

# istituto d'arte applicata e design



European Master of Science in Design

*Majoring in Transportation design*

*Course of studies: car, motorbike/scooter, sustainable mobility*



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## TRANSPORTATION DESIGN DEPARTMENT

### EUROPEAN MASTER OF SCIENCE IN DESIGN - MAJORING IN TRANSPORTATION DESIGN

#### COURSE OF STUDIES: CAR DESIGN, MOTORBIKE/SCOOTER DESIGN, SUSTAINABLE MOBILITY

The IAAD department of "Transportation design", first one in Italy, opened in Torino in 1978; since 2008, it has been entitled to the memory of Andrea Pininfarina. Today the program focus is developed around mobility and its main transportation means.

This master faces in particular the mobility themes and the main transportation means, following the Italian mood of conceiving design, which is famous all over the world.

**Moreover, it is possible to enrol a course of study, choosing between: car design, motorbike/scooter design and sustainable mobility.**

Mobility, environmental sustainability and transportation means: a complex and fundamental relationship, nowadays a man's need, more and more linked to the whole world.

The master course deals with systems, solutions and products able to enhance mobility in contemporary society, with particular attention to environmental sustainability.

The mobility system, the transportation means and the related environmental sustainability are playing a key role in the economical and socio-cultural development of our Country.

With the aim of guaranteeing a high level education and the development of an updated and dynamic didactic model, able to be a "think tank for innovation", the master course finds in experimentation its main methodological attitude, and in didactic flexibility the tool to assure a constant upgrade of professional profiles. All the teaching subject alternate theoretical aspects and practical experimentation, and the workshop is the place where didactic research grows.

The course trains young professionals, able to suggest innovative solutions and to manage the project development process: a creative designer, able to control conceptual and technical-productive aspects, able to interpret consciously social, cultural and economical elements of the referring market, able to catch the moods which lead to innovative solutions both in content and shape, able to embody and foresee the market dynamics.

Design requires the knowledge and the management of cultural, conceptual, technological aspects, potentialities and expressive means, to be addressed to the creation of innovative products and services: the correspondence between design and scenarios is decisive for the creation of contemporary, skilled and aware professional figure, coherent with 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.

The didactic is structured to face an advanced level design, which takes into account technological, production, environmental, ergonomics and marketing aspects, promoting flexibility, managerial skills and team-working attitude. The goal is to link industry, research and experimentation world, through the study of projects promoted by industry itself.

### Educative goals

The educative goals are meant to assure:

- a high-level training in the subjects linked to the cultural and scientific context of transportation means
- an adequate knowledge of advanced 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: the Master course lasts 1 year (2 semesters) and foresees the acquirement of 60 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 an Industrial Design or Car Engineering degree; students majored in Industrial or Transportation design; candidates who have significant professional experiences in Transportation design sector. Any other case will be evaluated.
- 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; English language knowledge is a preferential requirement
- Recognitions: the course is recognized by EABHES for the achievement of the European Master 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 1500 hours. For each teaching subject the programme foresees intermediate tests and final exams. At the end of the master course, students have to prepare and discuss the final thesis project.

## Master course study plan

activity	sector	subject	ECTS
basilar	History and culture of design	<i>History and critic of contemporary design</i>	11
	Shape and project analysis and representation	<i>Representation techniques and languages</i>	
	Image graphic design	<i>Graphic design</i>	
characterizing	Product design – transportation means	<i>Science and technology of materials Project design Transportation design</i>	24
	Systems design	<i>Product system design Mobility design Services design</i>	
other	Techniques of project representation and communication	<i>Technical 3D drawing Rendering</i>	12
	Product engineering	<i>Integrated product design Prototyping</i>	
	Economy and enterprise management	<i>Marketing and design management</i>	
	Professional activity management	<i>Professional organization and management</i>	
thesis			5
English language			2
internship			6
<b>ECTS total credits</b>			<b>60</b>

## IAAD PARTNER - TRANSPORTATION DESIGN DEPARTMENT

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