



INDUSTRIAL DESIGN DEPARTMENT

IAAD "Industrial design" department opened in 2005, as a natural evolution of the three-year courses about product and visual communication design. The opening of this new department happens in the same year of the European accreditation of IAAD qualifications.

The programme focus of "Industrial design" department develops around the concept, study and design of objects industrially reproducible: from high-tech to fashion, from accessories to household appliances, from luxury objects to those meant for daily uses.

Industrial design deals with the complex relation between man and matter, analysing it according to innovative shapes and functions, useful and functional. The hinge principle is the multi-disciplinary approach, with a particular focus on environmental sustainability of processes and projects.

Study plans have the goal to train young industrial designers, able to manage advanced projectile logics, inspired by a fresh originality, by an active and conscious attitude of those who want and know how to design new solutions, both for present and future times.

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, 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 projectile process starts from a widen research, moves through the exploration of possible scenarios and goes to the contents synthesis, with the realization of sketches, virtual representations and real ones in scale.

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 the 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 a focused design in the industrial sector. Courses keep industry and research world together.

Study plans of IAAD "Industrial 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 into the job market.

The educative targets are meant to assure:

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- a high-level base training in the subjects linked to the cultural and scientific context of industrial design
- 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 industrial design field, with a particular attention to sustainability
- a particularly sensible attitude towards contemporary creative languages and a predisposition to the continuous adjournment
- 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.