

1	<b>Design 3</b>
2	EQF 6
3	COMPULSORY
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5	5-6
6	8
7	Prof. Mauro Martinuz Assistant: Dott. Paolo Gasparini
8	<p>Aim of the class is to analyse in depth the methodology of design and the approach to the project that define the designer as a profession.</p> <p>Lectures are characterised by a first phase of communication, in which the problem is introduced and analysed, and a second phase of active projectual experience.</p> <p>The experiences will be focused on one of the following aspects of a project:</p> <ul style="list-style-type: none"> <li>• The creative action: idea and research</li> <li>• Man/device relationship: ergonomics and anthropometry</li> <li>• Technical-functional aspects of the object</li> <li>• Aspects of the identity of the shape / elements of the product's semiotics</li> <li>• Areas of the market: types of products and their consumers</li> <li>• The communication of the project /bidimensional and tridimensional</li> </ul>
9	FACE TO FACE
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11	<p><b>CLASS PROGRAM</b></p> <p><b>Methodological approaches for the development of typologically new concepts/objects</b> <i>Aim</i> Refining the analysis and observation skills regarding the man – object relationship Developing the abilities of specific researches and comparative analysis Developing the ability to identify new needs starting from a given context Developing a project considering the relevant data obtained from papers Area of intervention defined by an open to public design contest</p> <p><b>The new architecture of objects</b> <i>Aim</i> Considering the object and the evolution of his materials considering the different ecological problems Developing a structural architecture for an object, with the maximum use of recyclable materials Developing the ability to reconsider from scratch an established typology</p> <p><b>Researches to be done throughout the year</b> <b>The constitutive character of Italian Design:</b> discovering and studying the main features of Italian Design through the analysis of the work of some important designers characterized by a precise approach to the project. <b>The designer's poetry. Reasoned research dedicated to designers</b> Identification, for each designer, of used references / semantic areas. Organization of design matrices: identification of the reference pools of each designer presented as image grids.</p>
12	<p><b>Bibliography /</b> M. Martinuz, <i>Il Design Italiano 1900-2000</i>, LetteraVentidue, Siracusa (in via di pubblicazione). C. McCarthy, <i>La strada</i>, Einaudi, 2007.</p> <p>Bibliographic and sitographic indications will be given throughout the class.</p>
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14	<p><b>Examination procedure</b> <i>For the final exam you are expected to hand the complete projects in, including: graphic elaborates, work models and final model, presentation of the different development steps.</i> <i>The final presentation files must be PDF files.</i></p>
15	ITALIAN