



istituto d'arte applicata e design



MASTER in TRANSPORTATION DESIGN

European Master of Science in Design - spec. Transportation

Auto, Bikes & Scooter

PHILOSOPHY AND PURPOSE

The "Transportation design" Department, the first in Italy, opened in Turin in 1978. **Today it develops around car and bikes & scooter design** according to an Italian way of doing and conceiving the famous style all around the world.

The purpose is combining industry, research and experimentation through the study of projects under the sponsorship of the industry itself.

The ability of creating a correspondence between form and style is what all the companies ask from public transport designers.

The master wants to give instruments to create a right relationship between the mobility and the territory considering that the style is a real important aspect.

According to project, the correspondence with the scenario will be determined by the creation of a complete and conscious professional figure.

For making projects is important to know how to manage with theoretical aspects, potentiality and expressive elements addressing them to the innovative concepts creation.

We are going over the "watch and imitate idea", we start using the idea of "I watch and I reinvent", where we can examine the environment but it is also possible to create the elements for the autonomy and the individuality knowledge and the development as creativity basic aspects.

The project process starts from an enlarged research; it moves through the exploration of the possible scenarios and come to the synthesis of the contents by the sketching realization, virtual representations that can be real or in scale.

The program is about conceptual stylistic, technological and ergonomic aspects, to show out values for the advanced projects that are coherent to the market and production requirements.

IAAD PARTNER - TRANSPORTATION DESIGN DEPARTMENT

CRF -Centro Ricerche FIAT • FIAT • Lancia • Alfa Romeo • Renault • Volkswagen • Yamaha Mercedes • Ducati • Piaggio • Pininfarina • Italdesign Giugiaro • Bertone • I.DE.A. Institute • Fioravanti • Carcerano • Profilo Design • Quartostile • Marabese Design • Environment Park • Autostudi TorinoDesign . Di Camillo Design .Studiotorino

TERM OF THE MASTER

From 15th of April 2009 to 16th of July 2010, period that corresponds to 3 semesters distributed into 2 academic years.

Lessons

1000 lesson hours with ordinary teachers

100 special lesson hours with famous designers that come from partner firms

640 individual activity hours

400 stage hours at the partner firms

IMPORTANCE OF THE MASTER

The unique master in Italy is recognized by EABHES – European Accreditation Board of Higher Education Schools and gives the possibility to get the European Master of Science in Design that is the equivalent of 120 ECTS credits. All other cases will be evaluated by itself.

ADDRESSEE AND ADMITTANCE

- Those who have obtained an industrial design, and vehicles engineering degree can participate, with personal portfolio presentation, cv and motivational letter
- and the students that have got ITD specialization.
- The candidates that matured professional experiences in public transports sector.

English language represents a preferential requirement.

10 is the minimum and 20 the maximum number of students to be admitted



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TEACHERS AND COORDINATION

Coordinator: Luciano Bove • Resp. Design Research Unit, Member of Design School Committee Renault, France

Teachers are professionals that work actively in transport sector.

TEACHING STRUCTURE AND PROGRAM SYNTHESIS

From 15th of April 2009 to 9th of October (no lessons in August):

_ theoretical ,practical and special lessons from Monday to Friday , from 7 pm to 10 pm individual work, afternoon lessons

From 12th of October 2009 to 9th of April 2010 development thesis project

_ theoretical practical lessons and special ones from Monday to Friday from 7pm to 10 pm
on Saturday there is all day lesson.

From 19th of April 2010 to 25th of June 2010 stage at the partner firms

From 28th of June 2010 to 16th of July 2010 special portfolio management

_lessons from 7pm to 10 pm laboratory individual work and afternoon lessons

At the end of July thesis' dispute

Theoretical practical lessons

Contemporary design elements and styles. Design trends

Sketching

digital illustration

Exterior design –car bikes & scooter

Detail design – car, bikes & scooter

3d digital modelling

3d manual modelling

Design management

Special lessons

meetings about a specific subject with famous designers coming from partner firms

Extra lessons

English for those who have not got the TOEIC

visits at companies and enterprises

Thesis project

Transportation design project realization through research stages, concept, style development and

3dmodelling

final presentation

Portfolio management

meetings about the individual portfolio and curriculum vitae preparation

preparation for job interviews

INFO ■

www.iaad.it

Cost: € 9.000,00 = € 1.000,00 registration + € 8.000,00 for the courses

EABHES cost (at request) is € 1.525,00

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