consecutive phases. The first will focus on the consolidation and development of students' grammatical, morpho-syntactic and lexical skills, through interactive lessons and cooperative activities of textual analysis, listening and practical exercises on the topics covered. In this phase, and in general throughout the course, it will be considered important to also pay attention to the phonetic aspect of the language, often neglected in the compulsory school system and therefore a frequent source of frustration in even basic communicative situations. To this end, care will be taken to stimulate in the students a contrastive analysis of the English sound system compared to the Italian one, also favouring, as far as possible in relation to the general level of the class, the frequent (if not constant) use of the language English for lessons by the teacher. The readings and activities in general will be taken from timeless publications in the Design, Furniture and Culture sector and will thus facilitate the approach to the corresponding professional technical language. In the second phase, students' familiarity with the specific "macrolanguage" of Design will be stimulated, and in particular with the related sectoral terminology, the linguistic and idiomatic conventions of the discipline and, where possible, the different cultural contexts involved in communication between designers ( or designers and customers) of different nationalities.

### Teaching methods

The teaching methodology will focus on frontal lessons, individual written exercises for the consolidation of linguistic elements, group work for the development of communication skills, discussion in English of the proposed materials. A communicative approach will be employed with particular attention to the acquisition of new vocabulary and the development of speaking skills. The proposed activities will also be calibrated as much as possible on the standard of linguistic certifications.

### Profit verification methods

Final checks to test outgoing skills, knowledge and abilities. The tests will be both oral and written, consisting of a grammar and vocabulary test on the designer's professional jargon, a written composition test, a listening test and finally a conversation in the language.

|                                |                      |
|--------------------------------|----------------------|
| Academic Year                  | 1                    |
| Name of the Course             | Professional English |
| lecturer                       | Boyd Geraldine Anne  |
| Type of educational activity   | Languages            |
| Scientific disciplinary sector | Languages            |
| CFA/ECTS                       | 4                    |



## System Ergonomics

### Educational Objectives

The objectives of the course are to communicate the basic concepts, principles and contents of Ergonomics. The ergonomics course contributes to the planning, design and evaluation of activities related to the characteristics and needs of individuals. The basic function assumed by anthropometry and the contribution of anthropology. The function of ergonomics as research to improve the well-being of human beings in terms of safety and security. Ergonomics as a contribution to the design solution in the context of the relationship between object, system and context. The objective is to achieve the best result in the design of an object-system, bearing in mind the product requirements and the user's needs, taking into consideration objective and subjective factors that contribute, the characteristics of the environments in which the man-system relationship.

### Course content

Acquisition of that set of knowledge ranging from psychology to the assessment of environmental factors and the impact factors that the use of a product will have on the end user. Knowledge of ergonomic fields of interest, Anthropometry and the relationship with anthropology, Exercises and research in the field of ergonomics as a relationship between user-subject-system. Task Analysis Definition and objectives and the fundamental standards related to ergonomics. The ergonomic contents of the course concerning aspects related to Human Factors, analyses relating to the man-machine and man-product-environment relationship.

### Teaching methods

Lectures with the aid of computer and multimedia tools and exercises viewed and discussed with the teacher.

### Profit verification methods

Written exam on the proposed ergonomic research-analysis. Oral interview on issues related to the topics covered.

|                                |                          |
|--------------------------------|--------------------------|
| Academic year                  | 2                        |
| Name of the Course             | <b>System Ergonomics</b> |
| lecturer                       | Stefano Chiocchini       |
| Type of training activity      | Base                     |
| Scientific disciplinary sector | ISSU/04                  |
| CFA/ECTS                       | 6                        |



## Innovative Processes and Materials

### Educational Objectives

The course is aimed at providing updated knowledge on the state of the art of the most innovative materials for design and related process technologies, as well as illustrating the latest trends and approaches to design product innovation through the use of materials and unconventional processes. The course provides the student with the foundations necessary to develop selection criteria for materials and processes in the conscious definition of the industrial product, providing scientific, cultural, operational and technical skills for the design and development of innovative and sustainable products with particular attention to environmental and sustainability issues of production processes and materials themselves.

### Course content

The course is divided into two parts. A part of the lessons, with a theoretical content, will focus on the analysis of different classes of innovative materials, on the study of their properties and related production technologies, as well as on the evaluation of application cases related to product design with these materials. A second practical-applicative part will allow the student to develop, under the guidance of the teacher, a product model/prototype conceived on the basis of the application potential of the innovative materials examined during the course, with a view to sustainable design.

### Teaching methods

Lectures on the theoretical part, which will be accompanied by lessons of design activities of a more practical nature, in which students will be asked to develop their own prototype through individual and group activities. Students are also provided with subscriptions to any material libraries and IID databases - for example, it is possible to access, even remotely using the Institute's IP address, the "Matrec" database, at the forefront of the search for sustainable materials.

### Profit verification methods

Oral exam and evaluation of the personal project.

|                                              |                                           |
|----------------------------------------------|-------------------------------------------|
| Academic year                                | 1                                         |
| Name of the Course                           | <b>Innovative Processes and Materials</b> |
| Lecturer                                     | Stefano Chiocchini                        |
| Characteristic typology of training activity | Caratterizzante                           |
| Scientific disciplinary sector               | ISST/03                                   |
| CFA/ECTS                                     | 6                                         |



## Technical Drawings

### Educational Objectives

The course intends to provide adequate cultural and professional training in the field of technical and design drawing, and in particular to communicate to students the tools for the scientific description of physical or ideal objects through a systematic corpus of graphic drawings drawn up consistently according to the occasional purposes. And conversely for the understanding of an object starting from two-dimensional drawings. In this sense, topics such as descriptive geometry (central projections, parallel projections, double orthogonal projection), cognitive drawing (survey of everyday objects, architectural survey and urban and environmental survey) and conceptual design are dealt with during the teaching activity. (project drawing, project communication drawing, project engineering drawing\_standards and norms).

### Course content

The course is organized in lectures and exercises. The lectures cover topics such as elementary geometric constructions, central projections (perspective, perspective reconstruction and accelerated perspective for the theatre), oblique parallel projections (axonometry), orthogonal parallel projections (axonometry, Monge method and quoted projections), geometric curves (conical), institutional forms of the design drawing (plan, section, elevation), metric scales of reduction and enlargement, UNI standards for technical drawing, executive technical drawing and purposes, methods and survey techniques. The exercises consist in the execution of a series of graphic works (A3 tables and/or other format and support) which are assigned and which address themes starting from the content of the theoretical lessons. The exercises are presented in the classroom, are completed independently on the basis of the indications provided by the teacher and are subject to dedicated revisions.

### Teaching methods

Lectures with the aid of computer and multimedia tools and exercises viewed and discussed with the teacher.

### Profit verification methods

Written exam on the proposed ergonomic research-analysis. Oral interview on issues related to the topics covered.

|                                              |                           |
|----------------------------------------------|---------------------------|
| Academic year                                | 1                         |
| Name of the Course                           | <b>Technical Drawings</b> |
| Lecturer                                     | Mauro Zucchetti           |
| Characteristic typology of training activity | Caratterizzante           |
| Scientific disciplinary sector               | ISST/03                   |
| CFA/ECTS                                     | 6                         |



## Strategies of Visual Communications

### Educational Objectives

Specific objectives of the course are the acquisition of theoretical and instrumental knowledge aimed at analyzing communication needs in different fields; methodological skills for drafting projects and identifying adequate strategies to respond to these needs; ability to create communication products as a result of the processes of analysis and implementation of the identified strategies. At the end of the course the student will have acquired the ability to create textual and communicative contents; she will be able to place them within the "right" visual communication channel according to the chosen communication strategy. Furthermore, he will be able to manage communication campaigns for clients and for himself.

### Course content

The course will provide some fundamental tools for developing communication strategies. One part will be dedicated to the strategic aspects of communication, to the relationship between it and marketing and its connection to modern means of mass communication media. Finally, students will be asked to analyze a public event from the point of view of visual communication strategy. The central part of the course will be to provide students with the right tools for communication: from the more traditional communication techniques for the media to the basic notions of storytelling for more current communication.

### Teaching methods

Theoretical lessons and case-study analysis in working groups.

### Profit verification methods

The course includes intermediate tests, the modalities of which will be communicated by the teacher in class. The oral presentation of a written thesis is foreseen at the end of the course.

|                                |                                          |
|--------------------------------|------------------------------------------|
| Academic Year                  | 1                                        |
| Name of the Course             | <b>Storia delle Comunicazioni Visive</b> |
| Lecturer                       | Luca Garosi                              |
| Typology of training activity  | Caratterizzante                          |
| Scientific disciplinary sector | ISDC/02                                  |
| CFA/ECTS                       | 4                                        |



## Materials Science and Technology

### Educational Objectives

The course aims to train students in the knowledge and choice of materials, from the more traditional ones such as wood, marble, stone, etc., to the more innovative ones such as resins, recomposed materials. Meetings and visits with qualified representatives of the reference companies in the various sectors concerned, will present the materials in a detailed and specific way, also for the purpose of a correct choice and application of the same.

At the end of the course, the student will have skills on the structure-property relationships of materials. In particular, he will have acquired knowledge on the main chemical-physical, thermal and mechanical properties according to the macromolecular characteristics and will be able to design polymeric products according to their specific application. You will also know the main processing technologies of the same and the methods of recycling and recovery.

### Course content

The course foresees the acquisition by the student of the basic traditional and digital techniques for the identification and evaluation of products and processes and for the correct understanding of the relative potential or application limit. The aim of the course is the acquisition of knowledge concerning the main classes and types of materials and processes. At the end of the course, the student will have acquired the ability to successfully research and identify targeted material and/or technological solutions and to correctly understand their specific physical and technical characteristics, aesthetic and sensory qualities, processing possibilities, production process and overall environmental impact.

### Teaching methods

Frontal lessons.

### Profit verification methods

Verification of learning takes place through the final exam only, to be taken following the conclusion of the course, which ascertains the acquisition of the expected theoretical knowledge through an oral and/or written test.

|                                |                                         |
|--------------------------------|-----------------------------------------|
| Academic year                  | 1                                       |
| Name of the Course             | <b>Materials Science and Technology</b> |
| Lecturer                       | Paolo Luccioni                          |
| Type of training activity      | Base                                    |
| Scientific disciplinary sector | ISST/02                                 |
| CFA/ECTS                       | 6                                       |





## Marketing

### Educational Objectives

The course aims to provide specific knowledge in cultural communication and marketing, from the planning of an artistic promotion campaign to the enhancement of environments in the Design sector. During the course, the evolution of marketing will be addressed, with particular reference to the cultural sector. Furthermore, the tools will be provided to understand how to position oneself in the market, improve credibility and reputation, expand and manage relations with the public, define new ways to create value through one's own activities, segment and personalize the offer, strengthen marketing strategies promotion, identify new distribution channels. Particular attention will be paid to the issue of Audience Development, in consideration of the aim of increasing and diversifying its audience regardless of the nature, size and positioning of the subject undertaking the cultural promotion initiative. At the end of the course, students will be able to recognize and analyze the processes through which the product connects to the developments of the economy, innovation, eco-sustainability and internationalization as well as the most effective strategic and operational methods for the management of available resources and for adapting to continuous local, national and international changes and evolutions, in the perspective of a critical approach to consumption, different purchasing behaviors and competitive advantage. Students will also acquire the skills for evaluating the feasibility of the cultural marketing campaign, both in terms of the target market and in terms of the economic-financial sustainability of the project through the business plan tool.

### Course content

The program generally focuses on the study of planning, promotion and management of cultural and artistic activities, as well as the study of the strategies adopted relating to the Design and Communication market and the identification of new forms of interaction between designers and the public or between a cultural asset understood as a social and economic resource for the territory. Each student will have the opportunity to analyze a case study of their own interest in the design sector, exploring the dynamics of social and market impact external to the company, as well as the corporate implications. The course will address the following topics:

- brief history and purpose of Marketing and Cultural Marketing;
- definition of the concept of need/desire/demand;
- the market, the cultural enterprises and the reference sector;
- analysis of the case-study on the Natural Genius cultural promotion campaign of the Listone Giordano brand;
- analysis, research and planning;
- the marketing mix;
- effective method of engaging with the public and marketing strategies to gain and maintain public trust;
- relationship between cultural product and public.

### Teaching methods

Frontal lessons. Assisted analysis of practical cases in groups and institutional information sources. Theoretical lessons will be alternated with moments of research on the basis of the interests expressed by the students themselves in the classroom.

### Profit verification methods

Presentation of a case-study analysed individually during the course.

|                                |                      |
|--------------------------------|----------------------|
| Academic Year                  | 3                    |
| Name of the Course             | <b>Marketing</b>     |
| Lecturer                       | Andrea Margaritelli  |
| Typology of training activity  | Affine e Integrativa |
| Scientific disciplinary sector | ISSE/01              |
| CFA/ECTS                       | 3                    |



## Basic Design

### Educational Objectives

The course aims to teach a design and research methodology based on observation and experimentation of form, to acquire a broad visual education that can create formal innovations, to understand the processes related to topology and morphology, and to enable students to conduct research and experimentation processes.

### Course content

The course provides students with the theoretical and practical tools to acquire a research and design methodology in which the investigation of space and forms takes on a central role. The course aims to develop the student's awareness of the relationship between shapes, signs and their meanings through a process of experimentation and research that will lead to the creation of documents as a synthesis of the activity carried out. Exploring new potential of forms, placing them in relation to the field and space, experimenting with combinations and compositions capable of assuming relevant formal and morphological values; these will be the main activities of the course which also intends to recover a fundamental part of visual experimentation and of the operational methods of graphic representation and form. Students will approach research and experimentation topics. The research projects regarding formal innovation will be carried out in groups and may also involve other training sectors by promoting interdisciplinary learning.

### Teaching methods

The teaching method, a typical expression of ISIA know-how, is based on the interaction between teacher and students. The theoretical contents of the course will be developed with a practical approach but will become immediately feasible thanks to the exercises to be carried out partly in the classroom and partly independently.

### Profit verification methods

During the exam, students will have to present a summary graphic work containing all the exercises carried out during the year. The student will undergo an evaluation interview relating to theoretical and theoretical/practical topics addressed during the course.

|                                |                     |
|--------------------------------|---------------------|
| Academic year                  | 1                   |
| Name of the Course             | <b>Basic Design</b> |
| Lecturer                       | Vito Nesta          |
| Typology of training activity  | Caratterizzante     |
| Scientific disciplinary sector | ISME/02             |
| CFA/ECTS                       | 6                   |



## Multimedia languages

### Educational Objectives

The aim of the course is to provide students with the practical and expressive tools to solve the problems related to the transposition of their projects in various multimedia fields: text, audio, video, photography. By focusing on the multiple expressive possibilities given by the relationships between the project and its realization, students will produce application hypotheses making use of new digital technologies.

### Course content

Various multimedia languages related to design will be analyzed from a theoretical/critical and practical point of view and therefore the different possibilities of intervention in relation to its space of use. Software will be used to acquire the skills necessary for the creation of different types of communication processes and with the help of specific exercises, the practical activity will be the testimony of the students that they have learned the technique and know how to develop it in a creative and autonomous. At the end of the course, students will be able to create an effective multimedia content from a communicative point of view, useful for a possible explanatory use of projects - e.g. video interviews, documentary content, etc.

### Teaching methods

Lectures with the support of digital tools.

### Profit verification methods

The final assessment will consist of an oral exam on the topics covered during the year and the creation of a multimedia project on topics freely chosen by the students.

|                                |                             |
|--------------------------------|-----------------------------|
| Academic year                  | 2                           |
| Name of the course             | <b>Multimedia Languages</b> |
| Lecturer                       | Nicola Palumbo              |
| Typology of training activity  | Caratterizzante             |
| Scientific disciplinary sector | ISDC/02                     |
| CFA/ECTS                       | 4                           |



## Methodology

### Educational Objectives

The course proposes an approach to the study of a method in design: investigating the principles, practices and procedures for conscious design. The design method is a procedure, a technique, an aid that provides tools necessary for any type of activity that a designer might use within an overall design process. Students are shown a method for tackling each type of project they are assigned. The course intends to deepen the themes in the field of design methodology starting from the basic compositional principles up to presenting aspects of contemporary design. These themes are declined in the various areas of design.

### Course content

The course of design methodology I is divided into two parts: in the first, elements of theory will be provided to face a series of cognitive exercises of the design methodology, in the second, a design theme will be addressed, where the concepts acquired during the lessons will be put into practice exercises.

### Teaching methods

The course will take place in frontal teaching lessons, practical activities: research, experimentation and planning, participatory classroom reviews.

### Profit verification methods

The exam will consist of an interview in which the exercises and the project developed during the course will be discussed.

|                                |                    |
|--------------------------------|--------------------|
| Academic year                  | 2                  |
| Name of the Course             | <b>Methodology</b> |
| Lecturer                       | Francesco Pecorari |
| Typology of training activity  | Caratterizzante    |
| Disciplinary scientific sector | ISME/01            |
| CFA/ECTS                       | 8                  |



## Arts' History

### Educational Objectives

Provide students with the methodological tools and historical-cultural references for analyzing the language of applied art, to understand cultural processes over time. The course aims to reconstruct, in the context of the history of art, a history of all those artistic forms aimed at the creation of everyday objects and furnishings, which over the centuries have been defined as decorative arts, artistic craftsmanship, applied to industry, precisely because they are functional to craftsmanship or industry.

### Course content

The course will present the fundamental stages in the history of applied arts, in which the concept of design matures. With constant attention to the recognition of styles in the context of art history, decoration and design will be examined, everyday objects and artefacts, understanding the relationships that bind them and which make them an expression of the different artistic eras.

### Teaching methods

Lectures supported by image projections and other audiovisual materials, readings and historical analysis of critical texts with analysis open to student interventions. The frontal teaching activity is supplemented by guided visits to exhibitions and events in the sector to encourage direct observation.

### Profit verification methods

The final exam consists of an oral interview focused on the topics covered during the course.

|                                |                      |
|--------------------------------|----------------------|
| Academic year                  | 2                    |
| Name of the Course             | Arts' History        |
| Lecturer                       | Veruska Picchiarelli |
| Type of training activity      | Base                 |
| Disciplinary scientific sector | ISSC/01              |
| CFA/ECTS                       | 6                    |



## Events' Design

### Educational Objectives

The course intends to address all phases of the creation cycle of an event brief, project concept, budget, communication, production and feedback which will be analysed, explored and tested during the course. The course aims to stimulate students' attention on the design possibilities of partial or total transformation, through even a few measured interventions or effective spatial compositions, of some places (buildings, exhibition halls, galleries, public spaces, etc.), using the typical tools of the architect's and set designer's work: shape, material, color and light. The student will have to acquire the skills regarding the correct sizing of the designed space taking into account the needs related to the use of the environments, the regulations in force and the consolidated methods of museum, product and performance exhibition (for example to set up dynamic events, such as a show or a parade). At the end of the course the students must finally have assimilated the principle of modulation of the space and of the exhibition supports. The rational organization of the surfaces and their standardization are in fact the prerequisites for an effective design solution, which is easily achievable and economically sustainable.

### Course content

Students will be guided to explore some issues related to the preparation of exhibition spaces with or without objects to be displayed, providing for a static or dynamic exhibition. At the same time they will be called upon to develop the project of an exhibition to be created in a specific place, paying attention to the materials used, the construction techniques and the costs to be faced. The course is planned to be divided into several parts. Two lessons will be dedicated to the study and presentation, also by the students, of some exhibition projects considered clear in introducing the themes: of the itinerary; of the modulation of space; the creation of a place; of fruition intended as a multisensory experience. With reference to the latter aspect, the fact of involving several senses within an exhibition itinerary is considered strategic to make the object of the exhibition perceptible, visible, evident, fixing the contents considered indispensable in the user. The projects presented during the first lesson will then be investigated in depth by the students, through the reworking of the plans, sections and elevations and the construction of a maquette. The work will not be aimed at reproducing images relating to individual projects but will have to interpret the materials available in order to highlight the themes developed by each intervention in order to make them evident. The results of this study will then be presented to classmates in order to highlight the peculiarities of the exhibition project analysed, in relation to the type of fruitive experience present, the compositional strategies adopted and the characteristics of the space created. Particular attention will be paid to the preparation of trade fairs, exhibitions, cultural events, museums and fashion events.

### Teaching methods

Theoretical-practical lessons and analysis of proposed themes working sometimes individually and sometimes in groups. The lessons are supported by projections of images, diagrams and videos of installations.

### Profit verification methods

The profit is evaluated on the basis of the presentation of a diary containing sketches of ideas containing quotations, intentions, afterthoughts, notes, annotations, writings, collages, photographs, overall drawings, construction details related to one's design path. The exam will also have an oral part dedicated to the contents of the lessons held in class with particular reference to the practical cases analysed. An integral part of the assessment will also be the expressive abilities of the individual student.

|                                |                      |
|--------------------------------|----------------------|
| Academic Year                  | 3                    |
| Name of the Course             | Events' Design       |
| Lecturer                       | Monica Pioggia       |
| Type of training activity      | Affine e Integrativa |
| Disciplinary scientific sector | ISDC/05              |
| CFA/ECTS                       | 6                    |



## Cognitive Psychology

### Educational Objectives

The general objective of the program is to acquire knowledge on the main models that have followed one another to understand the historical framework of cognitive psychology; know the methodological aspects associated with the study of cognitive psychology; understand the fundamental knowledge relating to basic cognitive processes (perception, attention, learning, memory, language, communication); know the cognitive theories related to the ways of representing information; know the main components of human thought (reasoning, problem solving, decision making); know and critically describe the possible connections between the various components of the cognitive system. The specific objective is represented by the acquisition of basic knowledge useful for the professional figure of the designer in the potential areas of professional achievement, from industry, to cultural institutions, to school teaching, with an in-depth study of perception and its laws, the intelligence as a set of logical-deductive and divergent-creative processes, emotions as psycho-biological activations fundamental for individual and interpersonal human functioning, with important relationships with the world of artistic creativity and the communication of this message to the outside world through the production material and immaterial.

### Course content

The course is divided into three parts. The first part is introductory and includes two macro topics: the birth of Cognitive Psychology and the study methods in Cognitive Psychology. The second phase focuses on cognitive processes and is divided into the following topics:

- The perception
- Attention
- Conditional learning and cognitive learning
- The memory
- Coding and representation of information
- Mental images
- The language
- The communication

The third and final phase finally focuses on the analysis of human thought, and is divided into four areas of competence: reasoning, problem solving, decision making and intelligence.

### Teaching methods

The course includes both frontal lessons, with PowerPoint and video projections, and activities in small groups, such as role playing, the discussion of stimulating cases and the production of short reports.

### Profit verification methods

Final exam in written and oral form.

|                                |                             |
|--------------------------------|-----------------------------|
| Academic Year                  | 1                           |
| Name of the Course             | <b>Psicologia Cognitiva</b> |
| Lecturer                       | Giulia Radi                 |
| Type of training activity      | Base                        |
| Scientific disciplinary sector | ISSU/03                     |
| CFA/ECTS                       | 4                           |



## Basic Informatics

### Educational Objectives

The course aims to establish in the student a solid foundation of information technology to support the other subjects that require, directly or indirectly, the use of electronic and information technology devices. Provide students with the technical tools necessary to produce graphic material functional to the development and presentation of their projects on a professional level. In particular, the student must be able to independently use the operating system and file management and basic maintenance of the same, use adequately the most common tools to compile and manage documents, tables, presentations, e-mail, targeted searches on web, videoconferencing and cloud computing tools with server-side applications.

### Course content

Theoretical aspects: digitization, raster and vector files, file formats, file management for printing and sharing. Practical work on Adobe Photoshop and Adobe Illustrator for the creation of simple presentation layouts, mood boards and various graphic material.

### Teaching methods

Theoretical lessons that will provide the necessary knowledge to correctly manage files and create digital material. Practical exercises and exercises to be developed independently follow.

### Profit verification methods

At the end of the year, the following evaluations are presented: presentation book of the design methodology projects.

|                                |                          |
|--------------------------------|--------------------------|
| Academic Year                  | 2021/2022                |
| Name of the Course             | <b>Basic Informatics</b> |
| Lecturer                       | Walter Risolo            |
| Type of training activity      | Base                     |
| Scientific disciplinary sector | ISDC/07                  |
| CFA/ECTS                       | 4                        |





## Mathematics for Design

### Educational Objectives

The first objective of the course is to familiarize the student with the mathematical language used to describe curves and surfaces on the plane and in space, making him able to frame a real problem correctly and then solve it independently, using the studied concepts. The second objective is to bring out the intimate link between mathematics and reality, in particular between mathematics and the world of nature and art, starting from examples and applications, to understand the universality of the mathematical language. The student must be able to choose the most suitable mathematical models and methods for the various situations and to verify the validity of the results obtained. The aim of the course will be the ability to present the acquired mathematical technical notions with appropriate technical language and to represent them in different semiotic systems, and to integrate them with those typical of other disciplines. The course will show the presence of mathematics in the development of design ideas by studying, for example, plane curves and surfaces in space.

### Course content

- Numerical sets:  $N$ ,  $Z$ ,  $Q$ ,  $R$  and  $C$ . Countable and more than countable infinity
- Sequences, arithmetic and geometric progressions. Golden section and Fibonacci sequence.
- Cartesian plane, straight line and conics (circle, parabola, ellipse and hyperbola): from equation to graph and from graph to equation. Geometric transformations: central symmetry, axial symmetry, translation, homothety and expansion.
- Functions in one variable: classification, domain, sign, asymptotes. Elements of differential and integral calculus. Problems of optimization and calculation of areas and volumes.
- Analytical geometry of space: straight line, plane, sphere and other notable surfaces. Platonic solids.
- Elements of combinatorics: arrangements, permutations and combinations with and without repetition.

### Teaching methods

The course is mainly carried out through lectures and exercises, favoring an approach that starts from a real-world problem and reaches its formalization and mathematical resolution.

### Profit verification methods

The exam consists of a written test which subjects the student to both theoretical questions and exercises

|                                |                        |
|--------------------------------|------------------------|
| Academic year                  | 1                      |
| Name of the Course             | Mathematics for Design |
| Lecturer                       | Walter Risolo          |
| Type of training activity      | Di base                |
| Scientific disciplinary sector | ISST/01                |
| CFA/ECTS                       | 4                      |



## Renderings

### Educational Objectives

In the study of graphics, rendering is the conversion using special software of the profile of a two-dimensional image into an image with a realistic and perceivable three-dimensional appearance, thanks to the accurate calculation of the perspective and the addition of colours, lights and shadows. During the course, students will approach the use of IT tools for the creation of synthetic images, precisely Rendering, immersed in a design reality, they will acquire the technical skills to develop 3D renderings, in rapid prototyping of the projects created.

### Course content

The course uses Rhinoceros for 3D modeling for rapid prototyping carried out within the practical exercises. Development of 3D modeling and technical representation of the projects addressed in the classroom.

### Teaching methods

After building meaningful 3D models to learn fundamental modeling techniques, students work independently on hands-on exercises. At the end of the course it is required to create 3D models

### Profit verification methods

At the end of the year, the renderings created for the course are evaluated.

|                                |                  |
|--------------------------------|------------------|
| Academic year                  | 2                |
| Name of the Course             | <b>Rendering</b> |
| Lecturer                       | Walter Risolo    |
| Typology of training activity  | Caratterizzante  |
| Scientific disciplinary sector | ISDR/03          |
| CFA/ECTS                       | 8                |



## Graphics

### Educational Objectives

The course aims at training students in the field of visual communication and graphic design in design. The goal is to build a user capable of tackling design challenges in different areas of design itself. From graphic to brand design, through the understanding of processing and generative design. Training in the design and analysis of communication messages through the codes of visual languages and creativity.

### Course content

From the Brief to the concept up to the layout. Study of the graphic elements with which to design: shapes, formats, composition, proportions, image cuts, lettering and character design, cage, layout, trimmings, folding. The course deals with the basics of graphics with a view to providing the student with valid tools for the best performance of the project.

### Teaching methods

Frontal lessons for the introduction of topics and theoretical-practical exercise with the development of personal projects under the guidance of the teacher.

### Profit verification methods

Oral presentation of a complete individual project assigned by the teacher.

|                                |                   |
|--------------------------------|-------------------|
| Academic year                  | 1                 |
| Name of the Course             | <b>Graphics</b>   |
| Lecturer                       | Gianluca Sandrone |
| Typology of training activity  | Caratterizzante   |
| Scientific disciplinary sector | ISDC/03           |
| CFA/ECTS                       | 6                 |



## Light design

### Educational Objectives

The course aims to give students: the capacity of figurative control of formal ensembles and the development of creativity understood both as the ability to elaborate processes in the field of lighting design in an original way. The technical skills are made available to students: to tackle a project that involves both audio-visual tools and products and the design skills to be able to choose ideal spaces and tools for viewing certain light design tools.

### Course content

The course will deal with studies and methodologies of lighting design - lighting design on the use of light such as its use in urban installations, performances, events, shows, conception processes and projects of lighting systems (with artificial, natural or mixed light, artificial-natural) for domestic, urban, nautical, spectacular, cinematographic, television, artistic purposes.

### Teaching methods

The course will develop into theoretical lessons aimed at making people understand the peculiarities of light in the new media for audio-visual use, shapes, colours in the rooms of multimedia and contemporary interactive experience. Theoretical/practical lessons where the history, the evolution of the visual and audio-visual language will be addressed without considering the spaces within which these artistic forms have been exhibited, paying attention to the directly proportional relationship between space, light, color and products. The teacher's role is to guide, guide groups, promote autonomy by stimulating creativity and the use of technologies.

### Profit verification methods

The achievement of an organic vision of the topics covered, the possession of a specific language, as well as familiarity with multimedia design and implementation practices and manual knowledge of the subject together with the ability to design and implement the same will be evaluated. The assessment consists of a written test on the theoretical principles and the oral presentation of an individual project.

|                                |                     |
|--------------------------------|---------------------|
| Academic year                  | 3                   |
| Name of the Course             | <b>Light Design</b> |
| Lecturer                       | Walter Sbicca       |
| Typology of training activity  | Caratterizzante     |
| Scientific disciplinary sector | ISME/02             |
| CFA/ECTS                       | 4                   |



## Interior Design (Interior Design) I – II

### Educational Objectives

Objectives of the course are the exploration and acquisition of design methods related to Interior Design with particular focus on the residential area through its typological, spatial, functional and material characteristics. Particular attention is given to the search for new forms of contemporary living understood as a complex and transversal phenomenon, which moves from residence to work, from culture to leisure, verified at different scales of intervention up to the definition of the internal space and the constructive detail.

### Course content

The aim of the course is the acquisition of knowledge relating to the tools of the discipline, which precisely define the material, dimensional, formal and perceptive connotations (tactile, olfactory, sound chromatic) of environments and objects, coming into contact with the knowledge and material cultures. The primary objective is also the acquisition of understanding skills related to identifying the most efficient solutions to provide comfort to the inhabitant and, at the same time, capable of reflecting his identity, possibly of enriching it.

### Teaching methods

The teachings of the course will be conducted with a constant dialogue between frontal lessons and a design exercise with mandatory periodic checks, in order to put the student in a position to combine critical and design skills.

### Profit verification methods

The final exam consists of a written test on the theoretical part and on the oral presentation of a design exercise, carried out in groups or individually. The evaluation will take into account:

- correctness of the documents and their effectiveness in describing the design choices (assessed by examining the materials, project reports and models, and all the mandatory material delivered on the day of the exam);
  - awareness achieved with respect to the choices made and the methodological coherence of the developed design process
- individual study on the topics of the course;

The evaluation will also take into account the "revision diary" drawn up by the teacher and therefore the continuity, coherence and constancy with which the design exercise was conducted.

|                                |                           |
|--------------------------------|---------------------------|
| Academic year                  | 1-2                       |
| Name of the Course             | Interior Design (1, 2)    |
| Lecturer                       | Walter Sbicca, Marta Toni |
| Typology of training activity  | Caratterizzante           |
| Scientific disciplinary sector | ISDE/02                   |
| CFA/ECTS                       | 16                        |



## Corporate

### Educational Objectives

The course aims to provide the theoretical and conceptual knowledge and methodological tools necessary for the design, implementation and change of organizational structures. In particular, it aims to provide the skills to understand how to design an organizational structure consistent with corporate strategy, objectives and the reference context; facilitate the understanding of the internal and external criteria and factors underlying organizational planning choices; stimulate analytical and problem-solving skills applied to the identification, analysis and resolution of organizational problems through the examination of company cases. The course will offer conceptual tools for designing organizations in global and uncertain contexts. This course provides analytical knowledge and resources that will enable students to understand the processes, contents and consequences of organizational decisions to be implemented in organizations of varying complexity.

### Course content

The course takes the organization as its object of study, explores the principles of design and analysis of the structure. Students will learn important concepts for the communication of ideas, proposals and analysis in the field of organizational design. An overview of organizational design, its theoretical foundations and the different organizational design options is provided. The topics analyzed will be: main organizational theories, the determinants and criteria for the definition of the organizational structure; organizational models; management of innovation and organizational change, the impact of technology on the organization, systems and processes, culture and organizational relationships; organization of work and design of the organizational structure. They will be able to: apply organizational models on a global scale; compare pros and cons of each organizational choice; analyze how and why organizations make decisions in dynamic and complex environments; apply fundamental concepts of management in business organizations.

### Teaching methods

Frontal teaching, group work and discussion of practical cases.

### Profit verification methods

Profit is assessed through a written exam which consists of the analysis of various company case studies. The test mainly intends to verify the ability to apply the acquired knowledge and skills. The objective of the written test is to allow the student to demonstrate that he has acquired the fundamental theoretical knowledge of teaching and that he knows how to apply it in concrete cases, exercising his critical ability and independent thinking.

|                                |                   |
|--------------------------------|-------------------|
| Academic year                  | 3                 |
| Name of the Course             | <b>Corporate</b>  |
| Lecturer                       | Adriana Velazquez |
| Typology of training activity  | Caratterizzante   |
| Scientific disciplinary sector | ISSE/01           |
| CFA/ECTS                       | 6                 |



## 4.2 INDUSTRIAL DESIGN

**ECTS Coordinator:** Walter Risolo, e-mail [walter@anwa.it](mailto:walter@anwa.it)

**Brief description:** The course aims to train students to become specialists qualified in the design of objects for everyday use with all sorts of functions, from pens to domestic appliances, and a wide variety of objects currently in use, or whose use has still to be defined as modern life unfolds.

**Programmes:** the teachers will inform students of the course programmes at the beginning of the course.

**1° academic year courses:** History of design, product anthropology, basic and applied informatics (Cad 2D and 3D software), basic executive technical drawing, graphic editing, design of functional products, design and ergonomics of functional products, elements of professional ethics, design material technology, Cad drawing software and solid modelling (60 ECTS credits).

**1° academic year courses:** History of furniture, living anthropology, basic and applied informatics (Cad 2D and 3D software), basic executive technical drawing, graphic editing, industrial and artisan furniture design 1, professional ethics / English language / design team roleplaying / problem solving / estimates, contracts and regulations, design material technology, Cad drawing software and solid modelling (60 ECTS credits).

**Laboratory:** There are 80 hours of laboratory work in the first year, and 120 hours in the second year.

**Exams:** there is one written paper and an oral held in June – the exact date to be decided by Perugia's Public Office.

| Module       | I° Academic Year – Subjects                                                                                                    | Hours      | ECTS      |
|--------------|--------------------------------------------------------------------------------------------------------------------------------|------------|-----------|
| Module 1°    | History of design, product anthropology                                                                                        | 30         | 5         |
| Module 1°    | Basic and applied informatics (Cad 2D and 3D software)                                                                         | 40         | 7         |
| Module 1°    | Basic executive technical drawing, graphic editing                                                                             | 20         | 2         |
| Module 1°    | Design of functional products                                                                                                  | 35         | 6         |
| Module 1°    | Design and ergonomics of functional products 1                                                                                 | 35         | 6         |
| Module 1°    | Professional ethics/ English language/ design team roleplaying/ problem solving/ estimates, contracts and regulations – theory | 16         | 1         |
| Module 2°    | Design material technology                                                                                                     | 34         | 6         |
| Module 2°    | Cad drawing software and solid modelling                                                                                       | 30         | 5         |
| Module 2°    | Design and ergonomics of functional products 2                                                                                 | 60         | 12        |
| Module 3°    | Project work                                                                                                                   | 50         | 10        |
| <b>Total</b> |                                                                                                                                | <b>350</b> | <b>60</b> |

### *1° academic year – Outlook*

#### Module 1°: History of design and product anthropology

Description of the course: History of design and study of products' communicative capacity and the role of cultural mediator which they have always been given. Type of lessons: theoretical -practical.

#### Module 1°: Basic and applied informatics ( Cad 2D e Cad 3D software)

Description of the course: students learn to do technical drawings with the correct use of arches, lines, dimensions, halftones, and also to print to scale. They acquire the knowledge to develop and model shapes using Cad 3D, to raise three dimensional objects, design industrial products, exchange files in different formats. Type of lessons: theoretical with individual practice and study



Module 1°: Basic executive technical drawing, graphic editing

Description of the course: study of drawing to realise a design work according to international standards and norms. Type of lessons: theoretical with individual practice and study

Module 1°: Design of functional products

Description of the course: study of the conception and development of the productive and technical design of products used directly by the consumer. Type of lessons: both theoretical and practical, with related activities and individual study

Module 1°: Design and ergonomics of functional products 1

Description of the course: conception and development of products used in direct contact with the human body, and whose functioning depends on this. Type of lessons: both theoretical and practical, with related activities and individual study.

Module 1°: Professional ethics, design team roleplaying, problem solving, estimates, contracts and regulations

Description of the course: Students learn about: the rules of professional ethics, the relationship between the professional, the client and the supplier, the professional organisation of a design studio, problem solving, the bureaucracy involved in setting up and running a studio, and the study of the legal and contractual aspects of the industrial product. Type of lessons: both theoretical and practical  
Type of lessons: theory.

Module 2°: Design material technology

Description of the course: the study and use of different materials to create all types of products. Type of lessons: theoretical with individual practice and study.

Module 2°: Cad drawing software and solid modelling

Description of the course: students learn to do technical drawings with the correct use of arches, lines, dimensions, halftones, and also to print to scale. They acquire the knowledge to develop and model shapes using Cad 3D, to raise three dimensional objects, design industrial products, exchange files in different formats. Type of lessons: theoretical with individual practice and study.

Module 2°: Design and ergonomics of functional products 2

Description of the course: conception and development of products used in direct contact with the human body, and whose functioning depends on this. Type of lessons: both theoretical and practical, with related activities and individual study.

Module 3°: Project work

Description of the course: Simulation of a design project reproducing as nearly as possible the real working conditions of a design studio which students will come up against once qualified. Type of lessons: practical, along with individual study.

| Module       | II° Academic Year – Subjects                                                                                          | Hours      | ECTS      |
|--------------|-----------------------------------------------------------------------------------------------------------------------|------------|-----------|
| Module 1°    | History of furniture, living anthropology                                                                             | 30         | 4         |
| Module 1°    | Basic and applied informatics (Cad 2D e 3D software)                                                                  | 40         | 6         |
| Module 1°    | Basic executive technical drawing, graphic editing                                                                    | 20         | 2         |
| Module 1°    | Industrial and artisan furniture design 1                                                                             | 35         | 5         |
| Module 1°    | Industrial and artisan furnishing accessory design                                                                    | 35         | 5         |
| Module 1°    | Professional ethics/ English language/ design team roleplaying/ problem solving/ estimates, contracts and regulations | 16         | 1         |
| Module 2°    | Design material technology                                                                                            | 34         | 5         |
| Module 2°    | Cad drawing software and solid modelling                                                                              | 30         | 4         |
| Module 2°    | Industrial and artisan furniture design 2                                                                             | 60         | 15        |
| Module 3°    | Project work                                                                                                          | 50         | 13        |
| <b>Total</b> |                                                                                                                       | <b>350</b> | <b>60</b> |





## *2° academic year – Outlook*

### Module 1°: History of furniture and living anthropology

Description of the course: Study of the historical and cultural evolution of furnishings in relation to surrounding environment and technological advance. Type of lessons: both theoretical and practical.

### Module 1°: Basic and applied informatics (Cad 2D e Cad 3D software)

Description of the course: students learn to do technical drawings with the correct use of arches, lines, dimensions, halftones, and also to print to scale. They acquire the knowledge to develop and model shapes using Cad 3D, to raise three dimensional objects, design industrial products, exchange files in different formats. Type of lessons: theoretical with individual practice and study.

### Module 1°: Basic executive technical drawing, graphic editing

Description of the course: study of drawing to realise a design work according to international standards and norms. Type of lessons: theoretical with individual practice. Type of lessons: both theoretical and practical, with related activities and individual study.

### Module 1°: Industrial and artisan furniture design 1

Description of the course: conception and technical development of furniture produced on an industrial scale and that with limited production. Type of lessons: both theoretical and practical, with related activities and individual study.

### Module 1°: Industrial and artisan furnishing accessory design 1

Description of the course: conception and technical development of all types of furnishing accessories for inside and outside spaces  
Type of lessons: theoretical , with individual practice and study.

### Module 1°: Professional ethics, design team roleplaying, problem solving, estimates, contracts and regulations

Description of the course: Students learn about: the rules of professional ethics, managing the relationship between the professional, the client and the supplier, the professional organisation of a design studio, problem solving, the bureaucracy involved in setting up and running a studio, and the study of the legal and contractual aspects of the industrial product. Type of lessons: theory.

### Module 2°: Design material technology

Description of the course: the study and use of different materials to create all types of products. Type of lessons: theoretical with individual practice and study.

### Module 2°: Cad drawing software and solid modelling

Description of the course: students learn to do technical drawings with the correct use of arches, lines, dimensions, halftones, and also to print to scale. They acquire the knowledge to develop and model shapes using Cad 3D, to raise three dimensional objects, design industrial products, exchange files in different formats. Type of lessons: theoretical with individual practice and study.

### Module 2°: Industrial and artisan furniture design 2

Description of the course: conception and technical development of furniture, both produced on an industrial scale and with limited production. Type of lessons: both theoretical and practical, with related activities and individual study.

### Module 3°: Project work

Description of the course: Simulation of a design project reproducing as nearly as possible the real working conditions of a design studio which students will come up against once qualified. Type of lessons: practical, along with individual study.



#### 4.3 COMMUNICATION DESIGN

**ECTS Coordinator:** Walter Risolo, e-mail [walter@anwa.it](mailto:walter@anwa.it)

**Brief description:** The Communication Designer is not only a graphic designer but also a markup and scripting programmer. A strategic mixture of profiles which means that he/she can adapt to the continuous technological advances made with the Web and at the same time, the demands of the small-medium New Economy businesses, which are more and more on the lookout for high level professionals whose skills can immediately be put to practical use.

**Programmes:** Students will be informed of the programme by the teachers at the beginning of the course.

**1° year subjects:** software theory, graphics theory, FreeHand 10/MX, Adobe Photoshop 7/CS, Adobe Acrobat 6, Macromedia Dreamweaver MX, Macromedia Flash MX and Action Script, professional ethics/English language/design team roleplaying/problem solving/estimates, contracts and regulations, Web Practice and Project Work (60 ECTS credits).

**2° year subjects:** basic digital graphics, vector graphics, bitmap graphics, Photoshop, Dreamweaver, Flash, applied communication theory: messages and signs, sequential communication process, data gathering and receiving times, story board writing, multimedia communication design, programming languages, HTML, CSS style pages, javascript and DHTML, introduction to PHP, introduction to MySQL database, applied multimedia graphics: structuring websites using HTML code, website communication levels, laboratories: creation of static websites, dynamic websites, Flash animation, multimedia websites. Evolution of web communication, registration and publication of websites, e-commerce, creation of multimedia sites, portals, institution sites, theme sites (60 ECTS credits).

**Laboratory:** There are 80 hours of laboratory work in the first year and 120 in the second one.

**Exams:** there is one written paper and an oral held in June, the exact date will be decided by Perugia's provincial administration.

| Module       | I° Academic Year – Subjects                                                                                               | Hours      | ECTS Credits |
|--------------|---------------------------------------------------------------------------------------------------------------------------|------------|--------------|
| Module 1°    | Software theory, graphics theory                                                                                          | 20         | 3            |
| Module 1°    | FreeHand 10/MX                                                                                                            | 30         | 4            |
| Module 1°    | Adobe Photoshop 7/CS                                                                                                      | 30         | 4            |
| Module 1°    | Adobe Acrobat 6                                                                                                           | 10         | 1            |
| Module 1°    | Macromedia Dreamweaver MX                                                                                                 | 30         | 4            |
| Module 1°    | Macromedia Flash MX and Action Script                                                                                     | 40         | 6            |
| Module 2°    | professional ethics / English language / design team roleplaying / problem solving / estimates, contracts and regulations | 20         | 2            |
| Module 2°    | Web practice                                                                                                              | 120        | 20           |
| Module 3°    | Project Work                                                                                                              | 50         | 16           |
| <b>Total</b> |                                                                                                                           | <b>350</b> | <b>60</b>    |

#### *Course's Outlook*

Module 1°: Software theory, graphics theory

Description of the course: study of programmes and aesthetics in the field of graphic design. Type of lessons: practical, with individual study.

Module 1°: FreeHand 10/MX

Description of the course: study of the applications for animation and editing graphics. Type of lessons: both theoretical and practical, with individual study.

Module 1°: Adobe Photoshop 7/CS

Description of the course: technical applications for editing and web graphics. Type of lessons: both theoretical and practical, with



individual study.

#### Module 1°: Adobe Acrobat 6

Description of the course: technical applications for editorial and web graphics. Type of lessons: both theoretical and practical, with individual study.

#### Module 1°: Macromedia Dreamweaver MX

Description of the course: applications for animation and editorial graphics. Type of lessons: practical, with individual study.

#### Module 1°: Macromedia Flash MX and Action Script

Description of the course: applications for animation and editorial graphics. Type of lessons: practical, with individual study.

#### Module 2°: Professional ethics / English language / design team roleplaying / problem solving / estimates, contracts and regulations

Description of the course: Students learn about: the rules of professional ethics, managing the relationship between the professional, the client and the supplier, the professional organisation of a design studio, problem solving, the bureaucracy involved in setting up and running a studio, and the study of the legal and contractual aspects of the industrial product. Type of lessons: theory.

#### Module 2°: Web Practice

Description of the course: Practice at creating pages for websites and portals. Type of lessons: both theoretical and practical, with individual study.

#### Module 3°: Project work

Description of the course: Simulation of a design project reproducing as nearly as possible the real working conditions of a design studio which students will come up against once qualified. Type of lessons: practical, along with individual study.

| Module       | II° Academic Year – Subjects                             | Hours      | ECTS credits |
|--------------|----------------------------------------------------------|------------|--------------|
| Module 1°    | Basic digital graphics, vector graphics, bitmap graphics | 30         | 3            |
| Module 1°    | Photoshop                                                | 20         | 2            |
| Module 1°    | Dreamweaver                                              | 20         | 2            |
| Module 1°    | Flash                                                    | 20         | 2            |
| Module 1°    | Technical terminology- professional technical skill      | 10         | 1            |
| Module 1°    | Applied communication theory                             | 20         | 2            |
| Module 2°    | Programming languages                                    | 70         | 10           |
| Module 2°    | Applied multimedia graphics                              | 40         | 4            |
| Module 2°    | Laboratory work                                          | 70         | 10           |
| Module 2°    | Seminars and laboratory work                             | 60         | 6            |
| Module 3°    | Laboratory work                                          | 90         | 18           |
| <b>Total</b> |                                                          | <b>450</b> | <b>60</b>    |



#### 4.4 FASHION DESIGN

**ECTS Coordinator:** Walter Risolo, e-mail [walter@anwa.it](mailto:walter@anwa.it)

**Brief description:** This course aims to produce professional fashion designers able to illustrate fashion respecting the trend and philosophy underlying it, using a visual language with a strong emotional impact, suited to the specific social group for which the collection is destined.

**The programme:** Students will be informed of the programme by the teachers at the beginning of the course.

**Course subjects:** Design material technology, technical terminology – couture glossary, study of the human figure, fashion plates, technical details for the model, foundations of model - making, design analysis of model/fabric matching, fashion communication, executive technical drawing, clothing types, clothing market analysis, history of art, history of the costume, history and criticism of contemporary design, colour theory, visual and psychological perception of form, traditional and digital graphic techniques for the restitution of materials, perfectioning of fashion plate drawing technique, conception and design of a collection, illustration techniques for fashion design, laboratory (with tutor) – fashion designer (60 credits).

**Laboratory:** There are 80 hours of laboratory in the first year and 120 hours in the second.

**Exams:** there is one written paper and an oral held in June, the exact date will be decided by Perugia's provincial administration.

| Module        | I° Academic Year – Subjects                                                          | Hours      | ECTS credits |
|---------------|--------------------------------------------------------------------------------------|------------|--------------|
| Module 1°     | Design material technology                                                           | 40         | 5            |
| Module 1°     | Technical terminology – couture glossary                                             | 20         | 2            |
| Module 1°     | Study of the human figure                                                            | 20         | 2            |
| Module 1°     | Fashion plates                                                                       | 40         | 5            |
| Module 1°     | Technical details for the model, foundations of model-making                         | 40         | 5            |
| Module 1°     | Design analysis for model/fabric matching, fashion communication                     | 20         | 2            |
| Module 1°     | Executive technical drawing                                                          | 40         | 5            |
| Module 2°     | Clothing types                                                                       | 20         | 2            |
| Module 2°     | Clothing market analysis                                                             | 40         | 5            |
| Module 2°     | History of art, history of the costume, history and criticism of contemporary design | 30         | 3            |
| Module 2°     | Colour theory, visual and psychological perception of form                           | 10         | 1            |
| Module 2°     | Traditional and digital graphic techniques for material restitution                  | 30         | 3            |
| Module 2°     | Perfectioning of fashion plate drawing technique                                     | 30         | 3            |
| Module 2°     | Conception and design of a collection                                                | 40         | 5            |
| Module 2°     | Illustration techniques for fashion design                                           | 20         | 2            |
| Module 2°     | Laboratory tutor - Laboratory                                                        | 60         | 10           |
| <b>Totale</b> |                                                                                      | <b>500</b> | <b>60</b>    |

#### *Course's Outlook*

##### Module 1°: Design material technology

Description of the course: the study and use of different materials to create all kinds of fashion products. Type of lessons: practical, with individual study.

##### Module 1°: Technical terminology – couture glossary

Description of the course: technical terminology used in this professional field. Type of lessons: theoretical, with individual study.

##### Module 1°: Study of the human figure



Description of the course: students learn to observe and develop artistically figures derived from the human anatomy. Type of lessons: practical, with individual study.

Module 1°: Fashion plates

Description of the course: students learn to create haute couture fashion plates. Type of lessons: both theoretical and practical, with individual study.

Module 1°: Technical details for models, foundations of model-making

Description of the course: design and executive organisation of the fashion product. Type of lessons: both theoretical and practical, with individual study.

Module 1°: Design analysis for model/fabric matching, fashion communication

Description of the subject: Executive analysis to associate model, fabric and communication in one coherent product. Type of lessons: both theoretical and practical, with individual study.

Module 1°: Executive technical drawing

Description of the course: methods and practice of executive technical drawing. Type of lessons: practical, with individual study.

Module 1°: Clothing types

Description of the course: study of the types, production and design of the fashion product. Type of lessons: practical, with individual study.

Module 2°: Clothing market analysis

Description of the course: study methods are used to understand the developing sectors of the fashion product market. Type of lessons: theory.

Module 2°: History of art, history of the costume, history and criticism of contemporary design

Description of the course: history of the relationship between art, society and fashion in the evolution of the costume. Type of lessons: both theoretical and practical, with related activities and individual study.

Module 2°: Colour theory, visual and psychological perception of form

Description of the course: analysis of the fundamental relations in the physical perception of colour and the study of perception phenomena in the consciousness. Type of lessons: practical, with individual study.

Module 2°: Traditional and digital graphic techniques for material restitution

Description of the course: study of the methods of graphic reproduction of materials. Type of lessons: practical, with individual study.

Module 2°: Perfectioning of fashion plate drawing technique

Description of the course: perfectioning of graphic techniques used for communications between businesses. Type of lessons: practical, with individual study.

Module 2°: Conception and design of a collection

Description of the course: from the conception to the design of the fashion product. Type of lessons: practical, with individual study.

Module 2°: Illustration techniques for fashion design

Description of the course: graphic tools and methods for the fashion product. Type of lessons: practical, with individual study.

Module 2°: Laboratory (with tutor) – Fashion designer

Description of the course: Technical practice and simulation of production. Type of lessons: practical, with individual study.