

istituto d'arte applicata e design



European Bachelor of Science in Design

Majoring in Transportation design



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c.so re umberto 5 ■ 10121 torino – italy
tel and fax +39 011 548868
info@iaad.it ■ www.iaad.it



TRANSPORTATION DESIGN DEPARTMENT

The IAAD department of “Car body Architecture”, first one in Italy, opens in Torino in 1978.

Since 2008, the IAAD “Transportation design” department has been entitled to the memory of Andrea Pininfarina.

Today the program focus is developed around car, motorbike, scooter and commercial vehicles design, with a trend towards new mobility systems that highlight the sensibility for environmental sustainability. Since 2009, with the opening of the new Bachelor in “Design of Sustainable Mobility and Transport Means”, a lot of attention is dedicated to the public and private mobility system, for the present and the next future.

In order to guarantee a high level education and the development of an up-dated and dynamic didactic model, study plans find in experimentation the main methodological attitude, and in didactic flexibility the tool to assure a constant professional profiles updating.

Study plans are based on the principle of advanced design and research, aware of the relation between mobility and territory, considering as central the themes of sustainability and of low environmental impact, without forgetting style and shape quality aspects, that have always been the main value of Italian production.

In this sense, the correspondence between design and scenarios is decisive for the creation of a complete, aware and responsible professional figure.

Design requires the knowledge and the management of theoretical aspects, potentialities and expressive means, to be addressed to the creation of innovative concepts. The study plans promote a functional design, where the project process starts from a wider research, moves through the exploration of possible scenarios and goes to the contents synthesis, with the realization of sketches, virtual and real scale representations.

Programmes face social, conceptual, technological, ergonomic and stylistic aspects, with the aim of proposing design principles, coherent with environment, society, market and production demands.

Thanks to the active support of partner companies – made concrete with special lesson, didactic visits, workshops, seminars, internships, projects and thesis – the study plans have at their disposal specific supports, constantly updated and oriented to mobility and transportation means design.

Study plans of IAAD “Transportation design” departments have the goal to train young professionals, able to suggest reliable innovative solutions and to manage the project development process, using and checking advanced methods and instruments, useful for the job market.

Educative goals

The educative goals are meant to assure:

- a high-level base training in the subjects linked to the cultural and scientific context of transportation means
- an adequate knowledge of methodologies and contents of the subjects characterizing the course majoring
- a high mastery of techniques and tools specific for design and realization of innovative products in the transportation means field, with a particular attention to sustainability
- a particularly sensible attitude towards contemporary creative languages and a predisposition to the continuous updating
- a strong attitude towards innovation, that considers social changes, market dynamics and opportunities offered by technological development
- an adequate knowledge of professional activity management, in order to support an aware and qualified entrance in the job market.



General Information

- Length: Bachelor lasts 3 years (6 semesters) and foresees the acquirement of 180 ECTS credits
- Fixed number of students admitted: foreseen
- Academic year: October – July (2 semesters)
- Attendance: from Monday to Friday, other than seminars and special projects
- Course is destined to: students who have a Secondary School Diploma or another qualification eligible for enrolling the University of the origin Country
- Admission criteria: candidacy presentation through a personal interview or through sending, by normal mail or e-mail, of a motivational letter, resume and eventually a personal portfolio
- Recognitions: the course is recognized by EABHES for the achievement of the European Bachelor of Science in Design. Moreover, it is supported by ANFIA – National Association among Automotive Industries
- Didactics: didactic activities is divided into institutional theoretical and practical teachings, seminars, special lessons, intra-course and thesis projects, workshops, individual study activities and with tutors, internships, for a total amount of 4500 hours. For each teaching subject the programme foresees intermediate tests and final exams. At the end of the three years, students have to prepare and discuss the final thesis project.

Study plan of the three-year course

activity	sector	subject	ECTS
basilar	History and culture of design	<i>History and culture of design</i> <i>History and critic of contemporary design</i>	23
	Sciences and languages of perception	<i>Theory of perception</i> <i>Psychology of shape</i>	
	Methods and tools for representation	<i>Technical drawing</i> <i>Descriptive and projective geometry</i>	
	Shape and project analysis and representation	<i>Representation techniques and languages</i>	
characterizing	Basic design	<i>Design methodology</i> <i>Shape design</i> <i>Basic design</i>	85
	Product design – transportation means	<i>Science and technology of materials</i> <i>Project design</i> <i>Product system design</i> <i>Transportation design – car, motorbike, scooter</i>	
other	Systems design	<i>Mobility design</i> <i>Services design</i>	44
	Multimedia informatics techniques	<i>Informatics for design</i>	
	Image graphic design	<i>Graphic design</i>	
	Techniques of project representation and communication	<i>Project representation techniques</i> <i>Technical 3D drawing</i> <i>Rendering</i>	
	Product engineering	<i>Prototyping</i>	
thesis			6
English language			12
optional	Majoring optional activities		10
ECTS total credits			180